

off transfer of divisions of state firms that are considered not being effectively used. Sales (or transfers) may be to the private sector or to other state firms. Alienation is aimed at improving the efficiency of state firms. Progress in corporatisation and alienation are positive steps towards privatisation, but a «corporatised» or «alienated» firm is not considered «privatised» until the majority of its shares are owned by the private sector. The reason for this distinction is that substantial restructuring of firms does not tend to occur until the privatisation process has been fully effected.

The continued transformation of Republican and Communal properties, although slow, is to be encouraged, and the increase in the rate of privatisation of housing property is to be welcomed. However, there is still little evidence that it is leading to significant restructuring as would typically be demonstrated by evidence of the development of new products and markets, new inputs processes, management practices and financial restructuring measures. The transformation of firms by alienation and corporatisation may be leading to disposal of some assets of the state sector , and may thus be leading to some improvements in efficiency.

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ADVERTISEMENT

The word «advertisement» comes from the Latin language and it means to shout to. Many people «shout to» nowadays and the major part of them do it so unprofessional and so often that their advertisement begins to irritate customers.

Advertisement is the information. It's directed by sellers to customers to guarantee the profit sale. It can be used in different forms: information, propaganda and advertisement of the mark of the good, of sale.

The maintenance of advertisement is the creative process. The first push for making advertisement comes from the advertiser. Then the masters of advertisement prepare the number of versions of the text. They do it with the help of style methods. Receiving some variants of advertise appeal a manager chooses the most suitable ones and then joins them into the last working version, which corresponds to demands

of marketing. These are the correspondents of advertisement to the good, the emphasizing of the facts of quality of the good, and use for the customer.

Making a decision about the means of advertisement the advertise master should find the answers to three questions:

- 1) How often should the advertising be shown?
- 2) What audience should the advertising embrace?
- 3) What the influence to the audience should be?

The choice of the means of advertisement depends on the answers to these questions. The means of advertisement can be different. It can be the press (newspapers, magazines), the radio, TV, address mail, outside advertisement (on the shield, at the railway).

The object of advertisement is a man. That is why the influence of advertisement is the psychology influence for the first place. Very many principles of the advertising psychology and corresponding rules to advertise goods and services are known nowadays. Exceptionality of the good, use for the customer, general images of the firm are among them. Your advertisement can be important and can be of present interest. But you will not reach the goal if it hasn't special measures for the attraction customers and appealing interests. And in this case the right feel of the colour and background, of lines and tone of the voice will be of the best use.

Advertisement on TV, for example, needs visual means. These means can be of two types: statistic and non-statistic. The first is based upon figures and is used for the clear show of connection between objects and events. The second gives facts and opinions. The best way to show figure information is to do it in graphics. But how can we do it?

We should understand that any information we give should be attractive and important even without visual means.

And the last but not the least thing is that advertisement is the motor of progress. That's why we NEED IT.

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FOREIGN DIRECT INVESTMENT IN BELARUS

The role of Foreign Direct Investment (FDI) in emerging markets and in transforming the economies of many countries, which now are