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Историческая ретроспектива рекламы **Some History of Advertising**

In advertising? There's virtually no such thing as a totally "new" concept. Sometimes different advertising use the same basic selling theme executed in different ways.

The concept "We really flog our employees to make sure they take better care of you, the customer" is as old as the practice of flogging employees.

The formative years (3000 B.C. to 1900 A.D.). As long as there to have been concepts or goods for popular consumption, some form of advertising has existed to make them known. And this history, rich in the exploits of great innovations and opportunists, spans at least the past 5000 years.

Advertising in Early Western History. Primitive selling was a face-to-face affair, but by 3000 b.c. Babylonian merchants were hiring barkers to shout out their goods to passer-by, and hanging signs over their doorways to represent what they sold. By the end of the fifteenth century, tack-up want ads called "*siquis*" were regularly produced by scribes to be hung in public places.

Advertising in Colonial America. In America, early advertising efforts appeared when colonial merchants carried on the European tradition of symbolic tavern signs, like the early sign of the Crowing Cock known to Dutch settlers of Manhattan.

The Beginning of the Industrial Revolution: Advertising Becomes big Business

Enter the advertising agent. Since no manufacturer could realistically deal with newspaper publishers in all the distant towns where it wished to advertise, a new businessperson called the advertising agent emerged. The role this entrepreneur carved out for himself was to solicit business from the advertiser, send the content of the ad (called "copy") to the newspaper, collect the charges, and keep roughly 25 percent as a commission.

The Advertising Agency. N.W. Ayer, the nation's oldest ad agency, was established in 1877 to offer clients "mil service" – preparing an advertising plan, using staff artists and writers to create the ads, then producing and placing them.

The Golden Age (early 1900s – midcentury). Despite the patient-medicine horrors, this was a great time to be in the advertising business. In 1898, an 18-year-old Texan named Albert Lasker was hired by the Lord & Thomas Agency.

The Industry Organizes. At the same time, the industry also started organizing itself. In 1917 the American Association of Advertising Agencies was founded to represent the interests of agencies.

Radio Arrives. For most business the first half of this century was a period of prosperity, with one exception – the depression of the 1930s brought on by the Stock market crash of 1929. When the war was won, the Advertising council remained to organize advertising professions to create public-service campaigns.

In the report *The TV Era* (c. 1949–1959), *The Creative Era* (c. 1960–1970), *The Positioning Era* (1970–1980) are described.

В докладе рассматривается исторический процесс становления рекламы со времен фараонов. Здесь приводятся интересные факты из истории рекламы, которые могут помочь избежать серьезных ошибок в рекламном бизнесе. Уделяется внимание роли средств массовой информации (телевидения и радио) в развитии рекламы.

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**Совместные предприятия Беларуси и перспективы
их развития
Las empresas mixtas de Belarús y perspectivas
de su desarrollo**

Actualmente las empresas mixtas e internacionales intervienen como uno de los medios de colaboración internacional y una de las fuentes de inversiones. La creación de las empresas mixtas ejerce una buena influencia en el desarrollo del estado, aumentando la exportación, la oferta de divisas, ampliando los transferes de tecnologías y know-how. Gracias a la ancha colaboración de ambas partes se desarrolla intensivamente la cooperación industrial, incluso en la esfera de dirección y gestión. Además al país llega el capital extranjero. A veces las ganancias no van al extranjero sino se quedan en el país y se invierten en el proceso de producción de nuevo.

Eso tiene mucha importancia para Belarús en este período de su desarrollo económico a la cual carecen las inversiones inferiores, cuando amortización de los fondos principales constituyen 64–79 % y necesita la modernización de la industria através de utilizar nuevas tecnologías. De tal manera este tema representa un gran interés para

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