Advertising as a business communication language

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Advertising is a form of communication intended to persuade an audience to purchase or to take some action upon products, ideas, services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. At present it's almost everywhere: we see or hear a lot of advertisements on the TV sets, in the underground, on billboards, in newspapers and in the public transport. Advertising goes far beyond television, boardings, magazines. How could trading be carried on without different devices? Some would even go so far as to say that advertising actually enriches our lives. Commercial television is able to provide us with free programs due to its advertising revenues. National newspapers derive much of their revenue from advertising. In 2010, spending on advertising was estimated at more than $300 billion in the United States and $500 billion worldwide. Internationally, the largest advertising conglomerates are Interpublic, Omnicom, Publicis, and WPP ("big four"). We got the wrong idea if we think the only purpose of advertising is to sell goods. Another equally important function is to inform. A great deal of the knowledge we have about household goods derives largely from the advertisements we read. Advertisements introduce us to new products or remind us of the existence of ones we have already known about.

Advertising is an essential part of doing business, and it serves many functions beyond informing consumers that products and services exist. Advertising has a number of known economic consequences which have been studied: it may affect total demand in the economy, aggregate demand for products within an industry. Businesses need to advertise. If they did not advertise no-one would even learn of the existence of their wares.

There is no fixed formula for advertising success. For this reason, the results of economic studies are often qualified by statements indicating that an effect may hold true only if certain conditions are present. What works for one firm might not work for another firm facing stronger competition. A comparative advantage or an economy of scale may exist only for a period of time before the relative advantage begins to fade. Nonetheless, it can be shown that various relationships between advertising and economic advantages can, and often do, occur.

It goes without saying that the advertisers have a flair for self-promotion but they do not only throw enormous sums of money around but use different advertising techniques to appeal to customers and to advertise a new product.

As far as advertising techniques are concerned, we can enumerate the following ones:

– "before and after". Some products are advertised as having a remarkable and immediate effect. We are shown the situation before using the product and this is contrasted with the situation that follows it use;

– "association of ideas". One thing reminds us of another- especially if we often see them together. The advertiser encourages to associate his product with those things he thinks we really want-a good job, nice clothes, a car. The 'image' of the product is based on these associations and the advertiser often creates a good image by showing us someone who uses his product and who leads the kind of life we should like to lead;

– expertise. Advertisements often encourages us to believe that because someone has been successful in one field, he should be regarded as an authority in other fields;

– "repetition". If you keep talking about something for long enough, eventually people will pay attention to you. Many ads are based on this principle;

– "keeping up with the Joneses". Advertisers may try to make us want a product by suggesting that most people, or the best people, already use it and we will no doubt want to follow them. No one likes to be inferior to others and these advertisements suggest that you will be unless you buy the product;

– "brand names". The manufacturer needs a name for his product, and of course he looks for a name that will do more than just identify or label: he wants a name that brings suitable association as well- the ideas that the word brings to mind will help sell the product;

– "key words". Most advertisements contain certain words that are intended to be persuasive, while at the same time appearing to be informative;

– "guilt". Advertisers may invoke feelings that imply you are not doing the best for those you love most. For example, an advertisement may suggest any mother who really loves her children uses a certain product.

Advertising becomes even more intense when there are rival producers or products in the market and both are equally competent and determined to diversify the market with their products. It is witnessed in the case of the Landmark rivals, such as Pepsi and Coca Cola, BMW and Audi, Google and Facebook, Apple and Google. Since they offer products which are nearly the same in technical features and their prices, the consumer need not make a difficult decision before buying the product. Hence, with their advertisements, these producers try to put forth a highly innovative advertisement which targets at winning the hearts of the consumers. That's why the advertising war, as new form of marketing competition appeared. It's a fairly common phenomenon in today's advertising world that has been largely ignored in the literature. Namely advertising wars where one brand compares itself favorably with a competing brand in various kinds of media. Such a concept has already gone forward at a steady gait.

Литература

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Quality of Goods under the CISG

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Today the United Nations Convention on Contracts for the International Sale of Goods (the CISG), adopted by 76 states, is one of the key instruments in international trade. The CISG covers a number of important trade issues, among which “quality of goods” is. The question whether the goods delivered are of the right quality is at the heart of many sales of goods disputes.

In general the quality of goods is regulated by article 35 of the CISG. Good guidance in the application of this article is provided by Secretariat commentary, scholarly commentaries and numerous reported decisions applying article 35 of the CISG. In order to define the quality of goods you have to buy (if you are a buyer) or to sell (if you are a seller), first of all, it is necessary to find out whether the quality is unambiguously described in the contract signed between you and the other contracting party. If it is, then analyze the contract, if it is not, then, as a rule, take the below-mentioned steps in the following succession. In case the sample or model of goods has been provided, the goods must be as per sample or model; then, in case the particular purpose of using the goods has been made known, the goods must be fit for this particular purpose; at last, in case the previous two conditions are not applicable, the goods must be fit for their ordinary purposes of use.

So, first of all, the quality of goods must be as specified in the contract, since article 35(1) of the CISG provides that “the seller must deliver goods which are of the quantity, quality and description required by the contract” [1]. Almost no one has any doubts that the contract is the main source of regulation of relations between parties. Therefore, it is the contract that must be analyzed and investigated thoroughly in order to find out which of the parties is right about the quality of goods and whether the breach of contractual obligations took place. To prove this position we can refer to case law, e. g. according to the International Commercial