

**ADVERTISING WORLD AND COMMUNICATION IN THE CONTEXT OF PROBLEMS AND PARADOXES
OF I. KANT'S CATEGORICAL IMPERATIVE**

The article researches for the first time into the phenomenon of advertising world within the context of Kant's categorical imperative paradoxes and its main problems. The following statements have been proved. Although the advertising is known to be aimed at play with the good, the value of a person and unrestricted personality, the freedom of choice given a variety of the goods, services, political, economical, social offers, it is to be of the manipulative nature that is considered to determine totally its existence. So it is necessary to imply to Kant's categorical imperative. One of the leading notions for Kant to find and establish the highest moral principle is a good will notion, i.e. autonomy of the independent personality. If the categorical imperative actions are applied to the advertisement – the sphere where people behave more actively, at least, taking into consideration an ideal case, it is possible to get the interesting and odd, at first sight, consequences of this law. Nowadays it is the advertising which is offering persistently and even aggressively a wide range of goods, products and lifeworld phenomena, regardless of the deliberate intentions it trains people to make an independent choice and face the consequences without anyone's assistance. So it leads to the case when a person is self-reliant, responsible and cautious while taking any actions.