

for advertised goods and market segments which require special attention, analyze activities of competitors and create the best offer in the market.

Another equally important function of advertising is influence on the psychological perception of goods of the consumer. If the advertising causes pleasant and bright emotions of the potential consumer and the real product coincide the advertised product, these purchase will be associated with the information that has already received about it, which will increase the satisfaction with the perfect purchase. Vice versa, in case of unsuccessful or negative advertising, the buyer is unlikely to buy such a product.

While planning an advertising strategy, all of the listed items above should be in mind, and each aspect of the advertising campaign should be carefully approached. However, before launching it is necessary to carry out several marketing research to identify the target audience for this product, analyze the competitors and the planned budget to spend on advertising. Then it is necessary to select several types of advertising that will be more effective in a specific market niche for target audience.

Thus, advertising is an integral part of business development at the present stage. It provides the introduction of goods on the market, its speedy development, getting a constant profit and the opportunity for improvement. A qualified product or service, combined with the right advertising at the initial stage of the development of the firm, will gradually lead to increasing in sales, in the share of markets and thereby to profit growth of the company.

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THE POWER OF WORDS IN TV-ADVERTISING

Advertising on TV offers a number of benefits to businesses, such as communicating with a vast audience, attracting attention, generating awareness and establishing preference for products and services at a very short period of time. Although TV has always been able

to appeal to multiple senses through its combination of text, images, sound and motion, a text content, we believe, is the most powerful of all, because advertising is, at its core, the art of using persuasive words to make people lust after a product and decide that they must have it [1]. No wonder that we, as philologists, have become interested in this topic. It is hypothesized that a certain set of words in a TV-commercial can influence a customer choice of this or that product. The goal of our research is to define etymologically and psychologically powerful lexical means that should be used in the advertisements to enhance the customers' wish to buy the product.

First of all, we have studied the literature on psychology and the researches of psychological departments of different universities, Yale University in particular. Then we've selected and arranged in a table 10 the most common and popular words in the English language that are considered to be the most powerful in making an advertisement more effective [2]:

Table 1 "The list of the most powerful words in advertising"

	Words	Their psychological impact on a customer
	You	Is personal, because it speaks directly to the consumer. Every man wants a product that is designed exactly for them, for their tastes, personal desires and needs.
2	Results	Means success. It's a promise that helps you rationalize the purchase.
	Health(y)	Is the wellbeing in the sense of physical and mental, financial, emotional ... The concept of health is linked to the issues of life, because the instinct for survival is the essence of the most basic physiological needs.
4	Discover	People are by nature always encouraged to explore something new.
5	Love	Is the strongest human emotion. So sellers always try to appeal to it by saying that the buyer will love their product.
6	Best	People want the best, and if they can get it at a price they can afford, even better [3].
7	Safety/safe	Represents another basic human need.
	New	Everyone wants to have something new, because the new is better than the old – it's improved and nicer.
9	Easy	It is embedded in the human consciousness not to do any work the hard way, if there is an easier way to do it.
	Now	Its power lies in the fact that it creates the

feeling in a consumer that they must act urgently in order to take advantage of an offer [4].

In order to check the effectiveness of the usage of these words in selling products, we decided to conduct a questionnaire. Firstly, we chose 5 TV-commercials of a similar product made by different companies. It was a strawberry yogurt by Danone Danissimo, Danone Activia, Chudo, Valio and Savushkin Product. Secondly, we studied the commercials and noticed that all of them were of a similar visual but different text content. Then, we identified the number of powerful words from the list used in that TV-ads. Thirdly, we invited 50 prospective customers to watch the commercials and answer the question: “Which product are you likely to buy after watching the commercial”? And finally, we made a conclusion on the effectiveness of the commercials based on the results of the questionnaire, which are presented below.

Table 2 “The findings of the experiment”

Company's name	Product's name	Commercial's release date	The powerful words from the list	The quantity of the voters favored the product
Danone	Danissimo	March, 2017	Discover, new, love	26
Danone	Activia for families	October, 2013	New, healthy	9
Valio	Valio	November, 2013	Best, healthy	8
Chudo	Chudo	June, 2015	Love	4
Savushkin Product	Optimal	August, 2013	Healthy	3

So, our research shows that most people subconsciously have chosen the yogurt “Danissimo”, in the commercial of which there are more words that are considered to be powerful due to their psychological impact on a customer.

The research has confirmed the hypothesis that a certain set of words in a TV-commercial can influence a customer choice of this or that product and the bigger the number of powerful words are, the more reinforced is the customer's choice. Actually, the issue of our research is really urgent, not only because it is related to each of us in our everyday life, but also because it can help people who are making their firstly steps in advertising to promote their products more effectively.

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THE LANGUAGE OF ADVERTISING SLOGANS

Nowadays the modern society is surrounded by purchases. It is hard to imagine a day when you did not buy anything: whether it is milk in a store or a bus ticket. As every day, the number of companies increases, then the competition between them is growing rapidly. Therefore, people came up with advertising - audio or visual form of marketing communication that employs an openly sponsored, nonpersonal message to promote or sell a product, service or idea. Advertising has become an important component of mass culture. Newspapers, magazines, TV, radio, the Internet – everywhere we could find examples of advertisements.

A slogan is the important part of the advertising text, as it reflects the basic idea of the whole brand and can perform as an independent advertising text. The slogan is a short phrase that serves as a very brief representation of a product or company.

How to form an advertising slogan properly? Firstly, remember a few rules:

- Conciseness. The shorter the slogan is, the more chances that the client will memorize it.
- Originality. Be unique. Otherwise, what's good, your client's successful slogan identifies with a foreign brand.
- Clarity. In pursuit of originality, do not forget: behind the trees there must be a forest. Sometimes seeing ads, I just get lost: they do not sell ice cream, or ENT doctor services.
- Attractiveness. The slogan should not be about how wonderful you are. Say instead what your client will receive. An example of an incorrect slogan is "A new store of our network ..." Well, so what? But the "Summer collection is already waiting for you ..." is better.

Remember, the slogan is a special genre. You have three or four words. You have a second or two to attract attention, interest and be remembered. Do not try to fit into the