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THE PATTERN IN THE INFLUENCE OF ENGLISH ON BRAND PRESTIGE

ВЛИЯНИЕ УПОТРЕБЛЕНИЯ АНГЛИЙСКОГО ЯЗЫКА КОМПАНИЯМИ НА ПРЕСТИЖНОСТЬ БРЕНДА

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P. S. Lemeshchenko rightly noted that "the main means of capital increase is not production and technological innovation, but manipulation of consciousness of almost all segments of the population" [1, p. 51]. The brand is an integral part of the manipulation of consumer consciousness because, as a system of signs, it dictates the prestige of the product for the consumer. Prestige, in turn, is a determinant of non-price demand because demonstrative consumption replaces rational consumption, i.e. to meet the needs.

Public-functional technologies can be used by businesses to build their brand and maintain their image. For example, fashion, information weapons, etc. The use of English for brand building has been known for a long time. First of all – in names. A well-known proverb says, "Give a dog a bad name and hang him". A beautiful name will guarantee the recognisability of the brand. Historically, that for the majority of people English words sound beautiful, even if their meaning

is not clear to us. Therefore, a brand can easily use any English word or word-combination just for a beautiful product name.

Language is a means of communication. "The main trend in recent years is to achieve maximum consumer engagement with the brand, creating the illusion of unity with the product" [2, p. 97], hence the communication between buyer and seller. It can be carried out in a variety of ways, but the language itself is important. After all, if a brand, for example from Belarus, is unable to communicate in English, it loses a customer and also blocks its entry to a new market. Language skills are now one of the conditions for a company's survival in the market.

It should be noted that English can be used as a tool of socio-functional technologies. Consumers believe that if a product is imported, it necessarily has a special status (note that branded goods are for consumers and are of higher quality, although they may not be). Direct communication between the consumer and the producer in English will create the image of a foreign company or a company that works with foreign customers. The social media of a brand, filled with English, can mistakenly create the perception that the brand is foreign. This enhances the image, but misleads the consumer, because if he/she does not specify the country of origin, he/she will not get the brand he/she expects to have in his/her possession. This will result in the consumer not returning to the brand for new products or services.

To sum up, the use of English as a brand enhancement tool is twofold. On the one hand, English is an international language and its use will increase both prestige and brand recognition, as well as competitiveness. On the other hand, the English language can be used only for the sake of brand promotion. In such a case, it may have negative consequences, as customers may be disappointed in the brand, leading to a diminished image.

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