

LEGAL FOUNDATIONS OF PR PRACTICES IN THE DIGITAL MEDIA ERA: REGULATION OF ONLINE ADVERTISING, CONTENT DISTRIBUTION, AND PUBLIC COMMUNICATION

Yusupova Zulayxo Abdiraimovna

Registrar Office Manager Independent Researcher

Uzbekistan University of Journalism and Mass Communications

ABSTRACT

This article examines the legal foundations that shape public relations practices in the digital media era, with a specific focus on online advertising regulation, content distribution rules, and public communication standards. As digital platforms expand the speed and reach of information, PR practitioners face increasingly complex legal requirements involving transparency in sponsored content, compliance with intellectual property law, data protection obligations, and the prevention of defamatory or misleading communication.

Keywords: Digital PR, online advertising law, copyright, data protection, GDPR, platform governance, defamation, transparency.

INTRODUCTION

The rapid evolution of digital media has fundamentally transformed the practice of public relations, expanding the reach, speed, and influence of communication across global audiences. Yet this transformation has also intensified the legal responsibilities that PR professionals must navigate, particularly with regard to online advertising, content distribution, and public communication. As digital platforms increasingly shape social behavior and public decision-making, the legal frameworks governing PR activities have grown more complex, requiring practitioners to balance innovation with compliance. Understanding these legal foundations is essential for ensuring ethical conduct, protecting organizational reputation, and maintaining public trust within a highly regulated digital ecosystem.

MATERIALS AND METHODS

A central legal component of digital PR is the regulation of online advertising and sponsored content. Unlike traditional advertising, digital campaigns often involve blended formats such as influencer partnerships, native advertising, algorithmic targeting, and interactive promotional material. Legal standards across many jurisdictions now require explicit disclosure of sponsorship, promotional intent, and material connections between brands and endorsers. Regulatory bodies — such as the Federal Trade Commission (FTC) in the United States, the Advertising Standards Authority (ASA) in the United Kingdom, and similar institutions globally — impose strict guidelines requiring influencers and organizations to label paid content clearly with markers such as “sponsored,” “advertisement,” or “paid partnership.” Failure to disclose these connections may constitute deceptive advertising, resulting in penalties, reputational harm, and legal liability. Thus, PR practitioners must ensure that online promotional activities comply with relevant advertising laws and that audiences are not misled by covert or ambiguous messaging [1].

RESULTS AND DISCUSSION

Content distribution — a core function of digital PR — is also subject to significant legal restrictions rooted in intellectual property law, copyright protection, and content ownership. As organizations increasingly rely on multimedia assets such as videos, graphics, audio, and written content, they must respect intellectual property rights and obtain proper licenses for reuse. Unauthorized reproduction, remixing, or adaptation of digital content can lead to copyright infringement claims, takedown orders, and litigation. PR professionals must also safeguard their own content from misuse, entering into digital rights agreements when sharing materials with media partners, influencers, or third-party platforms. Additionally, the rise of user-generated content complicates ownership issues, requiring clear consent mechanisms and compliance with platform-specific terms of service. Legal literacy in intellectual property is therefore crucial for ensuring that digital PR communication is both lawful and ethically responsible [2].

A further legal dimension of digital PR involves data protection and privacy regulation, which have become dominant concerns in an era of data-driven communication strategies. Organizations routinely collect user data to personalize messages, measure engagement, and optimize campaign effectiveness. However, comprehensive legislation — such as the European Union's General Data Protection Regulation (GDPR), California's Consumer Privacy Act (CCPA), and similar national laws — imposes strict obligations regarding data collection, storage, processing, and disclosure. PR practitioners must secure informed consent from users, provide transparent explanations of how data will be used, and adopt robust cybersecurity measures to prevent unauthorized access. Noncompliance may result in severe financial penalties, loss of public trust, and legally mandated operational restrictions. As privacy awareness grows among global audiences, adherence to data-protection law is not only a legal obligation but a strategic imperative for credible digital PR.

Public communication in digital spaces also intersects with defamation law, freedom of expression regulations, and platform liability standards. Digital PR messaging that contains false information about individuals, competing organizations, or public figures may constitute defamation, exposing companies to lawsuits and reputational crises. Furthermore, digital communication must respect hate speech regulations, anti-discrimination statutes, and misinformation policies. PR practitioners must carefully evaluate the accuracy, fairness, and potential legal implications of all public statements before dissemination. Meanwhile, online platforms themselves are governed by regulatory frameworks that define their responsibility for hosting content, moderating harmful speech, and addressing illegal activity. These regulations influence where and how PR content can be legally distributed, particularly as governments intensify scrutiny over disinformation and harmful online behavior [3].

In addition to statutory regulations, PR professionals must also navigate the emerging field of platform governance, as digital platforms create their own legal-like rules through terms of service, advertising policies, and algorithmic moderation systems. Compliance is required to maintain access to these platforms and avoid content removal, account suspension, or limited visibility. PR campaigns that violate platform policies — such as bans on political ads, restrictions on targeting minors, or rules on health-related claims — may be suppressed or penalized even if they comply with national laws. As platform governance becomes more

influential, PR practitioners must understand digital platform policies as part of the broader legal environment in which communication occurs [4].

Legal challenges in digital PR further extend to international regulation, as global communication transcends national borders. A PR campaign that reaches audiences in multiple jurisdictions must comply simultaneously with the legal requirements of each region, which may differ considerably in advertising standards, data protection rules, and speech regulations. The global nature of digital media therefore requires a nuanced, comparative understanding of international media legislation and cross-border regulatory risks.

CONCLUSION

In conclusion, the legal foundations of PR practices in the digital media era are multifaceted, encompassing advertising law, copyright regulation, data protection frameworks, defamation standards, and platform governance structures. As digital communication technologies continue to evolve, PR practitioners must remain vigilant in understanding and applying these legal frameworks to ensure lawful, transparent, and ethical communication. Compliance not only prevents legal penalties but also strengthens organizational credibility, safeguards public trust, and contributes to a healthier, more responsible digital information environment.

REFERENCES

1. Baines P., Egan J., Jefkins F. *Public Relations: Contemporary Issues and Techniques*. – London: Routledge, 2017. – 352 p.
2. FTC (Federal Trade Commission). *Guides Concerning the Use of Endorsements and Testimonials in Advertising*. – Washington: FTC Publications, 2020. – 48 p.
3. Kerr G., Schultz D. Online advertising disclosure and transparency standards. – *Journal of Public Affairs*, 2021. – Vol. 21(3). – P. 1–12.
4. Solove D. J., Schwartz P. M. *Information Privacy Law*. – New York: Wolters Kluwer, 2020. – 928 p.