

## **THE DEVELOPMENT OF PUBLIC SERVICE ADVERTISIMENT IN THE REPUBLIC OF BELARUS**

### **РАЗВИТИЕ СОЦИАЛЬНОЙ РЕКЛАМЫ В РЕСПУБЛИКЕ БЕЛАРУСЬ**

The aim of the research is to analyze the main functions and development mechanisms of public service advertisement (PSA) in the Republic of Belarus.

Advertisement is the most effective method of impact on the consumer. If you run a nonprofit organization, public service advertising can give you a free or inexpensive way to share an important message to a targeted audience via the radio, TV, print or Internet. At the same time, you can increase the public's awareness of your organization and encourage them to take a specific action. It can not only affect several sensory canals (visual, auditory) simultaneously but also affect the person's subconscious perception of the world. One or another expression means of advertising can evoke different associations of the viewer. The human reaction is explained by individual possession of one of motivation types — rational, emotional, moral or mixed.

According to some experts, the main problem of domestic advertising is immaturity. In comparison with commercial advertisement, which is created by teams of professionals, most public service videos are produced in an "artisanal" way. In Belarus, there are no advertising agencies being engaged in purely PSA.

The relevance of the selected issue is confirmed by the amount of attention which the state pays to this problem. So as to create favorable conditions for development of advertising business in Belarus, and to improve the quality and efficiency of PSAs, organizations are stimulated for maximum use of advertising resources to promote commodities and services to consumer markets.

Belarus is noted to have created legal and organizational environment for the implementation of promotional activity: legal framework is systematized, administrative procedures are optimized, advertising monitoring compliance with legal requirements is established.

The conception determines the main directions of advertising market development including increase in the volume and quality of PSAs, which is of great impor-

tance for the formation and maintenance of human values of the society. It is planned to achieve advertisement growth by means of establishing a legal mechanism for financing and production of PSAs.

In social sphere advertising is aimed at putting cultural and moral values into people's consciousness. New foreign technological means of advertising enjoy great fascination among people in our country. They allow to raise awareness in the community about right habits of living and the ways of dealing with the negative trends of youth education. They serve to educate the community about important topics like environmental protection, education, physical and mental health, and other issues. Therefore, they serve as a way to influence the public's opinion.

On the other hand, businesses get benefits of free publicity and improved company reputation from their PSAs. While the business might not tell people to buy anything from them, people who see the public broadcast announcement become more aware of the business itself, might donate to any fundraisers or campaigns, and become supporters themselves. When a business becomes known for supporting good causes in the community, it also benefits from an improved reputation, which can lead to new customers, more funds to pay for expenses and better trust throughout the community.

So to sum up, we can say that PSA performs the functions of ideological influence that are focused on national goals and ideals. Advertising presents a well-directed informative impact of non-personal character on the consumer for marketing the products.

**M. Zaitseva**

**М. Н. Зайцева**

**БГЭУ (Минск)**

*Научный руководитель Е. О. Машкарёва*

## **PECULIARITIES OF DOING BUSINESS IN THE REPUBLIC OF BELARUS**

### **ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В РЕСПУБЛИКЕ БЕЛАРУСЬ**

The situation of business in Belarus continues to become more complicated: waves of bankruptcies, falling effective demand, and deterioration of the business climate. Belarus is a young country that is beginning to grow and develop. That is why