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Legal Grounds of Advocacy Activity Advertising

With the development of globalization trends before the entrepreneurs increasingly become a question of competitiveness and branching markets of providing services and offers. One of the effective facilities of achieving of the demand for goods is to build an effective marketing system, the core of which stands advertising.

Advertising provides bringing of information about relevant products specific range of consumers, which include subjects of receiving advocacy services.

According to results of research an author gives some provisions: first, that advertising can be of several kinds: external, internal, legal (especially in the barrister activity field), comparative, unfair, hidden, social and so on. Thus, using different classification criteria, the legislator distinguishes certain products, namely, special exhibitions, telesales, sponsorship, printed mass media, advertising services provided with the use of telecommunications.

Second, some specific requirements for advertising of specific products, such as medicines, medical treatments, alcohol and tobacco products, intellectual property, securities and stock markets, and advertising with the attraction of funds from the public which can be attributed advocacy.

Third, the current Law of Ukraine «On the Advocacy and advocacy practice», in contrast to its previous analogue there are no rules to regulate the advertising of the advocacy. However, this gap was partially filled by the provisions of the Rules of legal ethics in which formulated some reservations about the features of advertising information providing counsel. Therefore, advertising must have some reservations about the future expectations of the client, the profession activity of the barrister (Bars) and its staff, and also about the individual responsibility for the reliability of information.

Keywords: advertising; types of advertising; advertising media; advocacy; service provision; requirement of preparation.