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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Angelika Navosha
Research tutor *Y. Maslov*
BSEU (Minsk)

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

widespread in their "extreme" forms. For the most part, they are not harbingers of fake news, but only represent a direct way to attract the reader.

The methods used by Russian-speaking marketing specialists when creating clickbait advertising are as follows: the effect of information gap, indirect questions, emotional and evaluative vocabulary and various stylistic techniques. As for their frequency, about 50% of the headlines in the Russian-speaking media space contain elements of clickbait or are clickbaits per se.

These findings allow us to study clickbaits in advertising and marketing more deeply. The research materials can also be used in practical classes in linguistic disciplines at the School of International Business Communications.

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