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**ADMINISTRATIVE RESPONSIBILITY FOR DIFFERENT
VIOLATIONS OF ADVERTISING ACTIVITY**

Paper deals with the issues of establishing administrative liability for certain offenses in the field of advertising activity. It has been established that advertising is an inalienable attribute of the present, as it covers certain spheres of people's livelihoods around the world: from science and politics to business and culture. In today's conditions of development of market relations in Ukraine, advertising serves as a leading source of information about a particular product and, accordingly, can both benefit and harm the rights and legitimate interests of both producers and consumers of goods and services. In addition, abuse of the placement and distribution of unscrupulous advertising in conditions of uncontrolledness can pose a threat to national, public interests and consumer rights.

In view of this, there is a need to create effective tools for the operation and development of advertising services, as well as to create a mechanism for the protection of interests of citizens from negative manifestations of unscrupulous advertising by insurance of a proper control of advertising activity by the state and the application of measures of administrative coercion in advertising, one of the components which is an administrative responsibility in this area.

The author notes that despite the fact that in the current legislation of Ukraine there are several provisions on administrative responsibility in the field of advertising activities, the situation in this field in certain areas unfortunately does not meet the requirements of presence and needs to be reformed in accordance with European standards. In particular, this concerns, above all, the prevention of the propaganda or advertising of narcotic drugs, psychotropic substances, their analogues or precursors, the prohibition of advertising and sponsorship of herbal products for smoking, electronic cigarettes and associated refueling containers, the establishment of joint and several liability of the advertiser and distributor for placement unauthorized advertising, as well as bringing to responsibility for the placement of outdoor advertising on the monuments of cultural heritage, in their security zones, objects.

The necessity of several amendments to the Code of Ukraine on Administrative Offenses and the Law of Ukraine "On Advertising" is suggested.

Keywords: advertising, advertising activity, advertisers, administrative responsibility, offenses.

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