

АННОТАЦИЯ

Актуальность работы. Развитие международных экономических отношений приводит к тому, что производители товаров вынуждены учитывать кросс-культурную специфику и традиции при организации продвижения своей продукции на зарубежных рынках. Особенно значимыми эти положения выступают в ситуации рекламы особых групп товаров (в частности, алкоголя), которые подвержены дополнительной законодательной регуляции в большинстве стран.

Объект исследования: восприятие скрытой рекламы алкоголя

Предмет исследования: кросс-культурные особенности восприятия скрытой рекламы алкогольных напитков китайскими и белорусскими студентами

Цель работы: охарактеризовать кросс-культурные особенности восприятия скрытой рекламы алкогольных напитков китайскими и белорусскими студентами

Структура работы: магистерская диссертация состоит из введения, общей характеристики работы, двух глав, разделенных на параграфы, заключения, списка использованных источников и приложений.

Результаты: Анализ статистических данных выявил лишь очень небольшие гендерные различия в восприятии тайной рекламы алкоголя китайскими и белорусскими студентами, однако межстрановые различия были значительными. Страновые различия по факторам силы и сложности были обнаружены в трех секретных рекламах алкоголя, а страновые различия по фактору оценки были обнаружены в двух секретных рекламах алкоголя. Межстрановые различия по фактору активности во всех четырех рекламах отсутствовали, что говорит о том, что межкультурные факторы могут не влиять на оценку фактора активности. После анализа, основными причинами вариативности восприятия студентами трех факторов в двух странах были различия в культурной и социальной среде двух стран, включая вариативность в степени мужественности, различия между высококонтекстными культурами, различия в определенных традиционных практиках, различия в понимании культурных символов, различия в понимании лингвистических символов и так далее.

КЛЮЧЕВЫЕ СЛОВА: РЕКЛАМНОЕ ВОЗДЕЙСТВИЕ, СКРЫТАЯ РЕКЛАМА, АЛКОГОЛЬ, БЕЛАРУСЬ, КИТАЙ, КРОСС-КУЛЬТУРНЫЕ ОСОБЕННОСТИ ВОСПРИЯТИЯ СКРЫТОЙ РЕКЛАМЫ.

Topicality of the work. Development of international economic relations leads to the fact that producers of goods have to take into account cross-cultural specifics and traditions when organizing promotion of their products on foreign markets. These provisions are especially important in the advertising of special groups of goods (including alcohol), which are subject to additional legal regulation in most countries.

Object of study: perception of covert alcohol advertising

Subject of study: cross-cultural peculiarities of Chinese and Belarusian students' perception of covert advertising of alcoholic beverages

The aim of the work: to characterize cross-cultural peculiarities of Chinese and Belarusian students' perception of hidden alcoholic beverages advertising

Structure of the work: master's thesis consists of an introduction, general description of the work, two chapters divided into paragraphs, conclusion, list of used sources and appendices.

Results: Analysis of statistical data revealed only very small gender differences in Chinese and Belarusian students' perceptions of covert alcohol advertising, but cross-country differences were significant. Cross-country differences on the potency and complexity factors were found in three covert alcohol advertisements, and cross-country differences on the evaluation factor were found in two covert alcohol advertisements. There were no cross-country differences for the activity factor in all four ads, suggesting that cross-cultural factors may not influence the activity factor score. After analysis, the main reasons for variation in students' perceptions of the three factors in the two countries were differences in the cultural and social environments of the two countries, including variation in the degree of masculinity, differences between high-context cultures, differences in certain traditional practices, differences in understanding of cultural symbols, differences in understanding of linguistic symbols, and so on.

KEYWORDS: ADVERTISING IMPACT, COVERT ADVERTISING, ALCOHOL, BELARUS, CHINA, CROSS-CULTURAL FEATURES OF COVERT ADVERTISING PERCEPTION.

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