

SECTION 5. ADVERTISING IN MODERN BUSINESS

Julia Altukhova
Science tutor A.I. Sorokina
BNTU (Minsk)

STEREOTYPING IN ADVERTISING

Advertising is more than just a means of marketing communication, or means of employment, or a technique for increasing sales. It's an absolute storyteller, a public disputant that has been dedicating the terms of normal human life, offering standards of well-being and shaping human values. Generalizing different values, attitudes and habits may result in stereotyping.

Advertisements are frequently based on the utilization of already existing social ideologies that basically have a specific structure of integrated common beliefs. Those beliefs are sometimes considered as stereotypes that in some occasions are negative [1].

Negative stereotypes have the most impact when it comes to ethnic and racial differences. However, they are still used in advertising, targeting at specific demographics in various aspects.

Reasons for stereotyping in advertising can be correlated with the 'mirror' and the 'mold' argument articulated by Pollay in 1986. According to the 'mirror' argument, advertising reflects values that already prevail in a cultural context. The rationale behind this argument lies in the existence of multiple interrelated factors of socioeconomic and political environment that influence the value system of a society. Otherwise, the "mold" argument states that advertising enthralls and impacts on a society, thus encourages stereotypes that are formed by media [2].

The 'mirror' and the 'mold' argument is a continuum. Advertising is a visual representation of different aspects of real life, which creates opinion within culture that in turn reflects and contributes to a society. It is the indissoluble process of periodic operations, called cycle [2].

The cycled structure allows detecting severe problems on the initial stages of their origin and solving them on time. Marketers should be aware of the potential to cause serious or widespread offence when referring to different races, cultures, nationalities or ethnic groups [1]. Not only advertisers should be aware of the possible consequences, but media consumers. The assumption of them becoming more conscious of the role of media in forming sense of values and social reality is that consumers will be able to process information correctly. Therefore they will be less likely to be influenced by explicit and irreciprocal notions of racial groups.

References:

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Alieksandra Gaiduchenia, Polina Medvedskaya
Science tutor L. Vasilevskaya
BSEU (Minsk)

THE DEVELOPMENT OF ADVERTISING OF BELARUSIAN BRANDS IN BELARUS AND ABROAD

Any business will flourish with a large number of consumers, and in order to get such a number of customers it is necessary to spread information about the product or services. However, buyers will never come to buy the goods if they know nothing about them. Therefore, the word "advertising" nowadays is the main impetus in trade.

Belarus has formed the advertising market. Every year we see a significant growth of Belarusian advertising, as well as its decent quality. It is necessary to advertise the product, make it popular in order to ensure good sales of Belarusian brands. It applies to both advertising on television, radio and the Internet, as well as on billboards. The more people will know about Belarusian products, the more customers will be attracted. And thus the number of goods for export will increase. Properly presenting its product, Belarus will be able not only to strengthen its position in the domestic market, but also to take a strong market share in the foreign one.

Analyzing the statistics of development of the advertising market in Belarus it can be concluded that the market situation in the period from 2010 to 2018 is quite unstable. Thus, in 2011 there was a significant decline in the volume of media investment, namely 30%, which can be explained by the unfavorable economic situation due to the financial crisis of 2011 in Belarus. The peak of development of the advertising market was 2014, the volume of media investments was more than 115 million dollars.

The survey conducted on popularity of Belarusian brands in Belarus and abroad has found out the problems in advertising of domestic products. The example of the company «Belita-Vitex» proves that fact. Due to the lack of advertising «Belita-Vitex » is much inferior to other brands that do not spare money on advertising. Despite the fact that the quality is not worse, and in some cases even better, its goods are less popular among consumers.

So, advertising is the engine of trade. If you do not advertise your products or services - you just do not exist on the market.