

家快餐制造商被迫放弃了这些广告。肯德基公司无限期放弃了“舔手指真好吃”(It's Finger Licking' Good)的企业口号。据营销人员称,此时的口号根本不合适有必要继续保持现有的价值并创造新的价值,这些价值主要不在于销售,而在于形成对产品和整个公司的忠诚态度。对许多公司而言,疫情期间已成为对实力和人性的严峻考验。电子商务领域的公司在很多方面都设法避免了封锁的负面影响,有些公司甚至开始赚很多倍。从这些品牌中,观众期待一个对社会负责的立场,愿意牺牲并与那些遭受苦难和困难的人分享。Okko和Premier在线影院已经取消了对其收藏的付费订阅,以使人们能够更轻松、更多样化的居家隔离。包括MY.Games、Odnoklassniki和VKontakte在内的Mail.ru发起了“在家玩”活动,以支持因冠状病毒传播而暂时隔离的人们。该公司拨款2亿卢布支持该平台。限制期间的首要任务是清点使用的促销方式,寻找有效的工具、渠道在影响。在这种情况下,红十字人道主义组织的例子具有代表性,该组织使用TikTok与Z一代的代表进行交流。创建与公司概况、受众兴趣和当时任务相匹配的易于理解和引人入胜的内容非常重要。特别注意TOV-生成消息的音调。一些品牌已将财务规划和谨慎消费纳入其内容策略。事实证明,在收入减少和人口偿付能力下降的背景下,这一点很重要。

企业应注意危机沟通,尽量减少消费者的不满。建立反馈渠道、采取额外措施建立“响应式”服务以及处理消极情绪将有助于保持客户信心,即使在困难时期也能将品牌定位为可靠的。

6. 使用新闻劫持技术——将当前议程嵌入你自己的信息流中。建筑市场的领导者之一Pik Group of Companies在2019年底发起了大规模的Zakvartiriya活动,这表明所有的乐趣都始于公寓之外。大流行迫使广告传播发生变化,使其适应现代现实。代替了“zakvartiriya”标签,出现了一个新的“隔离区”。在将大量人员转变为强制自我隔离模式后,该公司专注于为公寓提供舒适装备的方法。重要的是要在推广和销售您的产品/服务的愿望与尊重受众过饱和的信息领域之间取得平衡。作为一种趋势的“绿色”内容表现在对客户的谨慎态度,希望将自己的信息流限制在实用、积极和真正必要的信息上。

因此,主要趋势表明,传播政策是企业的行动,旨在计划和实施与营销系统所有主体的互动,基于使用一套传播工具,确保稳定有效地形成需求和促进将商品和服务推向市场,以满足客户的需求和利润。品牌传播策略的作用是由市场饱和度高、根本性新产品创造存在问题、高标准难以通过质量或成本区分产品、企业需要制造利润。如遇不可抗力,企业应及时调整品牌传播和营销方向,修改广告文案等,以适应时代需求。

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INTERNATIONAL CHINESE LEARNING APP DESIGN FOR THE 5G ERA

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Summary. *With the development of China, more and more foreigners are learning Chinese, and the post-epidemic period has brought the “Internet + Education” to a climax. This app combines “Chinese + vocational” education, including a multilingual HSK learning resource area and a “skills” community, and is an app that helps overseas Chinese learners to refine their vocational skills and HSK level.*

1. Background and significance of the design of the “Multilingual HSK” App.

Mobile app learning has become the dominant form of Internet learning, Chinese learning is becoming increasingly intelligent, demand for Chinese learning apps continues to flourish and international Chinese learning apps are gradually becoming more marketable. After the “One Belt, One

Road” national strategy was officially proposed, enterprises along the Belt and Road lacked local technical personnel. The “Chinese + Vocational Education” model caters to the most practical needs of enterprises, training the talents most needed by enterprises in the shortest possible time, relieving the pressure on enterprises to employ workers and providing jobs for local citizens.

This APP is designed to meet the requirements of the New Standard for Chinese Language Proficiency Test, Level 3, Grade 9, and is conducive to international Chinese learners using fragmented time to study independently and improve their learning efficiency. It is also conducive to the cultivation of “Chinese + vocational and technical” talents, driving employment and promoting the rapid development of Chinese and foreign joint ventures along the Belt and Road.

2. APP innovative features.

The App is designed with two areas, the first with multilingual HSK learning resources and the second with communicative learning resources. The app is expected to be the first to adapt to the new standard, have HSK level 1–9 vocabulary, and have a revision function, as well as original HSK level 7–9 and professional practice questions.

The second zone is designed in the “one place, many circles” model, with “one place” being a comprehensive Chinese language exchange square, and “many circles” referring to the different “Chinese + vocational skills” circles in the comprehensive square, providing a platform not only for Chinese language learners, but also for non-Chinese language students and job seekers who want to pass the HSK exam and pass the company interview, so that Chinese language learning and vocational skills learning can go hand in hand and promote each other, creating a Chinese language learning community, as well as a platform for in-depth exchange of knowledge in various fields between China and abroad.

3. Expected objectives of APP design.

This app allows learners to choose their own language (currently Russian, English, Japanese and Arabic) and the HSK level they wish to achieve. You can also download and take the HSK practice test online. The app also owns the copyright of specialised teaching resources for Business Chinese, Tourism, Petrochemicals, Mineral Mining and Metallurgy, and is supported by an independently built corpus of vocational Chinese, which makes up for the long publication cycle and poor timeliness of the teaching materials, with specialised vocational courses gradually being added in addition to the general education courses. Community members can automatically set up their own virtual study rooms in a particular profession or technical field, and study in pairs with people of their own HSK level and the same profession (occupation).

Reference

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