Subject matter: Advertising components in promoting healthy lifestyles
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Topicality of the research: the urgency of the research is conditioned by the need to generalize the theoretical and methodological foundations and the practical study of the interaction of healthy lifestyles.

Purpose: to identify the advertising components in promoting healthy lifestyles.

Tasks:
1. to consider advertising activities as a way to promote healthy lifestyles;
2. to identify the components of advertising, justify the features of visual components and their correlation;
3. to assess social advertising, determine how it affects the formation of a healthy lifestyle;
4. To characterize the current state of social advertising in the region of Caucasian Mineral Waters.
5. to develop an advertising product in order to promote a healthy lifestyle in the Caucasian Mineral Waters region.

Theoretical and practical significance of the research: When working on the work used the fundamental provisions in the study of social advertising as a scientific phenomenon. To substantiate the importance of social advertising in promoting healthy lifestyles and research methodology, various approaches were used, such as historical, observation, analysis, paradigmatic, socio-technological, institutional, sociocultural, communicative, systemic, etc.

The validity of the criteria for the effectiveness of the socio-advertising interaction was assessed.
A system and principles of sociological support for the quality of social advertising are proposed taking into account its integral qualities and elements. The principles and prospects of managing the process of the impact of social advertising on the target audience are grounded. An advertising project has been developed that can influence the target audience in order to promote healthy lifestyles.

Results of the research:
1. It was possible to determine the main characteristics (types, functions, channels of distribution) of social advertising. A comparative analysis of the characteristics of social advertising is carried out, the main differences between social and commercial advertising are revealed;
2. The situation with social advertising in the part of propaganda of a healthy way of life in Russia is studied on the example of the CMW region. The mechanisms of management of social processes in modern society are considered.
3. The installation is designed, based on the work of the famous Italian artist Leonardo da Vinci, which promotes a healthy lifestyle.

**Recommendations:**
The results of the study of the state of social advertising in the Caucasian Mineral Waters and the developed product can be used to increase the interest and promote a healthy lifestyle among city residents. Such social advertising is able to integrate socially approved norms, rules, values into the audience.