

or a brand. However, the development of aroma technologies in Belarus is still limited, although I find it a promising industry. After all, aroma marketing is a good example of successful sales promotion.

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### MODERN ADVERTISING AND PROMOTION METHODS

Advertising in the modern world is a complex social phenomenon that has gone far beyond the type of human labor activity. It is not just a business, but also a much broader phenomenon, covering or at least influencing almost all areas of society:

- Production (advertising acts as a tool for marketing the goods produced);
- Social (advertising performs a communicative function, uniting the interests of various groups of society);
- Moral and legal (civilized advertising serves as a tool for promoting ethical and legal norms in trade and economic activity);
- Cultural educational.

A factor that has had a global impact on advertising in recent years is the transition of society from a technological to a new, informational stage of development. The developed countries of the West have already essentially entered a new era – the era of global information processes. In addition, advertising as its reflection has acquired and continues to acquire new specific features.

Among the concepts that clarify the role of this all-encompassing factor in the management of the advertising business, we can name the following.

1. Exceptionally high economic and production growth rates in the countries of the world. Against this background, the competition of manufacturers is becoming

tougher, and the difficulties of selling products are increasing. The quantity is growing and the range of products is expanding. Technological and technical processes of their manufacture are being improved. As a result, the market creates a picture of a certain uniformity of goods against the backdrop of improved processes for their production everywhere. Both large and small firms in such conditions are aligned in their capabilities. In order to survive, they have to resort to special, additional methods of marketing their products, in particular to the wide or targeted use of advertising.

2. Advertising in modern production is a set of marketing elements aimed at promoting the promotion and sale of goods on the market. Thus, advertising is an essential component in the process of planning the production, development and release of goods, and marketing it on the market. Advertising management acts as an integral part of the overall and marketing strategy of the organization.

3. A distinctive feature of modern advertising is its versatility. We are talking about a whole system of specific functions that have arisen in the development of advertising over the past decades. Advertising initially performed two functions in commodity production:

- Economic, stimulating demand, facilitating and accelerating the process of selling goods;
- Informational, informing consumers about the availability of goods, the manufacturer, the main characteristics and consumer properties of the products of firms, etc.

Advertising at the present stage performs a communicative function: it combines four participants in the marketing activity of the company into a single information production process – the organization itself (advertiser), advertising agency, advertising medium and consumer. With the help of advertising, there is a process of mutual exchange of information.

The specific functions of advertising are the general functions of management considered above – control and coordination – in the system of the company's advertising activities. The study of the effectiveness of the advertising campaign as a whole and at its individual stages allows the company's management to identify its successful and unsuccessful links and take corrective actions if necessary.

Due to the increasingly complex marketing activities of both large corporations and small manufacturing firms, modern advertising is increasingly fulfilling the function of demand management. However, this function is the subject of discussion in the theory and practice of advertising management: should advertising be used only as a source of informing the buyer, giving them the opportunity to independently choose further actions, or should advertising serve as a tool for “pressing” the consumer, forcing them to buy the proposed product? The answer to this question is not clear yet. However, the controlling function of advertising is becoming increasingly evident in the marketing strategies of many organizations, especially large corporations.

A factor that will have an exceptionally great impact on all areas of human life will be scientific and technological progress. It will cause huge changes and qualitative shifts in the field of production, marketing and, accordingly, advertising. The same factor will also affect the radical changes in a person's attitude to the world around them and to themselves. A new scale of values in relation to consumer goods will be formed in the

mass consciousness. This, in turn, will contribute to a radical transformation of the market with the reorientation of marketing and advertising services to meet the specific, real needs of a particular consumer.

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### CLICKBAITING IN MARKETING AND ADVERTISING

Clickbait is a special content in form and meaning and a way to attract the user's attention to the subsequent information message by deliberately distorting the meaning of this message. The purpose of clickbaiting in Internet marketing is to increase the number of user actions on the target site and generate income from online advertising.

Those goals and their implementation in the English-speaking media have been examined by the researchers, however few studies have observed the usage of clickbaits in marketing in the Russian-speaking advertising. Also, the development of marketing and advertising strategies determines the need for this research and makes it relevant.

The subject of research is clickbaiting in the media. The object is the methods of creating clickbait headlines in the marketing and advertising in the Russian-speaking media space. We used such methods of investigation as research literature review, continuous sampling method, and general theoretical methods (analysis, synthesis, generalization).

We tried to describe the phenomenon of clickbait from a linguistic point of view and determine their frequency (based on the material of the Russian-speaking media space). While conducting this research the structure of clickbaits in marketing and advertising and the most frequently used linguistic techniques of their creation have been studied.

A selection of clickbait-type headlines has been made, and the frequency of their use has been revealed. As a result, the following data was identified: in the Russian-speaking media space, clickbait headlines definitely have a place to be, but they are not