

утвердить свою независимость и свое Я. Всех героев комиксов объединяет одно – борьба за национальные ценности и личные неотъемлемые свободы, торжество справедливости и национальных идей, как свобода и равенство, в финале.

Одной из характерных тенденций для изобразительного и прикладного искусства США является организация выставок и разнообразных проектов, посвященных идее свободы и ее роли в становлении американского общества. Одним из таких проектов стал выпуск плакатов, пропагандирующих основные принципы либерализма и идею свободы в целом.

В литературной жизни Америки свобода не раз являлась объектом пристального рассмотрения и исследования, как, например, в провокационной книге К. Кизи «Пролетая над гнездом кукушки». В американской литературе идея свободы рассматривается как фундаментальная основа общества, влияние которой может быть не только плодотворным, но и пагубным.

Подводя итоги, следует отметить, что идея свободы оказывает самое непосредственное влияние на развитие современного искусства США. Концепт свободы вдохновляет художников не только на создание новых произведений искусства, но и является музой, воспеваемой в их творчестве. Свобода – определитель творчества каждого художника, двигатель его творческого процесса.

THE ACTA (ANTI-COUNTERFEITING TRADE AGREEMENT), POSSIBLE EFFECTS

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The Anti-Counterfeiting Trade Agreement, first suggested by the US administration in 2007, is aimed to penalize internet service providers, websites or people who deal with any pirated content. According to ACTA, any offering of copyrighted files over the web or downloading them may be referred as crime.

When copyright infringement is already illicit, according to the journalist of New Scientist, policing it across multiple borders is difficult, especially when fleet-of-foot file-sharers can shift their operations from the jurisdiction of one country to another with just a click of a mouse. ACTA is thought to make this illegal regardless where the criminal comes from.

ACTA got quickly approved by G8 nations, the EU, South Korea and Australia. So now ACTA is on the way to become International Law.

No matter how noble the so claimed goals of the Anti-Counterfeiting Trade Agreement, there are still many arguments whether it's going to become an effective measure in fighting against web piracy or it is just one big step toward violation of individuals' privacy rights.

To begin with, the lack of transparency and «failure to provide citizens with an opportunity for informed consultation» with which this treaty is being negotiated despite its potential impact is pretty concerning, according to the statement from California-based pressure group, the Electronic Frontier Foundation.

Under current legislation of most developed countries, says Marc Temin, a lawyer based in Boston, Massachusetts, specialist in intellectual property, it is not always clear when someone has broken the law. And that is where ACTA comes in.

Despite the fact that the project of the agreement is being discussed in secret, the series of leaks to the WikiLeaks website demonstrated that the Agreement will «require ISPs (Integrated Software Package) to become technological sleuths who monitor their customers' internet use to deter unauthorized storage and transmission of infringing content». In case of infringement a row of sanctions will be applied: first, a warning e-mail, second, a warning letter and, finally, the disconnection from the Internet or even more strict measures.

That kind of sanctions is on the way to be implemented in national law of the UK - The UK's Digital Economy Bill.

Andrew Heaney, a senior executive at TalkTalk, one of the UK's largest internet service providers claims that they «being forced to spy on their customers' downloads for signs of potential copyright infringements». These new laws raise a question over privacy invasion and freedom of expression.

Furthermore, the head of European ISP Association emphasized the big costs of necessary computer systems in order to do «deep packet inspection» – monitor individuals' web-surfing.

Moreover, such type of monitoring technology is already used by the government of China and Iran, not best examples of countries that respect their citizens' rights.

There is one more issue with all those coming anti-counterfeiting measure – Wi-Fi «borrowers».

There are still no ways that «Wi-Fi hijacking risks» can be solved. According to ACTA that will make the owners of Wi-Fi pretty vulnerable taking into account that frequent Wi-Fi hacking is not a big deal process with a big deal identification of intruders.

Problems with mobile providers who do not provide their users with fixed IP addresses will make the company be responsible but not the actual violators.

Torrents and other means of sharing technologies and protocols are suffering. Those technologies are used by millions of people to share pictures, documents and other personal stuff. However, in order to find out who are real «pirates» the whole system have to get intruded - isn't it a violation? A good example is the shutdown Pirate Bay Torrent in Sweden. But you should also keep in mind that those types of sharing protocols are used by people to develop new types of freeware, so the closing of torrents makes the developing creativity of young IT-specialists suffer.

But even if those sources will be shut down, it is really hard to prevent an offline sharing.

However, some journalists claim that the project of ACTA also suggest different «border measures» by scanning any device of every person crossing the border.

There are still many rumors that are surrounding this ACTA project just because it is still being discussed by a limited number of states and organizations and not open to the public. We cannot blame the critics of ACTA because most of them are not being argued.

That is why the only way to make the whole process fair is to make it transparent.

Литература

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PRODUCT PLACEMENT EFFECTIVENESS

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Product placement is a form of advertisement, where branded goods or services are placed in a context usually devoid of ads, such as movies, music videos, the story line of television shows, or news programs. In other words, it is the purposeful incorporation of commercial content into noncommercial settings [1]. Product placements can be visual only, audio only, or combined audio-visual. Even though product placement was named and identified formally only as recently as the 1980s, product placement is not new. Originally, product placement served as a way for movie studios and television networks to reduce the cost of production through borrowed props. Product placement first appeared in Lumiere films in Europe in 1896.

Purposes of product placement can be very useful. It helps to achieve prominent audience exposure, visibility, attention and interest and increases brand awareness by 20%. The positive effect on consumer memory and recall of the brand of the product is easier to achieve when visual/auditory modality and plot connection are congruent. Product placement also creates instant recognition of the brand in the media vehicle and at the point of purchase. While prominence of the placement leads to increased recognition, if the placement is too long or too prominently placed, viewers might become suspicious, elaborate on the commercial purpose of the placement, counter-argue, and form negative attitudes or behaviors. This method of promotion empathizes consumers' attitudes or even overall evaluation of the brand: initial evidence suggests that consum-