

## **SPECIFICITY OF BELARUSIAN ADVERTISING**

**А. С. Меречко, Е. В. Климович**

As American writer Suso Banderas said: «Marketing is the art of making something better than it really is». Therefore, it's necessary to point out that marketing is based on trust of consumers to manufactures and Belarusian advertising market is not an exception.

The research emphasizes that consumers pay a lot of attention to personal recommendations and online opinions of consumers while considering of buying goods. And this is obvious, because any person is far more likely to give an unbiased recommendation based on his feelings, attitude and experience than a company's advert whose purpose is to sell products and increase revenue. And surprisingly according to this survey tv ads and emails signed up for are also accepted with confidence by buyers but a bit less enthusiastically. However taking this into consideration trust for the majority of advertising formats have decreased over the last two years [1]. Editorial content has the biggest 8 % trust decline that is due to a trend when ads are made to look like actual articles in order to draw attention of those people who don't usually click on ads [1]. The advertisers who use this trick don't actually create quality content that negatively affects the trust of every Internet user. 'Email's signed up for' have reduced trust decline by 7 %. This can be explained by overdoing and sending out too many emails [1].

Nevertheless the growth of Internet marketing has increased by 21 % since 2005 and till 2015[1]. And the reason for this may be that the number of Internet users at the age of 55 and older is dynamically growing. 30% of Internet users are at the age from 25 until 34 years. However despite this promising growth the cost of Internet advertising in Belarus is only 2,3 times less than the cost of the most expensive one TV advertising [1]. And economists anticipate a gradual decrease of this slight difference.

Another specification of advertising market in Belarus is big amount of social ads. The majority of billboards in Belarus promotes healthy and safe lifestyles or patriotic themes rather than products and services. Some billboards raise awareness about the risks of smoking, drinking, and taking drugs. Despite these efforts, the country ranks 140th in the world in terms of life expectancy and 15th in mortality rates [2].

The market for commercial advertising that was up by 8 percent in 2014, is now reducing rapidly due to the economic disorder caused by the events in Russia and Ukraine and the long-lasting consequences of the global economic crisis. In terms of money, the total market volume decreased to \$ 75.9 million against \$ 116.3 million in 2014. In 2015, the decrease was 35 % [3]. Many billboards stand empty or only target potential advertisers with the message

«your ad could be here ». That's why it's crucial for us to make our ads more qualitative as this will surely help our companies to stay more competitive in comparison with foreign market players just on our national market. As far as we concerned we strongly believe that visual component is the most important and determining factor while buying goods. And that's why we propose to pay attention to color, as the color of packaging significantly influences the choice of a particular product [4]. The most common color associations of consumers are:

- Yellow is sociable, optimistic and youthful. It is often used to catch an eye of window shoppers. Yellow works best in advertising of children's goods.

- Red is energetic. It stimulates the consumer to take immediate decisions because it increases heart rate and creates urgency so it is typical for advertising and of course this is the color that is used for big sales and discounts.

- Green can provide healing and relaxing effects. That is why it is so often used in advertising of medicines, clinics, health centers, etc.

- Pink is romantic and feminine, that's why it is widespread in goods for women and girls.

- Black is very powerful. It is commonly used to market luxury products.

So a balanced use of color in advertising can attract a potential customer and create a favorable atmosphere. In addition to this in order to create a good association of the brand Belarusian companies should analyze the most effective advertising campaigns and learn some lessons from them. For example, Nike advertising campaign «Just Do It» had an unbelievable success and was a hit. In 1988 Nike sales were at \$800 million and just by 1998 sales exceeded \$9.2 billion [5]. The slogan of this company shows the reality when people push themselves beyond their limits. So when you're trying to decide the best way to present your brand, it makes sense to ask yourself what problem you are solving for your customers. Dove created advertising also on a topic that was sensitive but meaningful to their customers. Their Real Beauty campaign was based on a social experiment in which a random woman was asked to describe herself and then a stranger described her. The descriptions were completely different. And the statistics according to Dove show that only 4 % of women around the world consider themselves beautiful [5]. The campaign was really touching and Dove managed to appeal to the feelings of their customers. And of course Belarusian companies should use the experience of native players. A very good example is a new outdoor advertisement of paying system BelCard. The video about the Minsk Tractor Plant was also a success as it has even won a silver award at the The Cannes Corporate Media & TV Awards.

So to sum up, we strongly convinced that banner advertising will lose its positions. In 2017 it's better to bet on special projects, branding, native and

video advertising. Also it's very important to create good association of your brand and use experience of your partners and competitors.

### **Літэратура**

1. Advertising Getting Stronger [Electronic resource]. – Mode of access: <https://www.sb.by/articles/advertising-getting-stronger.html>. – Date of access: 16.04.2017.
2. Social advertising in Belarus [Electronic resource]. – Mode of access: <http://metro-tv.by/metro-tv-articles/item/73-socialnaya-reklama-v-belarusi>. – Date of access: 16.04.2017.
3. Review of the advertising market in Belarus in 2015 [Electronic resource]. – Mode of access: <http://marketing.by/analitika/obzor-reklamnogo-rynka-belarusi-v-2015-godu-prognozy-na-2016-god/>. – Date of access: 13.04.2017.
4. The Psychology of Color in Marketing and Branding [Electronic resource]. – Mode of access: <https://www.helpscout.net/blog/psychology-of-color/>. – Date of access: 16.04.2017.
5. Best Marketing and Advertising Campaigns of All Time [Electronic resource]. – Mode of access: <https://blog.hubspot.com/blog/tabid/6307/bid/32763/The-10-Greatest-Marketing-Campaigns-of-All-Time.aspx#sm.000vimpvd1c6adhoucy23i35objj0>. – Date of access: 17.04.2017.

## **LANGUAGE OF BRITISH NEWSPAPER HEADLINES**

### **Д. А. Можейко**

Teachers always encourage us to read newspaper articles, as it is something that most students can find time to do in their busy timetable to enhance their general knowledge and become updated with current events in politics, economy, business, sports, entertainment, etc. Moreover, newspapers are a great tool and resource for vocabulary learning, particularly idiomatic language, phrasal verbs, etc. It is also valuable that you meet words in their context of use, learn different shades of meaning, thus extending your vocabulary. Reading newspapers can help you better understand sarcasm, ridicule, irony and other literary devices that are often used to effect political or social change.

However, the language of newspapers can sometimes be difficult and confusing to students, and a good example of this is newspaper headlines. Headlines live in a linguistic bubble all by themselves because they ignore grammar conventions such as the use of helping verbs and so on. Thus, if you take a look at any newspaper or magazine headline, you are likely to find incomplete sentences full of action packed verbs. Therefore, it is really essential to study the language of newspaper headlines and to define its specific linguistic characteristics, so that it will be easier to understand them and their hidden sense. [1]

Below you can find some characteristics of the main linguistic features used by journalists while creating a headline.