

Игровые упражнения (викторины, конкурсы, состязания, кроссворды и пр.) являются разновидностью развлекательных игр, в которых принимают участие все участники коммуникации, независимо от их уровня подготовки. Игровые упражнения в форме соревнования позволяют повысить активность и мотивировать студентов на результат.

Под презентацией обычно понимается представление заинтересованной аудитории некоторой новой информации, продукции или услуги. Технология презентации является формой представления и защиты проектного решения. Данная технология, широко используемая на практических занятиях иностранного языка, помогает овладеть навыками подачи информации, техникой публичного выступления, убеждения, умения отвечать на вопросы аудитории и выходить из затруднительных положений.

Участие в Олимпиаде или научно-практической конференции расширяют коммуникативные возможности студентов, позволяют свободно ориентироваться в иноязычной среде и реализовать их личностный языковой потенциал.

Данные виды учебной коммуникативной деятельности при подготовке будущих менеджеров к эффективной иноязычной коммуникации активизируют их познавательную и творческую деятельность.

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ADVERTISING OF AGRICULTURAL PRODUCTS

Advertising of agricultural products is a vital component for the success of agribusiness. An agency focused on agriculture marketing can give you targeted advice on marketing strategies to increase your bottom line and establish media relationships that will serve you well into the future. With the current economic climate, increased brand awareness through consistent media exposure is the best way to keep your company name in front of your potential customers.

Advertising of agricultural products is more important than ever since the economy is in a constant state of flux and your marketplace is growing more competitive every day. Direction from agriculture advertising agencies will help you get the maximum return on your marketing investment by applying their specific expertise to your area of agriculture.

Whether you want to launch a brand new product to the market, or are just looking for a new way to advertise an already successful one, this list should give you a good place to start on where to advertise agriculture products: print media, leaflets, face to face, radio, social media and internet.

Magazines and newspapers provide a very large audience with information on your agricultural products, but this isn't the cheapest option and you will need to think how you can make your advertising stand out from the crowd so people will pay attention.

This is perfect if you're trying to sell an agriculture product that is well-established, and the need for the mentioned product is well known amongst your target audience. If you are trying to sell an agricultural product that isn't particularly recognizable, or isn't very glamorous, your advert may be a little overshadowed by some appealing bits of farm machinery on sale.

If your product is something that needs to be demonstrated to be understood, you can get your agriculture product right in front of the customer. This relies on your ability to sell your product and you know immediately if your tactics have worked. Face-to-face events also need investment. For example, you should make up banners, flyers and other sales collateral to make an impact.

Radio is once again a very broad-hitting advertising channel and as a result is rarely used in agriculture. Depending on how you spend your money, you could be hitting tens of thousands of people. If you run a farm shop or petting farm, radio might be the right tool if lots of people in the local area listen to a regional radio programme. Radio, unfortunately, lacks a particularly sophisticated 'tracking' system. You may find great success from radio advertising, but getting any detail about exactly what is working is simply not possible.

Social media provides a brilliant way to influence an audience outside of 'traditional' advertising revenues. Social media is increasingly becoming integrated into people's daily lives and they look at it multiple times a day. When done correctly, social media can bring your marketing and sales messages to an audience through a persuasive channel.

The audience of your internet-based advertising can be as broad or specific as you would like, but if your audience is a more traditional one, you may struggle to find the correct audience through traditional online channels.

In conclusion, the advertising of agricultural products includes all kinds of communication with individuals, groups, or organizations to directly or indirectly facilitate exchange by informing and persuading them to accept an organization product or service. There are two major ways that promotion can occur: through personal selling, as in a store; and through advertising, as in a newspaper, internet, etc. Advertisement of products helps agricultural companies generate profit, the lifeblood of economy. About half of each consumer dollar is spent on marketing activities.

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THE INFLUENCE OF CULTURE ON INTERNATIONAL BUSINESS NEGOTIATIONS

Cross-cultural communications support international business. The ability to conduct business across cultures is vital and indispensable. Not all the managers are prepared for such activity. Lots of major companies misjudge foreign business partners on distant markets. It leads to different misunderstandings in negotiations.

Therefore, in the case of negotiation between different cultures it is necessary to know the basic elements of the incompatibility of the negotiating parties. As the negotiation process without communication is impossible, therefore, impact of culture on the international business negotiations is significant. Values and norms, which are included in culture, can affect the negotiation either stronger or weaker.

In a negotiation context, culture not only influences a negotiation strategy but also the communication style. When negotiators differ in their basic thought processes, misunderstandings are all but inevitable. For example, Americans are generally not concerned with building long-term. This means that Americans enter the first meeting expecting an issue-oriented outcome, often through a process of bargaining. For