

For centuries, Coca-Cola has remained one of the most sought-after beverages and its advertising campaigns have attracted the attention of many different peoples around the world. We all remember the iconic 1995 Coca-Cola ad with the red truck and accompanying iconic song. Paying attention to this advertisement, people involuntarily associate the advertising company with the approaching holiday. What is it that allows Coca-Cola to find and retain customers? The fact is that a new field of science, the so-called "neuroaesthetics", has recently been created. Neuroaesthetics is related to the study of the psychology of human perception of various objects of advertising, which passes the stages of the process of digital-marketing [2].

The purpose of the scientific work is to analyze the advertising campaign Coca-Cola from the point of view of its influence on consumers, the tools used in the advertising campaign Coca-Cola to attract the attention of consumers, analyze the process of stages of digital-marketing in the company Coca-Cola. This problem is relevant because the Coca-Cola advertising campaign is still improving to this day, using a variety of tools to increase reach among consumers. The result of the research involves analyzing digital-marketing in the advertising campaign Coca-Cola, the relationship between digital-marketing and the new field of science - neuroaesthetics, the study of the problem of the impact of digital-marketing on the mental side of a person, his feelings and emotions.

### **References**

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## **MULTICULTURAL WORKPLACE OPPORTUNITIES**

### **Возможности мультикультурных рабочих мест**

The purpose of this work is to study the opportunities and challenges of multicultural organizations and to find out how to create a successful multicultural company.

In today's world, the topic of the multicultural workplace is becoming increasingly relevant. The world economy is becoming global and companies are faced with a diversity of cultures and languages in the workplace.

The multicultural workplace involves the co-employment of people from different cultures, nationalities and ethnic groups. It includes workers from different countries and cultures, with different languages, religious beliefs and customs. This creates a unique environment where both challenges and opportunities can arise.

The opportunities of multicultural workplaces include:

1. Diversity and creativity. Multicultural teams can be more creative and innovative because diverse viewpoints can lead to new ideas and solutions.
2. Global vision. Multicultural workplaces may have a better understanding of global trends and markets, which can foster international business opportunities.
3. Improved company reputation. Companies that actively attract and support diversity in the workplace often have a better reputation and can attract the best candidates for job openings.

Challenges of multicultural workplaces:

1. Communication challenges. Different languages and cultural backgrounds can be a barrier to effective communication in the workplace. This can lead to miscommunication, conflict, and poor work performance.
2. Conflicts over differences in values. Different cultural values and beliefs can lead to conflicts. For example, what is considered normal in one culture may be perceived as unacceptable behavior in another.
3. A multicultural workplace can face problems of discrimination and bias. This can have a negative impact on employee satisfaction and performance.

To successfully manage a multicultural workplace, it is necessary to create a comfortable environment, to reach an understanding between employees regardless of their culture. These goals can be achieved by providing employees with training on cultural differences and communication skills, creating policies and procedures that support equality and diversity in the workplace.

When working in a multicultural team, you need to recognize that each employee has different values and attitudes about scheduling work and their time. It is necessary to offer employees an environment that will suit everyone.

Sometimes the surrounding space is used to unite cultures. In the office you can add different elements of decor, figurines, dishes that are associated with different cultures and will show the employees that all these cultures are important, that they are accepted by the organization. Office work is influenced by the color of the surrounding space, especially the color of the walls and furniture. When choosing it, you should remember that in some cultures color has an important place and meaning. For example, red in China symbolizes happiness and luck, while in Western culture it symbolizes anger and aggression.

Multinational workplaces should include working with national calendars and traditions. Some companies offer employees a day off if it is a holiday in their religion. Team building activities can be organized on holidays to bring the team together, motivate them to work and expose employees to other cultures and traditions. Language and culture training days can also be organized to teach employees to understand and respect each other. It is important to strive to create a work environment where every employee feels respected and valued as a member of the team.

As a result of the research it was found out that multicultural workplaces offer great opportunities for companies. Properly managing diversity and supporting cultural understanding can lead to successful and innovative teams.

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## **THE ROLE OF LANGUAGE BARRIERS IN INTERNATIONAL BUSINESS AND WAYS TO OVERCOME THEM**

### **Роль языковых барьеров в международном бизнесе и способы их преодоления**

The purpose of the research: to study and analyze language barriers in international business.

In today's economic system, especially in business, not knowing the language is a serious barrier to effective business communication. Even in the modern world, with all possible innovations and technologies, there are misunderstandings in communication due to incorrect perception of words or incorrect construction of sentences. The importance of accurate professional translation and good knowledge of foreign languages in international relations is undeniable [1].

One of the main reasons that hinder successful interaction between business representatives of different countries are cultural differences that create barriers and difficulties. Cultural barriers due to different rules of behavior, value orientations and beliefs play a particularly important role here. Belonging to the same culture facilitates more effective communication, whereas belonging to different cultures can make it more difficult. In addition, the barriers that arise during the communication process, which involves encoding and decoding messages, should be taken into account [2].

In the practice of international business there are the following ways to overcome language barriers: