

products or services that are offered. Advertising includes the placement of advertisements in such mass media sources as newspapers, direct mail, billboards, television, radio and, of course, the Internet.

Accordingly, PR is formation of public opinion about the product; it is the art and science of achieving harmony with the environment through mutual understanding. Whereas, advertising is the distribution of information in order to attract attention to an object, formation or maintenance of interest to it.

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THE ROLE OF SOCIAL MEDIA IN MODERN BUSINESS

The way we do business is changing. Traditional methods used to increase sales, recruit talent and find new customers are giving way to the social media phenomenon.

There are some quick facts about the role social media is currently playing in the business world.

Customers and clients can interact directly with businesses via social media. Appearing responsive and attentive to consumers provides an invaluable opportunity for businesses to build customer loyalty and strengthen brand image.

Social media marketing makes great benefits for modern business.

Social media represents low-cost tools that are used to combine technology and social interaction with the use of words. Online and mobile communication networking sites have been adopted by a critical mass of the population.

There are three primary social media outlets that businesses use called ‘The Big Three’.

1. Facebook: The primary method that businesses use to exploit Facebook’s marketing possibilities is by creating a ‘page’ for their business, which Facebook users can follow. Businesses can then use their page to market their products, offer deals, and build their brand.

2. Twitter: Businesses can use “tweets” to release news, market their products, and direct attention to special offers and new content. Hashtags can also be searched for on twitter, meaning that followers or users looking for info on that topic can be directed to your account by simply attaching a hashtag to particular concepts or ideas in your business’s tweets.

3. Google+: Google+’s ‘Promote’ option allows you to customize your promotional content by creating different groupings of followers that you can then market differently to, and their ‘Measure’ feature gives businesses an interactive

measurement of how their Google+ page is being used. Google+ also offers a tutorial for businesses which gives advice on how best to use its features.

Each social media platform makes it possible for businesses to form unique relationships with and reach out to a wider consumer base, share key content about the business and provide marketing and networking potential.

In conclusion, social media presents a large opportunity across multiple channels to build on and promote service, content, advocacy building and insight.

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ADVERTISING SLOGAN. IS IT NECESSARY?

Advertising is the communication relayed from companies to persuade an audience to purchase their products. This communication is usually through various forms of paid media – TV and radio commercials, print ads, billboards and more recently, product placement. Ads are placed where advertisers believe they will reach the largest, most relevant audience.

One of the most important components of an effective advertising is a slogan.

The slogan is an advertising motto that sends an advertising message in a compressed form. It's used in all kinds of advertising communication in order to gather people's attention, increase their commitment to the brand, and stimulate sales.

Slogans are divided into image and commercial. The first express a sense company's philosophy, product or service. The second are aimed at accelerating sales growth. Image slogans usually have more 'serious intonations', while commercial slogans are likely to be rhymed.

Slogans are actively used in advertising. This can be tourist slogans, slogans of enterprises or companies that produce various goods and provide any services to customers. They also play an important role in tourist attraction to certain towns or even countries.

In Belarus, advertising due to a number of reasons almost does not develop. This is due to the lack of real competition, severe censorship, as well as the inability of large cash costs in the sphere of advertising. This is reflected on the texts of slogans, which, owing to the lack of interest of the author (firm), do not possess the same brightness, courage and vigor as, for instance, western firms have.

It is believed that a slogan is 'second name of the product'. The notion came to us from the Gallic language and means 'battle cry'.