

**СЕКЦИЯ 7**  
**КОММУНИКАТИВНЫЕ ТЕХНОЛОГИИ**  
**В СИСТЕМЕ СОВРЕМЕННЫХ ЭКОНОМИЧЕСКИХ ОТНОШЕНИЙ**

**ADVERTISING THROUGH MASS MEDIA**

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Nobody can deny that in the competitive world of business and commerce humans are constantly surrounded by different advertisements. Currently, advertising is considered to be a form of marketing communication used to persuade an audience to purchase particular items, services or even ideas. All businesses, enterprises need to be advertised in order to be a success and bring a profit. Consequently, advertising is focused on conveying information to potential customers and clients. It serves an indispensable function by assisting in the choice of competing products. Besides, it's a vital component of merchandising. With the help of putting ads into various sources, the manufacturers inform the public about their new creations and the stores, about what products they possess and at what prices.

In general, the mass media are diversified media technologies intended to reach a large audience by mass communication. But while choosing a media for advertising few things must be kept in mind: the media should be easily accessible to the public; it should be made sure that medium chosen is popular among the masses.

At any rate, it's possible to promote the adoption of wares, services and surely ideas through various channels of mass communication.

Firstly, a product can be advertised through television via commercials and bulletins. Actually, the television commercial is generally thought to be the most effective mass-market advertising format influencing people's minds. If the commercial is well made, it attracts the people towards itself and the product. For instance, some conducted researches on subliminal advertising can testify to it: the word «coffee» was flashed on to the television screen. It occurred so quickly that no-one was aware it had happened. Immediately it registered on the viewers' subconscious and as a result a surprising feature took place: instantly, a number of people chose to make a cup of coffee at that precise moment. In other words, it proves that broadcast media has a great impact on humans.

Secondly, radio is another common media used for advertising. It can be done through audio radio commercials or the host of a show can be paid to promote the product. Since the radio commercials are audio but not visual it's important that the audio commercial made should be well spoken and has sounds and words that catch the listener's attention.

Thirdly, press is of utmost vitality. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine to

more narrowly targeted media such as local newspapers and trade journals on very specialized topics. In fact, while leafing through a typical newspaper it's possible to discover a large proportion of pages devoted to ads. On the top of it, advertisers can be thanked for the free color supplements accompanying certain papers.

Speaking about the digital media, it's necessary to admit that it comprises both Internet and mobile mass communication. Internet media provides many mass media services such as emails, websites, blogs and internet based radio and television. Thus, the Internet is rapidly becoming the most effective way for a business to make known their products or services to customers.

Additional media for advertising are board, hoardings and posters. These media are an excellent source for advertising especially large hoardings on the roadsides. However, in order to grab the attention of a passerby these boards and posters of course have to be attractive and must be bold and clear.

Obviously, advertising goes for beyond television and hoardings, newspapers and magazines. For instance, the manager of a clothes store can advertise by putting models wearing the store's clothes in the window. Equally, a bicycle manufacture can do this when he sends a new price-list through the post to his retailers.

Moreover, there is outdoor media, which is a form of mass media either. It includes billboards, signs or placards placed inside and outside of commercial buildings, wall painting, the back of event tickets, airplanes. Evidently, outdoor advertising has become a big business and companies are looking for more ingenious ways to bring their products and services info the public.

To sum everything up, advertising can be done in a different way with the help of mass media that both inform customers about existing products and services, and render assistance to manufactures to sell their production.

#### **A BUSINESS CARD AS ONE OF THE MOST IMPORTANT MARKETING TOOLS**

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Firms are constantly seeking means how to gain advantage over their rivals, win and expand businesses. Thus, it's essential to know how to present your company, wares, services both in your local surrounding and overseas.

A business card is thought to be the most significant tool for doing it. This is the staple of business prosperity that has become an inseparable element. The purpose of any visiting card is to communicate to a potential employer or a contact person the information about a company or individual.

Business cards should have a well-arranged layout and a person who hands out or receives them should be aware of the generally accepted regulations that exist worldwide as well as the specific distribution guidelines in some foreign countries.