

The human perception of advertising cannot be constant and varies with the mood and factors that we have discussed above.

Methods of influencing a person with advertising are divided into:

1. Suggestion – disposes of such an outcome of events as a person's acceptance of information based on the authority of the source.

2. Persuasion is a more effective method through mass communications. In this method, the rational thinking of the consumer plays a major role, which helps to change his choice [2].

Conclusion. As a result, advertising can be considered an important part of modern life. Its different impact on a person, his thoughts and will helps manufacturers to achieve the desired reaction from the consumer.

Advertising is fickle. What was relevant yesterday may not be relevant today. Of course, it should attract attention, this is its essence. Since the goal is to convey information about the product in such a way that the consumer is disposed to purchase it.

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PROTECTIONISM

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Резюме – в научной статье рассматривается тема протекционизма. Связь его с мировой экономикой и важность на сегодняшний день.

Resume – the scientific article discusses the topic of protectionism. Its connection with the world economy and the importance of these areas today.

Introduction. In contemporary economics, international economics is one of the most influential topics. International economics deals with many ideas, however its main focus is on the trade between countries. The idea of protectionism is very important while discussing the trade, as it is the number of policies that restrict free trade in order to protect the domestic economy. Therefore, to understand international economics better in general, one has comprehend the logic of protectionism.

Main part. Understanding of the protectionism policy is very crucial to anyone involved in international economics. In order to get acquainted with the idea of protectionism, the reasons for its implementation need to be pointed out at first.

The first reason to introduce protectionist policies is to support the sunrise industries. Sunrise industries are the industries that are in the early beginning of their development. In order to let such industries grow, government usually uses the protectionism. Government is interested in such protection because as the industries grow, they become internationally competitive. After that, they usually invest in real and human capital and in the end, there is a well-established solid industry in the state, which provides both employment for people and improves the economy of the state by increasing the number of exports. The other reason for such measures is the protection of sunset industry, which could be described as something completely opposite to the protection of sunrise industries. Sunset industries are those industries in decline that does not have a promising future development. Such industries are protected by government in order to avoid any unusual stress on the market and allow such industries to decline gradually. If it was not for that, then the abrupt crash of such industries would cause numerous unpredictable issues both on the domestic market and in state economy in general.

Additionally, the protectionism is often used for political reasons, as it is the easiest and most direct way to affect the opponent's economy. The example of such usage is the US actions regarding Cuba. In 1962, the US imposed an embargo (an official ban on any trade with a country) on trade with Cuba. This was done in order to affect Fidel Castro and most likely encourage Cuba to follow the guidelines of the US. Thus, it is visible that the protectionism is not always a solely economic measure. The reasons for introducing protectionism have been pointed out. However, it is also important to know the protectionist strategies. The most common strategies are tariffs and quotas.

Tariff is a form of a tax that is placed specifically on imports of goods. Therefore, what tariff does is it immediately increases the price of a good. Due to such an increase, the good becomes less competitive on the local market and the producer faces smaller profit than expected. Most usually, this leads to a decrease in the quantity supplied for the foreign producer. Moreover, as the foreign good becomes less competitive, the domestic producers strive from the tariff as it makes their good more competitive. Additionally, the amount of tariff collected from the foreign goods goes directly to the government coffins, and therefore could be re-directed towards other development plans such as education, infrastructure, healthcare, etc.

Quota, on the contrary to tariff, does not raise the price of a good, but aims directly at the number imported. Quota restricts the amount of good that is allowed to be imported, setting the limit at some numerical value. The principle of quota is the following: a government sets a limit for the foreign importer. However, the citizens of a country demand the same number of a good. In order to cover for the shortage, domestic producers will increase their supply and take the part of market that previously belonged to the foreign suppliers.

As a result, the domestic industries are better off since their profit increases, but the foreign investors face a decline in their revenue. This is the logic behind the main protectionist strategies.

Conclusion. As it is evident, protectionism is a crucial part of the international economics. However, it should be used with caution. As mentioned previously, protectionism can be used for political reasons, which is an irrational way of disturbing the economy. It could also lead to the further negative effects on the political arena. Thus, protectionist strategies should be implemented cautiously, with a thought about the effects on the other states and economies.

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THE USE OF DRONES IN THE ECONOMY

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Резюме – в данной статье рассматривается внедрение использования беспилотных летательных аппаратов в экономику. Возможность развития экономики с использованием беспилотных летательных аппаратов, то, как беспилотники трансформируют различные секторы экономики. Влияние беспилотных летательных аппаратов на экономику.

Resume – this article discusses the implementation of the use of drones in the economy. The possibility of developing an economy using drones, transform various sectors of the economy. The impact of drones on the economy.

Introduction. Drones are a strong technological development in the economy. Drones are used to reduce costs and improve product quality.

In many countries, the Ministry of Agriculture and Fisheries of the country is leading in the use of drones for agricultural purposes. Drones are used to monitor the health of crops, assess soil conditions and inspect irrigation systems. Many ministries also use drones to deliver fertilizers and pesticides to hard-to-reach areas, as well as to deliver emergency aid to remote areas.

Also, the use of drones helps to significantly improve the level of public service, reduce costs and increase efficiency.

China has recently become the leading country in the production and use of drones. China is actively investing in technology for drones. The Chinese government uses drones for a variety of tasks, from municipal to state. The population uses drones for aerial photography and surveillance of construction or real estate.