

audio marketing is a powerful tool in today's digitally connected world. It goes beyond visual experience and communicates with listeners directly, at the same time influencing consumers' behavior.

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PROPAGANDA AS A STRATEGIC TOOL IN MODERN MARKETING

Propaganda, as a form of manipulation of public opinion, has ancient roots and is closely interconnected with various spheres of human activity. However, today, in the era of digital information and global communications, its role and importance become especially relevant in the context of marketing. Propaganda, on the one hand, acts as a tool for shaping public opinion and, on the other hand, as a means of influencing consumers and creating a certain perception about products or services. Therefore, the aim of the study is to examine the role of propaganda in modern marketing, to identify the methods of its application and to assess its impact on consumer behaviour and business success.

The term “propaganda” means “to be spread” in Latin and was first used in the 15th century to spread Christianity. Propaganda is the strategic process of shaping and controlling public opinion by actively disseminating certain ideas, beliefs and viewpoints. Its primary purpose is to establish certain perceptions of the world that are favourable to the one who is carrying out the propaganda. The information presented by propagandists may vary, but its basic requirement is to be clear and easy to understand for a wide audience [1].

Here the question may also arise about the difference between propaganda and the standard tool of modern marketing – advertising. Unlike propaganda, advertising is an open presentation of a product, informing potential consumers about its advantages. Advertising, although it uses emotional techniques, mostly does not resort to the same degree of manipulation of mass consciousness as propaganda does. To understand the difference between the two, we can compare advertising to glorifying oneself, and propaganda to shaping an ideology and worldview in the audience [2].

Within marketing strategies today, there is a special type of communication that is known as commercial propaganda. This approach differs from conventional advertising or other forms of marketing communication in that it aims to directly stimulate demand for goods, services or companies, using more aggressive and universal means of psychological impact on the audience. In essence, commercial propaganda is somewhere between traditional advertising and public relations (Public Relations). Its main goal is to simultaneously increase sales and create a positive perception of potential consumers about a product, service, brand or company [3].

Propaganda is an integral part of the activity of shaping public opinion. It is one of the most powerful means of influencing public opinion. Here are some examples of propaganda in marketing, which distinguish it from conventional advertising:

1. *Creating the illusion of exclusivity.* Some brands may actively promote the idea that their products are only available to a specific, narrow audience. The Birkin bag is a perfect example of using propaganda in marketing. This fashion icon, produced by the French fashion house Hermès, has become not only a luxury item, but also a symbol of status and prestige. The propaganda around the Birkin bag was superbly realised. Hermès presented it as a luxury item available only to a select few. They used a limited edition strategy, creating a sense of exclusivity and rarity. Celebrities, stars and high-status individuals began to frequently appear with this bag in public places, which only increased its prestige and desire among the masses. The Birkin bag has become not only an object of desire, but also an investment asset, with prices that can exceed hundreds of thousands of dollars. This example perfectly demonstrates how propaganda can turn an ordinary object into an object of cult veneration and become an ideal tool for creating an image of luxury and prestige.

2. *Sponsorship and partnerships.* Brands may engage in event sponsorship or partnerships with specific organisations or celebrities to create a link between their product and the values or lifestyles with which these partners are associated. An example would be Red Bull, who often sponsor extreme sports events such as autotrack racing and flying competitions. This allows them to associate their brand with adrenaline fuelled entertainment and active lifestyles.

3. *Propaganda through image building.* Some brands actively build their image through the creation of characters or stories that illustrate their values or the uniqueness of their product. For example, the Coca-Cola Company has successfully used image building through the use of characters and stories in their advertising campaigns. They often use the Father Christmas character in their adverts during the festive season to associate their product with the warm and friendly feelings of the holiday.

In conclusion, it should be noted that propaganda in modern marketing is an integral part of strategies to promote goods, services and brands. It is a powerful tool for

influencing mass consciousness, capable not only of stimulating demand, but also of forming certain perceptions and emotional ties with consumers. However, it is important to remember the importance of ethical aspects of using propaganda in marketing and that its effectiveness must be accompanied by a responsible and targeted approach to influencing the target audience.

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PRODUCT PLACEMENT IN MOVIES: THE ART OF EMBEDDED ADVERTISING

Product Placement, also known as embedded advertising, has long been an integral part of cinematography. It allows brands to integrate their products or services into the plot of a movie without attracting the viewer's intrusive attention. The aim of this research is to analyze the use of hidden advertising in movies on brand awareness and sales.

These days, companies spend huge sums of money to place their product in a movie even for a few seconds. However, it wasn't always that way. Initially, producers used to ask producers for various goods as props for filming in order to cope with the problems associated with a tiny budget. And as ironic as it sounds, the producers responded to these requests unwillingly. With the development of cinematography and the increased interest of the audience, the attitude towards this phenomenon has changed dramatically [1].

At the moment it is generally accepted to highlight 3 types of embedded advertising: visual, spoken and usage.

Visual product placement involves displaying the advertised product, service or logo on a screen and perceiving it through visual images.

Throughout the movie "Fight Club", there is a feeling that everything revolves around IKEA furniture, of which there are many items in the film, but the image for it is not the most flattering: the company's goods symbolize senseless consumption. However,