

3. Information. In international business negotiations, it is not exaggerated to say «information is power».

Exploring the sources of power is very important in planning a negotiation.

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ADVERTISING AS A COMMUNICATION TECHNOLOGY

Advertising is a major tool in the marketing of products, services and ideas. The idea is to sell products, services or ideas to consumers. It is a form of communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Advertisement can also be used as a means of reassuring employees or shareholders that a company is viable or successful.

Advertisement messages are usually paid for by sponsors and viewed via various transmission media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertisement or direct mail; or new media such as blogs, websites or text messages. Commercial advertisers often seek to increase consumption of their products or services through "branding" which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and government agencies. Non-profit organizations may rely on free modes of persuasion, such as a public service advertising (PSA).

An advertisement can be classified as having six characteristics: it is a paid form of communication; the sponsor is identified; most advertisements persuade or influence consumer; message is conveyed through different types of media; advertisement makes message reach large audience of potential consumers; advertisement is a form of mass communication.

Communication is a contact between two or more parties, giving information. The aim of the communication process is to influence the buyers' behavior, but before the marketers can influence the consumers they need to know how the communication process works. There are 2 communication model theories of communication activity.

1. Lasswell's theory. According to Lasswell a communication model should answer the following questions: Who? Says what? In what channel? To whom? With what effect?

2. Kolter's theory. According to Kolter the communication process was a sender/receiver. Elements in the communication process:

1. Sender – the party sending the message to another party so they buy that product.

2. Encoding – the process of putting thought into the message to make the customer understand what the organization is selling. To make things easier for the customer to understand they may use music, pictures.

3. Message – the set of symbols the receiver transmits.

4. Media – the communication channel which the message will be told and get across to the customer e.g. TV, radio, billboards.

5. Decoding – how the customer takes the message.

Advertising is a means of communication. Its main function is to market products and services to potential buyers in an effective and persuasive manner.

An advertisement is also promotion of a company's products and services carried out primarily to drive sales of products and services which is usually done to build a brand identity and communicate changes in old products or introduce new product/services to the customers.

All marketers send a message to encourage you to buy their product. Best messages use words, pictures and symbols that are familiar with the receivers. There are 6 steps in developing effective communications:

Step 1. Identify the target audience. Consider actual customers and potential customers. Step 2. Determining the communication's objectives: awareness, knowledge, linking, preference, conviction, purchase. Step 3. Designing a message: rational appeals, emotional appear, moral appears. Step 4. Choosing media: 1. Personal communications channels – 2 or more people communicating together. 2. Impersonal communications channels – got a message but without personal contact or personal feedback. Step 5. Selecting the message source. Step 6. Collecting feedback.

Technology has always played an important role in the advertising and communication aspects of business. It has provided businesses with a means to communicate with their customers and target market. From the history of business, advertising has been hand in hand with business. Various strategies have been used by business men to market their businesses, products and services. Advertisement began with the word of mouth as a media.

The use of Information Communication Technology (ICT) has become more integrated into most aspects of life including advertising. ICT means all forms of media used to handle and convey messages about a product or service to the consumers. ICT based ads continue to gain an edge over other non-computerized advertising materials such as brochures, posters or billboards because of advantages it has in promotional messaging.

Advertising is a simple glance into the purpose of the business. It gives potential customers an idea of who the company is, what they do and what they provide to their customers. Good advertising will be able to convey a message in a few simple words with catchy lettering and colors. Advertising is often not intended to give customers a detailed look at the way a business functions and operates. There are people who are specifically trained in advertising that will be able to help businesses have a better ad campaign that allows customers to become more drawn toward the company.