

the date of an infringement notification and no measures were taken, a hosting ISP is to be contacted.

*Д.А. Шиханцова, А.К. Сидорская*  
УО БГЭУ (Мяньск)

## THE IMPACT OF ADVERTISING ON THE SOCIETY

The advertising business has played such an important role in the economy in many countries, and it also changes the economy itself, society, culture, and the political system. There are a lot of types of advertising: printed advertising, outdoor, broadcast, public service advertising, celebrity advertising and so on. Each of the advertisement types mentioned has its own sub-types and rates of effectiveness.

Therefore, the object of the research is advertising. The subject of this research is the characteristics of different types of advertisement and their practical efficiency. The core aim of the following research is to compare and to prove the effectiveness of two types of advertisement: printed adds and the Internet adds. To fulfill this aim the following tasks were establish: to study different types of advertisement, to assess the efficiency of different types of advertisement, to analyze the influence of advertising on sales volume.

For two weeks, we have carried out the research. We decided to compare two types of advertising: printed and the Internet. Aside from their inexpensiveness, flyers are great visual tools for marketing. They can work as a mini poster for events, products and services. It is important to use strong headlines, easy text and creative graphics to grab the readers' attention. However, most people simply scan a flyer for the information that is necessary to them; therefore, text should be concise and organized into small sections. Be sure to include a clear, authoritative call to action that alerts the recipient as to what action to take next.

As the Internet advertising is the most available and interesting for students, we decided to choose this variant as the second one in our research. The use of the Internet as the advertising medium also has the direct impact on the investment that the advertiser does. There are different types of advertising that are used by people who market their services or products online: the Banner, the Email or the Newsletter, the Video Ads, the Floating, the Contextual Ads and some others. In order to become visible on the Internet you have to think about your web page, its optimisation, social networks and the creation of an advertising strategy.

After making calculations, we can draw the following conclusions. So, have a look: by phone specified in flyers, 7 people addressed to us, and by phone specified in the Internet advertising, we were called by 17 people. With the results of our research it is possible to draw a conclusion that the Internet is more popular and effective method of advertising of goods or services than flyers.

Unfortunately, we are not able to conduct a research using other types of advertising, such as television, billboards, radio and so on. But we would like to mention them in our work.

Advertising on television usually means running a TV commercial, typically between 15 and 60 seconds in length, but TV advertising can also include sponsorships and product placement within television shows. To create an effective television advertising, it's first necessary to have a good script that highlights a strong offer. Ads must also be effectively produced, and it's for this reason that it's often better to enlist the services of an advertising agency.

A billboard is a large outdoor advertising, typically found in high traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Even the largest of billboards usually contain a limited amount of information; otherwise, they can be difficult to read. Including your website address makes it easy for customers to follow up and find out more about your business.

Advertising on the radio isn't the most effective. But radio can be an important part of your media strategy. Like any other, this type of advertising has its pros and cons: You can target your advertising to a specific audience, a 30-second advertising on radio is often less expensive than a 30-second TV advertising and easier to produce. But listeners can find it difficult to remember what they have heard and sometimes the impact of the radio advertising is lost.

Of all these, it is the Internet that is surfacing as a real champion. Though the traditional forms still have a good percentage of loyal followers, online advertising is growing in leaps and bounds since 2001.

In conclusion we'd like to confirm that advertising is the most popular topic now. Like every other thing it has also some positive as well as some negative points. As we can note advertising educates consumers about new products and services that can help them improve their lives. Through advertising, people sometimes buy products that they may not need and often cannot afford. This leads to a higher personal debt.

In the XXI century advertising is the major sociocultural, economic and political aspect.