

memory, makes the amount of information feel overwhelming, and the answers provided by the manipulator to be highly desired due to how overwhelmed you feel.

• Emotional manipulation is used to put you in a heightened state, as this makes it harder for you to employ logic. Inducing fear and anger are among the most popular manipulated emotions.

The audience plays the primary role in choosing the types of communication used to make the advertising and messaging relevant and appealing. To use a commercial trick marketers have to know the culture, religion, language of the target audience. Advertising that inspires basic emotional responses, such as hope, fear and desire, offers the chance for resolution of these feelings by buying a particular product or service. Emotions play an essential role in the advertisements created for the company; a "feel good" experience is associated with the product and this is shown in the semiotic analysis of the product's advertisements.

It was found out that the most popular methods used in the analyzed Coca-Cola promotional videos both for Russia and for China are:

1. Association
2. Appeal to emotion
3. Selling a lifestyle
4. Promise of better future

As far as the difference in approaches is concerned, in the Russian promotional campaign the Coca-Cola Company uses associations with fun, parties and a 'feel good' experience, appeal to optimistic emotional state. Coca-Cola itself is presented as a social drink, and as a lifestyle of mostly young people. The promotional video for China, on the other hand, associates this drink with communication, optimistic emotions and happiness.

Mostly, Chinese buy Coca-Cola as a usual every-day drink, they buy it not for parties, but to quench thirst. At the same time, in both videos Coca-Cola evokes associations with happiness and fun, refreshing, taste, social gathering and sense of belonging. Also Coca-Cola appeals the audience by beauty in different forms, for instance, in slogans, form, and life-style.

The undertaken research shows on the example of the Coca-Cola Company campaigns in two countries how advertising creates appeal of the product, on the one hand, referring to different culture based values of the audience and, on the other hand, preserving its universal appealing factors.

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PROBLEMS AND PROSPECTS OF COOPERATION BETWEEN THE CUSTOMS AUTHORITIES IN THE CUSTOMS UNION OF BELARUS, KAZAKHSTAN AND RUSSIA

Cooperation of the Customs bodies contributes to increase of efficiency of its activities to ensure the observance of the customs legislation of the Customs Union

(the CU) and the legislation of the CU member that determines the relevance of the theme of research.

The goal of this research work is determination of the features and directions of cooperation between customs bodies of the Member States of the Customs Union. To achieve this goal the following objectives were set: to determine the main directions of cooperation between customs bodies of the CU; to identify problems in cooperation between customs bodies of participating countries of integration association; to make recommendations for expanding cooperation between customs bodies of Member States of the CU.

The customs bodies of the Member States of the CU develop different directions of cooperation such as international legal cooperation with the Member States of the World Trade Organization; preparation, adoption and implementation of normative documents; unification of customs legislation in respect of goods which originate from the participating countries of the CU in accordance with a large number of normative legal acts. The leading role of the cooperation between customs bodies of participating countries of the CU is kept in such an important area as education and training.

The examples of normative acts, on the basis of which directions of cooperation are developed, are: Agreement on mutual administrative assistance of customs bodies of the Member States of the CU (St. Petersburg, 21.05.2010); Agreement on the requirements for the exchange of information between customs authorities and other state bodies of the Member States of the CU (St. Petersburg, 21.05.2010); Agreement on representation and exchange of preliminary information about goods and vehicles crossing the customs border of the CU (St. Petersburg, 21.05.2010) and etc.

Agreement on mutual administrative assistance regulates such direction of cooperation between customs services as the provision of mutual administrative assistance on the basis of query execution, organization of customs control and exchange of information between customs bodies, including customs control in respect of goods transported under the customs control and vehicle for the International Carriage temporarily imported into the customs territory of the Customs Union, as well as confirmation of the export of goods from the customs territory of the Customs Union.

The most important direction of cooperation between customs bodies is exchange of information in order to ensure compliance with customs legislation of the CU and legislation of the Member States of the CU. One of the most urgent problems in the exchange of information between customs authorities of the three countries is absence of a common portal, which is intended to provide information in electronic form about goods and vehicles before crossing the customs border of the CU. Another important problem is absence of unified Risk Management Systems (the RMS) within the CU, on the basis of which the officials of customs bodies carry out customs control.

Despite the fact that much has been done about unification of risk indicators, including risks related to avoidance of application of antidumping duties, statement of false information about the country of origin of goods, incorrect classification of goods in accordance with the Commodity Nomenclature of Foreign Economic