

**Riko Miyazaki**

**Рико Миязаки**

Университет Мейсей (Токио, Япония)

*Научный руководитель Хиромаса Танака*

## **WHAT MAKES UNIVERSITY STUDENTS FEEL MENTAL FATIGUE WHEN THEY USE SNS?**

### **Что заставляет студентов чувствовать умственную усталость при использовании социальных сетей?**

In contemporary society, it is difficult to live a usual daily life without Social Networking Service (SNS). So, most people have a smartphone and use SNS. And almost every university student in Japan installs «LINE» which is a Japanese communication tool, and «Instagram» which is a tool of sharing pictures and videos.

The author of this research also uses and likes them because it is convenient and fun, but also feels mental fatigue. Due to this, the researcher wants to improve these feelings because SNS continues to be necessary as long as you live. I hope this research will be useful to people who feel mental fatigue.

Therefore, the researcher poses the question «what makes university students feel mental fatigue when they use SNS?» To collect data, I requested 20 people to answer a questionnaire. From the questionnaire results, I picked up four research subjects and interviewed them. Basing on this interview, I created the narrative which is a story of each interviewee about SNS. I also refer to screen time which displays that how long and how many times the user uses their smartphone and each of applications. Then these data were analyzed.

**М. Morozova**

**М. А. Морозова**

БГЭУ (Минск)

*Научный руководитель Ю. М. Савчук*

## **SALIENT FEATURES OF SOCIAL ADVERTISING IN THE UK**

### **Характерные особенности социальной рекламы в Великобритании**

The United Kingdom is a country of wonderful, bright advertising. The British are distinguished by their excellent taste and adherence to tradition. Therefore, marketing of the UK is based on customs and etiquette. In the United Kingdom,

people think that if the add is commonplace, it will be too easy to understand. They say that such addresses are «annoying» and «boring». Throughout the day, you may not see a single ad that does not raise the question «What does it mean?» Thus, the purpose of the following research is to identify the linguistic and cultural characteristics of social advertising in the UK. Accordingly, the object of the research is advertising strategy.

The text is based on language manipulation, the use of language for latent (unconscious) influence on the addressee in the right direction. Various means of language manipulation are considered, analyzed and correlated to the level of the language system. The allocated means of the language are considered at the lexical, morphological and syntactic levels.

At the lexical level, there are many techniques that able to influence the recipient's feelings and emotions, causing a response to the ad copy. For example, using emotionally colored vocabulary that is not just denotes objects or phenomena, but gives them an additional meaning, forming a certain emotional atmosphere in the context, creates a feeling of liveliness and completeness of the transmitted message. Such words have negative or positive semantics. The examples are as followed:

*Don't let your friendship **die** on the road.*

*Career women make **bad** mothers.*

*Text while you're driving and you're 23 times more likely to have an **accident**.*

English-language advertising discourse also uses abbreviations and acronyms used in electronic communication texts. Such reception appeals to modern trends in social media communication and can have a big impact on the youth:

**PLS DNT TXT + DRIVE.**

**SMS. MMS. RIP.**

*Chlamydia **a.k.a.** invisible infection with no obvious symptoms.*

Talking about grammatical techniques firstly identify words (personal and possessive pronouns) that reinforce the advertising appeal. In English-language advertising, the pronouns «you» and «your» create the illusion of addressing individually to each reader, that fosters a relationship of intimacy and trust between advertiser and recipient:

***Your** trash is someone else's food.*

*What will **your** last order be?*

One of the most used syntactic tricks in advertising text is parallelism, allowing in the organization of the text achieve harmony and enhance the emotional impact of speech:

*No Glove, No Love.*

*SEE something. SAY something.*

As a result of the research, the analysis of social advertising texts in the UK for linguistic features with the point of view of the implementation of the influencing

function is carried out. It may be concluded that one of the most commonly used techniques in British social advertising is the use of precision information, emotionally colored vocabulary, the use of parceling and parallelism.

**К. Мрочек**

**К. А. Мрочек**

БНТУ (Минск)

*Научный руководитель Г. В. Прибыльская*

## **THE ROLE OF MULTICULTURAL MARKETING IN MODERN BUSINESS**

### **Роль мультикультурного маркетинга в современном бизнесе**

How many cultures are there in the world? How many subcultures? Impossible to count. Each of them is characterized by the peculiarities of the mental, behavioral and other spectra, which makes the representatives of these cultures think and, accordingly, react to things in different ways. Therefore, the purpose of this work is present and substantiate arguments in favor of multicultural marketing using specific examples.

Every year, it is increasingly difficult for leading companies in their industry to attract the attention of consumers to their offerings. This encourages marketers to think: «What are we doing wrong?». As world practice shows, many companies were able to find their own individual answer to this question and develop a strategy suitable for them: switched to another market segment or age category, studied the economic capabilities of the target audience, conducted a more aggressive advertising campaign in certain markets, and much more. Each such improvement was a step towards the success of the business. And yet, many companies still miss out on a significant portion of their potential target audience. This is because such strategies do not include adapting the company's message to different multicultural target audiences whose market share is constantly increasing in today's international market.

There were 133 million multicultural Americans in the U.S. as of 2018, according to a Clarita report. This means that about 37.5 % of the total potential target audience of the United States, due to other cultural and psychological attitudes, may not respond to marketing communication aimed at another 62.5 %. That is why it is so important to first study the specifics of consumption, language and traditions of the potential target audience, otherwise the message of marketers may turn out to be incorrect or even worse offensive. For example, in early 2018, H&M faced backlash for using the words «Coolest Monkey in the Jungle» on a hoodie worn by a young black boy. Furious customers blamed the company for lack of cultural sensitivity.