

rate trips are in no way inferior to private trips. And the transition to mobile and contactless technologies may soon lead to the fact that the business travel sector will move to a completely new level.

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УДК 165.1

THE ROLE OF ADVERTISING IN PEOPLE'S LIVES. COMPARISON OF BELARUSIAN AND FOREIGN ADVERTISING

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Резюме – в данной статье рассмотрено отношение людей к рекламе: восприятие рекламы в современном мире. Не выезжая из страны, мы можем увидеть примеры продвижения товаров в других странах. На основе этого в этой статье сравнивается подача рекламы в Республике Беларусь и в зарубежных странах.

Resume – this article deals with the attitude of people to advertising: the perception of advertising in the modern world. Without leaving the country, we can see examples of product promotion in other countries. Based on this, this article compares the presentation of advertising in the Republic of Belarus and in foreign countries.

Introduction. Walking down the street, we are surrounded everywhere by some inscriptions, billboards, signs, which are advertising. We can hardly notice it anymore. Most likely, we will pay attention to the place where there is no advertising because it will seem empty to us, but it is not so easy to find such places. However, once upon a time people did not even know such a word like advertising. We associate the words sale or trade with advertising, which were created quite a long time ago [1].

Main part. In the last few years, there has been a huge change in the roles and functions of advertising in Belarus. In the modern economic culture of Belarus, it is becoming increasingly important. The country is experiencing a kind of advertising boom. People are just beginning to clearly understand about worth-

while, enticing, and most importantly, working advertising. At the same time, it should be noted that on the verge of the current and last centuries, there was an advertising glut of the market. Advertising is threatened by its own development, it turns into anti-advertising at the best side, and the consumer pays less and less attention to it. People are used to bright banners and posters in the subway, in shopping malls, at bus stops, and generally anywhere, even on their clothes. Today, in advertising, we often see a mixture of mindless copying of foreign marketing campaigns and attempts to interpret them for the residents of our country. At the same time, nothing is said about the product itself, except for the name and "magic" properties, as a rule. The Belarusian consumer is not quite ready for such advertising. He thinks much more about physical survival, well-being, housing, and not about self-realization with the help of a particular product. It should be noted that, choosing between two similar products, people in our country will not always buy the advertised product, but rather which will be cheaper [2]. Advertising in other countries can generally be considered an entertaining part of their lives, and many of the creations of advertising specialists relate to real works of art. For example, the Mint Vinetu Bookstore in Vilnius has created not only a series of incredible new book covers for its advertising, but also a whole photo project hung all over the city. The idea of an advertising company is that by reading books, in your imagination you can become someone else. He promotes not only the store, but also the culture of reading itself (pic.1) [3].



Pic. 1 – Mint Vinetu Bookstore store advertising

Source: [3]

A system of constant communication with the customer has been created abroad and is constantly being improved. Having got him once, the company invests every effort to ensure that this person becomes a regular customer. This is a different level of tasks and a different level of development of the advertising business. Real discounts are given, but, of course, not to the detriment of your business. When choosing two products or services that are equal in price and quality, buyers choose those that are more famous due to advertising.

Conclusion. Advertising has already captured a significant share of the time of television, magazine, radio and newspaper space, as well as the entire Internet. Over the years of the existence of the advertising market in a poorly regulated state, domestic consumers are tired of excessive advertising volumes

and its predominance in low quality. It is always interesting to pay attention to something unusual that may become a trend in the future, which means there will be a great demand for it, which will bring the company profit. Of course, there are similarities in domestic and foreign advertising, but there are not a few differences, at least because of the divergences of our histories and cultures [4].

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УДК 656. 078

BUSINESS TRAVEL TRENDS

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Резюме – на сегодняшний день не нашлось бы ни одного сотрудника какой-либо компании, кто хоть раз не был бы в деловой поездке. Данная статья описывает возможные инновации в такой сфере нашей жизни как бизнес-путешествия, которые смогут облегчить и усовершенствовать работу и отдых сотрудника.

Resume – at present, there would not be a single employee of any company who has not been on a business trip at least once. This article describes possible innovations in such sphere of our life as business travel, which can simplify and improve the work and rest of an employee.

Introduction. We live in the world of modern technologies which means that every day there is a development and creation of various innovations in almost every sphere of our life. There have also been global changes in the business travel market. Companies send their employees into foreign countries to work with new clients or to improve their professional skills. Nowadays up-to-date technologies make business travelling into other countries much more comfortable, faster and easier.