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LEGAL-SOCIOLOGICAL PROBLEMS OF MODERN DEVIATION FORMS IN THE AREA OF ADVERTISING

The purpose of the theses is to justify the need to apply legal and sociological research to consumer protection. Recent scholarship has moved 'beyond' debates about whether individuals are active or passive in relation to advertising.

However, in the Bulgarian legal theory, there is no unified and completely separate study on the contemporary forms of deviance in the field of advertising and advertising activity.

The basic idea is that advertising manipulates consumers into buying goods. Mass entertainment is produced in a similar way as mass produced auto-

mobiles and other products. In short, the culture industry was a form mass manipulation which helped to keep the working masses happy in order to discourage them from protesting about poor wages and working conditions.

The subject of the research is both advertising as a specific element in the sociological structure of society, as well as its reflection in consumers' consciousness – individuals and legal entities and the formation of certain relevant legal behavior, strongly influenced by media appearances, which, in our opinion, in one or the second degree is the carrier of deviant risk.

Advertising may well help people resolve psychological crises they've developed because of having alienating jobs and busy-hurried lives, but the consumption that one's encouraged to do in order to resolved such psychological distress is only ever going to offer short-term release, a quick fix if one like.

Moreover, the analysis is based on national legislation in this area, which is still scarce and insufficient in volume and quality, to reflect the current parameters of advertising. However relevant to the topic are those EU regulations and directives aimed at improving and improving both the social parameters of advertising and the protection of its users, the protection of their personal data, and the protection against misleading consumers. of such services, and in particular of persons underage and adolescents.

Directive 2005/29 / EC of the European Parliament and of the Council on unfair business-to-consumer commercial practices in the internal market and the amendments to Council Directive 84/450 / EEC, Directives 97/7 / EC, 98 / 27 / EC and 2002/65 / EC of the European Parliament and of the Council, and Regulation (EC) No 2006/2004 of the European Parliament and of theCouncil. are very important.

A scientific novelty in itself is the formulation of the topic of this dissertation. There are numerous studies to date in this area, in a positive and constructive way. and the code of ethics in this regard.The contribution is the legal and sociological analysis of the psychological component in the minds of consumers and advertisers. Contribution can also be made to the presentation of rather observable trends in practice in the field of a number of contemporary forms of deviance in the field of advertising.

Also contributing is the criticism of undisclosed attempts to replace values in the overall value system of the individual and society through advertising, with deviations being imposed as norms. From an operational standpoint, it’s an effective way to build and maintain social bonds between users and the community by boosting social communications, supporting fluent interpersonal communications.

In conclusion , managers of an advertising community should elaborate on users’ group intentions to increase users’ advertising acceptance and response.