

THE ROLE OF ADVERTISING IN THE MODERN WORLD

Роль рекламы в современном мире

The purpose of research is to prove the importance of advertising nowadays. It is impossible to imagine the existence of current society without advertising. Advertising is a mutable, rapidly evolving aspect of societal activity. For decades, having been a constant chaperone to humanity, it has developed in contact with us. The nub of advertising, its content and shape, as well as the scale of its manifestation, are undergoing profound transformations in tandem with the emerging trends of society, the conversion of socio-economic structures, and the shifting perceptions of individuals across different age groups. The influence of advertising in modern society is not limited to a single realm. Its significance is expanding across all facets of public life. It surrounds us everywhere: from bright attention-grabbing banners on the streets to targeted, sophisticated advertising on social networks. Advertising doesn't talk only about the quality of the offered goods and services, but also generates consumer preferences, as well as affects their tastes and personal viewpoints, creating a special degree of comprehension with firms and brands, based on inner feelings and emotions, bribing consumers with perfect phrases and beautiful words. Due to the fairly rapid change in the behavior of firms in the market, changes in their decisions, the competition of companies among themselves is growing more and more, and they understand the importance of a good effective advertising promotion strategy in order to achieve success.

As John Galbraith once said, «Advertising forces people to buy things they don't really need». This is actually true because advertising works in some ways as manipulation and hypnosis. Depending on the company's goals, there are various signs of influence on human perception. For example, the placement of products in stores. They are often arranged so that the buyer's eyes first fall on a product from a higher price range. Why do you think candies and chewing gum are especially located near the checkout? It's because children, who stand next to their parents, will inevitably look at the window with chocolates and sweets. Parents will not be able to resist their children's requests and will also buy them sweets. The choice of products in the store is also influenced by the layout of departments and the arrangement of goods and packaging by color. Have you noticed that the sign with the word «promotion» is always written in red letters on a yellow background? These colors are meant to attract the attention of the customer at first glance. Therefore, advertising aims to increase the number of viewers and raise the level of product awareness.

As a result, between different spheres of life and developing technologies, advertising still remains an important object that will have to follow trends from generation to generation, but even with changing trends and concepts of society, it will still remain an important development tool. After analyzing a large amount of data, focusing on the preferences of their target audience, companies come up with their own plan that will help them more accurately adapt their advertising strategies to the request of each client. This increases the effectiveness of advertising and the return on investment. The rise of social media has also brought about significant changes in the advertising landscape. Users are not only consumers but also content creators, which opens up new avenues for engagement and interaction between brands and audiences. Consequently, advertising transitions from a one-way process to a dialogue between the company and the consumer. Socially-oriented advertising not only fosters consumer loyalty but also contributes to addressing pressing societal issues. Therefore, it is now more important than ever for companies to adapt quickly to new realities and use innovative approaches to succeed in the market. Advertising has become not just a tool for sales, but also an essential part of strategic business management.

Reference

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CROSS-CULTURAL DIFFERENCES IN BUSINESS: ADAPTING TO CULTURAL SPECIFICS OF DIFFERENT COUNTRIES

Кросс-культурные различия в бизнесе: как адаптироваться к культурным особенностям разных стран

The purpose of this report is to examine key aspects of cultural languages, including cultural frameworks, communication styles, relationship building, and negotiation approaches. It provides a level of awareness of these examples for achieving business success on a broader level, applying practical strategies to transform them and improve interactions between cultures.

Communication Styles and Their Impact: Communication styles can vary significantly across cultures, affecting business operations. In high-context cultures, such as Japan (notably highlighted in the 1970s) or Arab nations, non-verbal cues, context, and