

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.

Let's turn to the ordinary established rules recommended to be observed by everybody in all parts of the world if they desire to be a success while dealing with business cards.

First of all, it's necessary to bear in mind about design and printing of any visiting card. The card should be visually appealing because a picture has an ability to speak volumes about goods or services.

Secondly, it's obligatory to keep cards clean and crisp. Don't hand out worn, dirty or faded business cards unless you want your business to look in the same way. Preserve the cards in business card cases while they are inexpensive and will definitely keep your cards glossy.

Thirdly, it is important to distribute business cards at the appropriate time. If your prospect is busy or his attention is drawn to others, you won't get the one-on-one attention you desire and you risk coming off as pushy. There are some places you should refrain from handing out business cards; funerals, religious ceremonies and other places that command a high level of solemn emotion. They are deemed to be not suitable places to swap business cards.

Finally, do your utmost to have business cards ready. It goes without saying that you must always have a fresh supply of your business cards on hand. You never know when the next big opportunity will present itself.

In other words, all these mentioned above should be taken into account if you don't want to lose your face while granting or accepting a business card in any part of the world.

On average modern business is global and demands people to travel to foreign countries. Each culture has etiquette rules. When two or more different cultures mix, it is easy for small etiquette mistakes to be made. That's why, anyone working on the international stage needs to comprehend international business etiquette. So, when you conduct business in certain countries overseas, you should know that the exchange of business cards needs to be done in the particular manner. Here are a few specific examples of what you should do and shouldn't when you distribute or accept a business card abroad.

In some parts of the globe to write on a business card is taboo. But in the USA this is an acceptable practice. You can write the answer to the question you asked on the back of a business card before putting it in your card case.

Speaking of the Arab world the way you present and receive business cards is viewed to be a strict and direct reflection of your business and can make or break any deal. You should never give or receive a business card with your left hand, present the card only with the right hand otherwise you can show disrespect to your business partner. Regarding China you should have one side of your business card translated into Chinese and in gold colored lettering as that is considered auspicious. Above all, when offering and accepting the card, you should do it with both hands. In addition, it is always good etiquette to examine the card and make a positive comment on it, in no case just stuff it in your jacket pocket and write on it in the person's presence. Regarding business in India it's necessary to point out that a

great emphasis is placed on academic achievement so in addition to your name and job title, your business cards should also state any university qualifications you have or any other kind of honor. As for the Middle East, you should always use your right hand, when offering a business card. If the local dialect is Hindi, then you'd not normally need to print one side of the card in that language as most business people who speak Hindi can also speak English.

Broadly speaking, the knowledge of the guidelines stated above is a must if you want to create a positive impression on the business partners with whom you exchange business cards. Without any doubts the way certain cultures perceive business cards is very different. So, if you are travelling on business to foreign countries that have not been featured here, it's important that you find out all you can about the place you are going to. All in all, do your best to treat business cards you distribute and receive from your business associates with respect, no matter whether these items hold a lot of significance in your home country or not; it can make or break a business deal.

### **INFORMATION AND COMMUNICATION TECHNOLOGIES AND ECONOMIC DEVELOPMENT**

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In modern conditions, when the economy of post-industrial society, not only in developed countries but also in developing countries is gradually evolving into the communicative, and communication technologies, more and more attention is paid to the impact of information and public communications. When governments create an environment marked by open and transparent information and communication flows, they help to establish the conditions for economic growth and fairer markets.

The revolution in information and communication technologies (ICTs) offers exciting new opportunities for small – as well as large-scale economic activity.

In fact, ICT is the combination of electronics, telecommunications, software, networks, and decentralized computer work stations, and the integration of information media, all of which impact firms, industries, and the economy as a whole. ICT is comprised of a variety of «communication equipment» which includes radio, TV, and communication equipment and software. Therefore, ICT investment includes «investments in both computer and telecommunications, as well as related hardware, software and services».

At the present time, Information and Communication Technology has become a serious part of economy. Almost all firms and consumers use computers and Internet connection for economic purposes, such as providing consumers with a more diversified and customized products, improving product quality, and selling goods and services. However, country data on computer, cell phone, and Internet users il-