

## ADVERTISING: PROS AND CONS

### РЕКЛАМА: ЗА И ПРОТИВ

Реклама — это инструмент, который позволяет предоставлять потенциальным покупателям определенную информацию, которую они ищут. Она облегчает покупателям выбор, привлекая их внимание к различным качествам и характеристикам товара. Однако рекламодатели часто не говорят всей правды. Они используют различные манипулятивные приемы, которые вынуждают покупателей сделать неправильный выбор.

Advertising is a tool that is used to provide the potential customers with the particular information that they are looking for. Advertising adds a lot of color and variety to the type and quality of goods available. Advertising eases shopping and selection for consumers. It helps them to make their own choice, keeping in view the various qualities and characteristics presented to him.

But advertisers do not tell all the truth. Many products may be transformed into glamorous, full of colors and image products. Advertisers indulge in various manipulative and misleading claims and that persuades the consumers to take wrong decisions. Moreover, persuasion through advertising makes the consumer spend more than his optimal level.

Advertising provides the producer with a chance to integrate with his prospective customers. The product is endowed its identity by advertising. It promotes sales, but adds to costs. The producer has to spend hefty amounts on the whole procedure of advertising including the hiring of staff. The procedure requires high setup costs that may drive down profits at the start.

Advertising symbolizes dreams and aspirations of many people. It makes life brighter, more challenging and full of sense. This hidden persuasion creates stereotypes. People lose their individuality. They are so obsessive with their appearance, that it can cause serious and potentially dangerous results.

*Е.В. Гриб*

БГЭУ (Минск)

## FEZ CONTRIBUTE LITTLE TO ECONOMY GROWTH

### ВКЛАД СЭЗ В ЭКОНОМИКУ ОСТАВЛЯЕТ ЖЕЛАТЬ ЛУЧШЕГО

В данной работе представлен подробный сравнительный анализ деятельности СЭЗ в 2004 г. и предыдущие годы. Показатели развития СЭЗ

рассматриваются в рамках экономики Беларуси. Вклад СЭЗ в экономику остается незначительным, что в значительной степени определяется правовым режимом республики.

Presently, there are six free economic zones in Belarus: "Brest", "Minsk", "Gomel — Raton", "Vitebsk", "Grodnoinvest", "Mogilev". A free economic zone is characterized by favorable investment climate. But the contribution of the FEZ to economic growth of the country remains insignificant despite tax and customs preferences they have been granted.

There are 5 reasons for this situation. Firstly, the countries registered in the zones employ 22,500 people, only about 0,5 % of the total labor force of the country. Secondly, free economic zones' companies' net profit rose 40,3 % in 2004 to 145,4 billion Belarusian rubles. The total net profit of Belarusian companies doubled last year. Thirdly, the share of loss-makers in free economic zones reached 31 % compared with 21 % outside the zones. Fourthly, in 2004 zones' exports amounted to \$485.5 million, while imports reached \$493,2 million, which means they failed to reach a trade surplus. Fifth, investments in FEZ reached \$128 million last year, of them foreign investments accounted for \$31 million, less than 2 % of the total foreign investments in the national economy.

FEZ failed to become export and investment leaders. Brest and Minsk zones did better than others, and Mogilev was almost idle. On the whole, zones do not seem more popular with foreign investors than any other institution, mostly due to unstable legal regime, specialists say.

*И.И. Грозик*

БГЭУ (Минск)

## PSYCHOLOGICAL AND LEXICAL MEANS IN ADVERTISING

### ПСИХОЛОГИЧЕСКИЕ И ЛЕКСИЧЕСКИЕ СРЕДСТВА РЕКЛАМЫ

Как известно, реклама оказывает на нас большое влияние. В работе рассматриваются основные психологические и лексические средства рекламы, которые используют рекламодатели в своей практике.

Advertisements communicate information by their visual appearance and linguistic content. They are constructed in this way to have the elementary affect of selling products or services to people. The enormous competition for potential customers has led advertisers to exploit the incredibly versatile capacities of language and image to influence peoples thoughts and actions. In order for this medium of communication to be successful the visual and linguistic symbols it employs need to have significant meaning for the potentially enormous group of customers. Advertisements attain this significance, largely by drawing upon and