

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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Nastya Tamilo

Science tutor *N.Y. Myshkovskaya*
BSEU (Minsk)

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

and the reasons of their choice. The first question was: where do you prefer to search information: on the Net or in print media? And the results were justified. The research findings show that more than 50 percent of the respondents are in favour of the Internet, while approximately 20 percent give preference to print media. The others are still in two minds – they combine these two forms of communication and information.

The second point was to express one's opinion on the following matter: “Print advertising is dead...” Surprisingly, the majority came to the agreement that after some time print ads will be dead, but not now.

The real issue here is that today’s generation is prone to apply new digital technology as it has more advantages, it’s faster and always at hand. But, on the other hand, we continue to be frequent users of different print forms.

Among the main arguments in favour of print ads the respondents mention the following ones:

- *Inexpensive to produce*: A little research and know-how are often all that’s needed to create a targeted, successful ad.
- *Easy to switch out*. If you have a regular ad in your local paper and want to change it to reflect a seasonal sale, a new coupon, or a new product, you can usually do so quite easily.
- *Different rates and sizes*. Look at the various sizes of ads in the newspapers you are considering running ads in.

However, there are counterarguments:

- *Limited readership*. This is especially true nowadays when more and more people are eschewing print publications for online electronic versions.
- *Poor printed image quality*. This can be a problem if you sell high-end clothing or your services as a portrait artist.
- *No control over ad placement*. Oftentimes newspapers won’t guarantee premium placement on any given page.

What about business? For small businesses, it’s easy to get lost in the day-to-day competitive world of social media and digital marketing. However, print marketing is still alive and well – and something businesses should consider as a means to support their digital efforts.

Print advertising can be a great benefit to businesses already marketing online. It can drive a larger, more engaged audience to social media channels. It can also be used in conjunction with digital and social media marketing to send customers to in-person or online stores and events.

To sum up all the above, we can come to a conclusion that print ad is still in high demand. Though, according to the statistics, after some time it is likely to disappear. Taking into consideration the results which show that the advantages of print media dominate its drawbacks, we can foresee that this type of media will still be beneficial in supporting businesses. The statistics show that print media is the main source to start up business among newcomers. Moreover, the tendency to search the information in typed forms of mass media in our country is similar to the American’s.

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Daniil Tataryntsev

Science tutor *B.V. Sorvirov*
GSU (Hornell)

MARKETING POLICY OF BELORUSNEFT: DIRECTIONS OF DEVELOPMENT

At this stage, the business is developing in the direction of “retail”, which confirms the increase in volumes and income of related trade. Belorusneft uses different formats of related trade, one example is a “convenience store” - goods in assortment are sold at gas stations, close to those in the residential neighborhoods. This necessitates supporting the trend of the transition of the fuel business to non-fuel.

An important aspect in business is communication with its customers, so Belorusneft delivers information to customers through the site belorusneft.by, which also works in English. Belorusneft should consider the possibility of disseminating information about its company through broader portals related to various topics in the oil sector both in the country and abroad. An example of such Internet technology is the portal neft.by, which provides information and forms the image of the company, which also performs the function of internal communication Belorusneft.

Belorusneft is active in social networks such as Facebook, Instagram, VKontakte. Today, the Instagram channel is one of the most popular worldwide. It is advisable for the company to use this resource to a greater extent for the purpose of communication and attracting foreign customers, which contributes to the development of tourism

In 2018, Belorusneft launched the Belarus N tourism project, which is currently integrated into the mobile application and loyalty program. The project is the deployment of "oil routes" around the country, which contributes to the development of tourism. The company promotes it by collaborating with tour operators as a complete product. For the further development of this project, investments are required, the search of which the company is engaged in.