

estudiarlo, para la búsqueda de los problemas y obstáculos que impiden aumentar el potencial económico del estado y elevar el nivel económico y social de la vida de la población.

Совместные иностранные предприятия выступают как форма международного сотрудничества и один из источников инвестирования. Создание СП благотворно влияет на экономическое развитие государства, расширяя экспорт, увеличивая предложение валюты, расширяя западно-восточный трансферт технологий, менеджмент и науку. Благодаря тесному сотрудничеству двух сторон интенсивно развивается производственная кооперация, в том числе и в управленческой сфере. Помимо этого, в страну ввозится дополнительный иностранный капитал. Иногда прибыль не вывозится за границу, а остается в стране и вновь вкладывается в производство.

Все это крайне необходимо Беларуси на данном этапе ее экономического развития при практическом отсутствии внутренних инвестиций, износе основных фондов на 64–79 %, крайней необходимости модернизации производства за счет введения новых технологий. Таким образом, эта тема представляет большой интерес с точки зрения выявления проблем, препятствующих притоку иностранных инвестиций, и нахождения путей их решения с целью увеличения экономического потенциала государства, его благосостояния и повышения уровня жизни в стране.

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Социальные и этические аспекты рекламы **The Social and Ethical Aspects of Advertising**

1. SOCIAL IMPACT OF ADVERTISING IS VERY IMPORTANT NOWADAYS.

1.1. *Social criticism:*

An advertised product is more preferable than unadvertised one.

Often advertising is downright untruthful: it promises greater sex appeal, improved social status.

1.1.1. The debasing impact of ads are of two different opinions:

1) It is destroying our language:

- it is breezy, too informal, too casual and improper;
- ads misuses our language, so people protest;
- it is better to use down-to-earth, conversation tone.

2) Advertising enriches and renews our language.

1.1.2. Advertising influence on our value system is great:

Spiritual and intellectual values are removed with material things.

Material comfort or security is necessary before a person can devote time to higher cultural and spiritual values.

1.1.3. Advertising manipulates us into buying things we don't need:

People can't defend themselves against the power of ads, but if they really don't want this product, they never buy it.

Embedding of sexual messages in order to seduce consumers at a subliminal level, but it impossible to proof it.

Ads help decide which product to buy, which is more convinient.

The only logical way is to advertise products which satisfy real needs and wants, not to "invent" new needs.

1.1.4. The excessiveness of advertising can be:

It's everywhere; it's annoying.

1.1.5. The offensiveness of advertising is vivid:

For somebody ads are offensive to their religious convictions, morality or political perspectives; it emphasizes sex, violence or body functions in bad taste.

At the same time tastes are changing.

1.1.6. Advertising doesn't save stereotypes:

Using stereotyping minorities and women in ads, so these consumers represent target markets for products.

Changing the image of women: later they were homemakers, mothers in ads, now they became busy career women.

Dropping sex images in ads now.

1.1.7. Sometimes advertising decepts consumers:

Continue deception is self-defeated.

Unfair and deceptive practices intentionally or not take place in ads.

It's necessary to be honest in order to attract purchases.

1.2. *Social benefits can be described as:*

Ads have often been used irresponsibly.

Ads encourage the development of new and better products, wider variety of choices, help keep prices down, encourage competition.

Advertising subsidizes the media, supports freedom of press.

It is needed to spread useful information.

Some of ads are very interesting, extravagant and fun, so they engender our love.

2. ADVERTISING ETHIC AND SOCIAL RESPONSIBILITY IS VERY IMPORTANT.

This is due to influence of laws in ads, but irresponsibility of advertising without breaking any laws can take place.

2.1. *Advertising ethics is necessary nowadays:*

Lately there was little regard for advertising ethics, but now standards of conduct increase.

Ethical dilemmas can be solved with the help of three questions:

1) Which course of action will produce the most good for the greatest number of people?

2) Will either course of action violate someone else's rights?

3) Will either course of action result in unfair treatment of any affected party?

Ethical lapses (unethical and sometime illegal methods of advertising are used very often).

2.2. *Advertisers' social responsibility is the corner-stone:*

Aid scare, cigarettes are the examples.

Socially responsible endeavors of advertising (nature protection, people health protection) became very popular now.

Ethical standards began to increase.

Regulations of advertising are very important.

В докладе рассматривается влияние рекламы на покупателей, отношение потребителей к ней. Также уделяется внимание ее положительным и отрицательным сторонам. Изучаются следующие проблемы: может ли реклама руководить нами при выборе покупки, обманывает ли она покупателей, как влияет реклама на развитие языка, а также несет ли она в себе какую-либо социальную направленность, подчиняется ли законам этики и права. Рассматривается вклад рекламы в защиту природы и здоровья людей.

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Взгляд потребителя на электронную коммерцию **Consumer's View on the E-commerce**

Businesses invest in information technology and electronic commerce to increase productivity, cut costs and enhance customer service. Consumers shop on the Internet because they find their choices dramatically increased. They have access to much more information when making purchasing decisions. Busy consumers can save time and find shopping more convenient as merchants serve their needs

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