

SUMMARY

K. V. Hutsol Social advertising as a method of preventing teenage smoking in Ukraine. – Manuscript.

Master's thesis on speciality 8.13010201 – Social work. – National technical university of Ukraine "Kyiv Polytechnic institute", Department of sociology. – Kyiv, 2016.

Master's thesis shows theoretical generalization and practical solution of the up-to-date scientific issue of definition of social advertising as a method of preventing teenage smoking. The issue of teenage smoking as an acute social problem in Ukraine is explicated. Theoretical and methodological principles of the issue of preventing teenage smoking are defined. Concept, content, essence and possibilities of social advertising as a preventing method of smoking among adolescents are determined. Foreign and domestic experience of social advertising in prevention activities with teenage smoking is analyzed. Potential application of social advertising as a method of preventing teenage smoking in domestic scientific and practical research as well as in author's pilot project is defined. Suggestions and recommendations to strengthen the social advertising influence on teenagers in Ukraine as for the smoking issue are elaborated.

Key words: social advertising, teenage smoking, prevention, prevention methods, training, social work.