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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).

At the second stage in order to restore the structural parameters of the image of China we created a set of nine cognitive layers.

At the third stage, on the basis of the semantic classification of the associates and their ranking in accordance with quantitative data, we modelled the following cognitive structure of the image of China:

- 1) China is cheap low-quality goods (103 assoc.);
- 2) China is a country we cannot understand (100 assoc.);
- 3) China is an Eastern, Asian culture (84 assoc.);
- 4) China is a developing economy (69 assoc.);
- 5) China is a country with an ancient culture (62 assoc.);
- 6) China is a country of interest (58 assoc.);
- 7) China is a hieroglyphic language with a large number of speakers (42 assoc.);
- 8) China is a positive estimation (39 assoc.);
- 9) China is a foreign country to us (24 assoc.);

The analysis enables us to make the following conclusions: the leading directions of the building of the image of China from the perspective of the Russian-speaking consciousness are: a) the identification of the country through cheap products which are often of low-quality; b) the controversial estimation of China: on the one hand we consider China incomprehensible, on the other hand it is a promising and innovative economy; c) China is seen as a diverse and rich culture, where traditions are honoured. Thus, the image of China in the mind of the Russian-speaking youth is rather contradictory. It is a complicated and sometimes incomprehensible country, which is simultaneously exciting, beautiful and prospective.

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PRINT ADVERTISING IS DEAD? NOT SO FAST...

“Print is going through a transformative stage, as it always has done, but is still growing worldwide. It’s massively important in all our daily lives.”

While many brands and businesses have rightly shifted their marketing efforts to digital platforms due to their potential for greater exposure and overall cost effectiveness, print advertising continues to be a valuable part of a well-developed campaign. Why? Because millions of Americans continue to subscribe to print newspapers and magazines, as well as the majority of nations do.

To show how print media is popularized among the younger generation, the survey has been conducted to define the preferences of people in various types of media