

company and choose the one which best suits their needs.

It is quite a huge necessity in the troubled economy of today where keeping your brand up in the eyes of your customers is extremely important.

As you can see, the field of advertising has evolved and reached the masses in ways that were perceived to be unimaginable a decade ago. All thanks to huge developments and innovations in the field of technology [4].

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### **CHANGES IN MODERN MARKETING**

The life of modern society can't be imagined without advertising. Advertising is a dynamic, rapidly transforming sphere of human activity. For many centuries, being a constant companion of man, it changes with him. The nature of advertising, its content and form undergo cardinal metamorphoses along with the development of the productive forces of society, the change of socio-economic formations. The role of advertising in modern society is not limited to the scope of commercial communications, or even to all market activity. The importance of advertising is growing in almost all areas of the economy and public life. Advertising is a relationship that is transmitted from the advertiser to the target audience, in order to inform consumers about the product or in order to stimulate them to purchase their products. This connection is carried out, as a rule, through various forms of paid media – TV, radio, print ads, billboards and, more recently, product placement (hidden advertising in films, television shows, music videos, books). Commercial enterprises use advertising to attract consumers of their products, while nonprofit organizations place advertisements to raise public awareness or to encourage people to change their behavior or perception [1].

The world in which marketing works has changed. Now marketing can be divided into 2 types: traditional and modern. To a large extent, modern marketing is focused specifically on information technology – the Internet, while traditional marketing still uses television, radio and print media.

New channels and technologies transform the media through which modern marketing affects consumers. The World Wide Web allows you to more effectively promote your product / service: advertising on sites, in social networks, in mobile applications, etc. The Internet has had a huge impact on the development of modern marketing, because it allows you to reach an even larger audience, and make advertising even more customer-oriented. A good example is contextual advertising. Contextual advertising is a type of advertising on the Internet that displays to users ads with content that depends on the context of the resources visited. Say, someone who is often interested in household appliances will see proposals for the purchase of washing machines, refrigerators and similar equipment. A visitor to automotive-related sites - ads with recommendations for service stations, the purchase of spare parts, etc [2].

But the most popular platform for modern marketing is social networks, such as Instagram, Twitter, Facebook, etc. Social networks have firmly entered our daily lives, and marketing has organically integrated into them, professionally launching ads into the people. We can safely say that at this stage, modern marketing is nothing but a skillful mixture of old proven techniques and new improved technologies [3].

Another, relatively new, but already very popular way of advertising is cross-marketing. Cross-marketing is the joint promotion of goods by several companies whose products complement each other. Based on your main target audience, you find yourself a partner company, cooperation with which will be beneficial to your company. Joint marketing is a form of promotion, which, in comparison with traditional types of advertising, has a large number of advantages: joint advertising is doubly effective; joint advertising may be more financially advantageous than independent promotion; Collaboration with a brand with a high reputation will positively affect the recognition of the second brand [4].

Times are changing, information technologies are pushing television advertising, radio advertising on a pedestal. And after the change in the basic means of presenting information, many marketing tools undergo metamorphosis.

The print media no longer have the same influence. No one reads newspaper ads for free classified ads. Moreover, the percentage of the population reading printed matter and noticing advertisements there has fallen sharply in recent years, losing most of its position to such a massive advertising provider in our modern world as the Internet. Over the past few years, the global Internet has become firmly established in the everyday life of almost every family, which dramatically changes the processes of obtaining and perceiving information.

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## **IMAGE OF CHINA THROUGH THE PRISM OF ASSOCIATION EXPERIMENT**

The goal of our research is to examine the image of China in the views of Russian-speaking youth (Belarusians and Russians born after 1975). This research is an integral part of the work “Comparative analysis of the image of China in the minds of older and younger generations”.

The choice of the research topic is due to the fact that the People’s Republic of China is one of the most important partners of the Republic of Belarus although the China-Belarus diplomatic relations were established not so long ago: in 1992. The trading volume between the two countries is continuously increasing. China provides Belarus with the credit support and implements the numerous investment projects.

In order to meet the objectives we developed a two-part questionnaire containing the information about the respondents and various tasks aiming at activating the content of their linguistic consciousness. 216 people took part in the survey. The research was undertaken in line with the methodology of N.I. Kurganova [1, p. 150–156].

The image modelling includes the following stages of research: to model the core of the perception of China; to highlight the main directions of the comprehension of China using the cognitive layers composed of the classified associates; to model the cognitive structure of the image of China; to highlight the cognitive strategies for building the image of China.

At the first stage of the research we processed the results of the association experiment, where the respondents were offered to write three associates for the adjective "китайский". The stimulus word triggered 648 associative reactions. The core of the association field accounts for 242 associates, which is 37,3% of the association field: сложный ‘complicated’ (55), дешёвый ‘cheap’ (47), интересный ‘interesting’ (29), древний ‘ancient’ (28), традиционный ‘traditional’ (24), некачественный ‘low-quality’ (16), шумный ‘noisy’ (13), непонятный ‘incomprehensible’ (11), красивый ‘beautiful’ (10), массовый ‘mass’ (9).