exchange deficit – from a large-scale devaluation to the tightening monetary policy. However, the economic system has remained the same. The economic system of Belarus should be formed according to our economic potential and environmental conditions, taking into account the laws of the economic development.

The main objectives of the fiscal policy of the Republic of Belarus for 2016 are as follows:

1) the modernization of the structure and mechanisms of collection of tax payments, focusing on the maximum approach (namely, their structure and time of payment) to the tax systems of the industrialized countries; substantial simplification of the tax administration and control procedures, as well as strengthening the country's position in the world ratings;

2) the optimization of the budgetary expenditure and more efficient use of the state budget as well as the decrease of the state debt [1, p. 24].

Thus, the state has a set of economic instruments that can both contain "overheating" of the economy and give impulses to overcome the phase of depression. A flexible tax system is used in order to teach these objectives during the period of increase or decrease of tax rates the government stimulates (or restrains) the business activity.

List of literature sources

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SPECIFIC FEATURES OF ADVERTISING SLOGANS

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Importance of advertising communication in the modern world is constantly increasing. Advertising slogans are used in advertising campaigns to persuade you to buy certain products and services [1].

‘An advertising slogan is a concise phrase that defines an advertising campaign. The most effective and catchy slogans are imprinted in the collective mindset of the masses so that they automatically associate the phrases with the products for the longest time. Some advertising slogans have seeped so deeply into the public consciousness that they become much more than just some catchphrases to sell some products’ [2].

The aim of our work is to analyze advertising slogans and identify their specific features.

The language of advertising slogans is very influential. Scientists define the following specific features of advertising slogans [3], [4]:

– advertising words must be memorable. To be memorable, the words, phrases, and slogans must be repeated;
– imperative constructions are often used: 'Don’t Leave Home Without it' – used by American Express in the 1980s;
– different expressive means are often used (puns, alliteration, contrasts, etc.). Sometimes invented words or foreign words are included into slogans: 'Be Cointreauversial’ – a campaign for the liqueur Cointreau;
– sometimes grammar mistakes are made deliberately: Winston tastes good, like a cigarette should (there should be ‘as’ instead of ‘like’);
– slogans that use rhymes and rhythms, or both, can be very successful. They are particularly effective when they can be sung, as in jingles: We bring good things to life;
– slogans are usually short;
the best way to connect to customers is through emotions. You should find a way to make a personal connection: You’re in good hands.

The object of our study is 67 best advertising slogans of modern brands that we have selected from the internet [2], [5].

As a result of our analysis, we have found the following peculiarities of the selected slogans:

- **repetitions** (7):
- **alliteration** (repetition of the sound in different word) (4):
- **contrasts** (3):
- **inversion** (2). Inversion is a change of normal word order. Usage of the inversion helps to create a bright image:
  - Adidas – Impossible is nothing. // Calvin Klein – Between love and madness lies obsession.
- **rhymes** (6):

From the grammatical point of view, most slogans have a structure of a **simple sentence** or even a part of a sentence:

- **Complex sentences** in the advertising slogans are less common (5):
  - Reebok – I am what I am. // Delta Airlines – You’ll love the way we fly. // Visa – It’s everywhere you want to be. // Alka Seltzer – I can’t believe I ate the whole thing! // Pepsodent – You’ll wonder where the yellow went when you brush your teeth with Pepsodent.

Slogans can even consist of a **single word** (3): HP – Invent // – Innovation // Coca Cola – Enjoy.

Most of the selected slogans have the structure of **declarative sentences**. Some of them are negative (5):


- **Implicative structure** in slogans is very often used to encourage us to purchase the item:

- **Exclamatory slogans** are used for more emotional perception of advertising (3): Subway – Eat Fresh! // Mentos – The freshmaker! // Sprite – Obey your thirst!

As for some other peculiarities of the selected advertising slogans, we can mention **short forms of auxiliary and modal verbs** which are often used and **degrees of comparison** of adjectives:


As a result of the research, syntactic and stylistic features of English advertising slogans have been defined. Thanks to them, the influence of advertising on consumers is more powerful.

**References**

STRATEGIC MANAGEMENT ACCORDING TO AN EXAMPLE OF “BALTIC POLYMERS” COMPANY

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Annotation
Article problem: Strategic plan formulating
Objective: Strategic plan of “Baltic Polymers” company
Work tasks:
- literary analysis,
- literature customizable analysis of the problem,
- analysis of available data,
- formulation of conclusions and recommendations.

The study hypothesis: The strategic plan has an influence on business success.
Methods: Literature reading and selection of all information.

Introduction. This article is about making a business more successful. The key things are to discuss the analyses of all internal and external factors which can have an influence on running a company. Furthermore, there are the explanations how to make these analyses and how to interpret the results. A detailed interpretation of how to make the vision and mission statements, PEST/STEP analysis, Porter’s five forces, EFE and IFE Matrix, BCG Matrix, QSPM Matrix and alternative strategies were done.

Strategy – a plan of action designed to achieve a long–term or overall aim.
Regulation – a rule or directive made and maintained by an authority.
Alignment – arrangement in a straight line or in correct relative positions.
Purchase – acquire (something) by paying for it; buy.
Unforeseen – not anticipated or predicted.

Nowadays everything is changing very quickly. What was powerful yesterday can be powerless today. This is the same concerning any business. Therefore having a strategy is nothing but the extra air in case of drowning and the North star as a guide in the case of being lost. The objective of strategic management is to achieve better alignment of corporate policies and strategic priorities. It shows the most efficient way to achieve the goal of the company. Business is affected by many external and internal factors, that is why currently only a simple plan is not enough anymore. Strategic management is nothing but planning for both predictable as well as unforeseen contingencies. It is applicable to both small as well as large organizations as even the smallest organizations face competition and, by formulating and implementing appreciated strategies, they can attain a sustainable competitive advantage. My goal is to give a better understanding of what strategic management is by giving real examples and explanations.

Mission and vision
The first step when one is analyzing a company is to set a vision and mission. Vision defines the future state what an organization wants to achieve over time. It is something that reminds a company’s long term future goal in the daily work. In essence, it is where the company is going. It is important as well, to know where the company is standing now. A mission statement talks about it. It defines the present state or purpose of an organization. It has to answer three main questions: what a company does,