

Вторая проблема связана с недостаточной точностью и пониманием контекста текста компьютерными системами. Несмотря на значительные успехи в области глубокого обучения и нейронных сетей, многие системы все еще испытывают трудности в правильном интерпретировании смысла текста, особенно в случае двусмысленности или сленга.

Третья проблема, о которой стоит упомянуть, – это проблема конфиденциальности и безопасности данных. С увеличением объемов текстовых данных, собираемых и анализируемых компьютерными системами, возникает риск утечек личной информации и нарушений конфиденциальности. Это вызывает серьезные опасения среди пользователей и требует разработки эффективных методов защиты данных.

Несмотря на эти проблемы, современная компьютерная лингвистика продолжает развиваться и стремиться к новым достижениям. Решение этих проблем требует совместных усилий лингвистов, программистов, специалистов по информационной безопасности и других профессионалов. Только через коллективную работу мы сможем преодолеть вызовы, стоящие перед нами, и создать более эффективные и безопасные технологии обработки языка.

UDC 316.28:33

Pavel Kisun

(The Republic of Belarus)

Scientific supervisor L.V. Zakharyeva,

PhD in Pedagogy, associate professor

Belarusian State Agrarian Technical University

FORMS OF MARKETING COMMUNICATIONS FOR AGRIBUSINESS COMPANIES

The need for marketing communications in agribusiness companies has increased in recent years. Marketing communications (Marcom) are channels and tools a company uses to communicate the necessary message to the target group. They cover PR, branding, advertising, packaging, social media, and more. Marcom allows customers to understand a company and product it offers and a brand to reduce the sales cycle.

There are different forms of Marcom for various types of agribusiness companies.

1) *Digital Marketing*. It uses the internet and other forms of digital communication such as email, social media, and web-based advertising to reach potential customers.

2) *Public Relations*. It is suited for brands with agricultural products to offer. The PR agency acts as a third party to support claims of product excellence, good user experience and uninterrupted customer support. In addition to influence customer decision-making, PR also helps create brand reputation.

3) *Advertising*. It is the promotion of products through paid media such as TV, radio, social media, Google Ads and other channels. It is an advertisement designed to attract a wide range of audiences and drive sales/conversions.

4) *Social Media*. This form of Marcom is recognized as the most powerful channel for promotion. It allows brands to gain wide reach at a low cost, particularly with platforms such as Facebook, Instagram, and YouTube where ads may be placed.

5) *Direct Marketing*. It involves the preparation of contents and special messages for a pre-selected audience. It is a marketing strategy which allows an agribusiness company to respond to customer needs at a specific period. Some examples of direct marketing are vouchers, discounted products, special offers and many more.

6) *Sales Promotion*. It is suited for well-established companies and new brands. This type of marketing communications includes giveaways, loyalty programs, referral programs, free delivery, and other methods that can help sell old products, as well as make room for new ones.

7) *Customer Recommendations*. They are also known as word-of-mouth marketing. It relies on customers to promote a brand for free to the people they know. These are the satisfied customers who voluntarily promote a product because of the positive experience they had with a brand.

8) *Sponsorship*. It implies that the sponsor provides funds, goods, services and know-how. The sponsor will help the sponsor with communications objectives such as building brand awareness or reinforcing brand or corporate image.

10) *Point-of-purchase communications* are communications at the point of purchase or point of sales (i.e. the shop). It includes several communications tools such as displays, advertising within the shop, merchandising, article presentations, store layout, etc.

11) *Exhibitions and trade fairs*. These forms are of great importance in agricultural markets for contacting prospects, users and purchasers. They are

established where participants can negotiate the sale and the purchase of different agricultural goods. Every exhibition is an eye-opening experience and also a method to advertise products. Such events help to establish profitable contacts and promote mutual understanding among different nations.

12) *E-communications* offer new ways to communicate interactively with different stakeholders. The internet, together with e-commerce, combines communicating with selling. Mobile marketing uses the possibilities of text, video and sound transfer to mobile phones. Interactive digital television has the potential to transform traditional advertising into interactive communication on television.

13) *Personal selling*. It is the oral presentation or demonstration of one or more salespersons aimed at selling the products or services of an agribusiness enterprise. It is a personal contact between an agribusiness enterprise representative and a customer.

Thus marketing communications activity is a complex and multi-channel system of human interactions. It is a process of transmission and perception of information with the help of various verbal and non-verbal communicative tools in both interpersonal and mass communication.

Marcom helps to achieve various objectives of agricultural companies: to deliver the key message and idea to the target group; to introduce the product to the audience; to initiate a brand switch; to allow the brand to be competitive in the marketplace; to increase awareness of the product and the brand; to influence purchasing decisions; encourage customers toward the purchase of the product; to create a positive brand image; to achieve brand recognition, trust and transparency.

УДК 398.91:63

Дар'я Клімянкова
(Рэспубліка Беларусь)

Навуковы кіраўнік А.І. Віткоўская, ст.выкладчык
Беларускі дзяржаўны аграрны тэхнічны ўніверсітэт

**АДЛЮСТРАВАННЕ СЕЛЬСКАГА СПАДАРЧАЙ ДЗЕЙНАСЦІ
Ў ПРЫКАЗКАХ І ПРЫМАЎКАХ БЕЛАРУСКАГА НАРОДА**

Прыказкі і прымаўкі – гэта жанры вуснай народнай творчасці, або жанры фальклору.