

**THE ROLE AND EFFICIENCY OF ADVERTISING****Куделко Ангелина Владимировна, студент,****Прибыльская Гражина Валентиновна, старший преподаватель****Белорусский национальный технический университет**

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*Annotation.* The article considers advertising, its main functions, types and main goal. It also determines its effectiveness and ways to attract attention of all potential customers.

*Keywords:* advertising, development, efficiency, advertising methods, methods of attracting attention.

It is impossible to imagine modern society without advertising, as it is used all over the world. It also affects our subconscious and perception of the world around us. Intelligent advertising contributes to the evocation of consumer impulse because of which people begin to purchase the product.

Nowadays it is quite difficult to sell any product without advertising. Therefore, advertising is an integral part of sales. At the moment, advertising can also be called an art, as people love to watch beautiful pictures and equally beautiful celebrities in newspapers, magazines, and on the Internet.

Advertising is a means to make people want something they have not heard about before. This is a way to notify consumers about something and give more visibility to the product.

Advertising is needed for good earnings and attracting partners. The consumer is faced with such a problem as the choice between two products, and of course advertising makes this choice easier for him. It is developing at a high speed, if earlier it was printed, now it can be seen on TV, on the Internet, on various banners and heard on the radio. [1]

So, advertising is information of about the object of advertising, distributed in any form by any means, intended for an indefinite circle of persons, the formation and maintenance of interests in the object and promotion in the market.

The most important tasks of advertising include:

1. Inform. It is provision awareness of the range of available goods.
2. Reminder. There are advertising goods, the existence of which is not news, as well as make a seasonal purchase.
3. Exhortation. A call to purchase goods, arousing interest in the purchase of goods.

Each new product, when released to the market, is accompanied by advertising, which causes the consumer to gain a sense of benefit from its acquisition, a sense of its usefulness. But often this is only the result of its psychological impact.

Advertising should evoke emotions, so if you take into account the various characteristics of the human psyche, you can achieve excellent results in its promotion. From here, a number of advertising functions can be distinguished:

1. Information and educational – increases the cultural level of people's development and carries information about the world;
2. Propaganda – the impact on people is psychological;

3. Communicative – establishes a relationship between the buyer and the seller;
4. Language – the national language acquires new forms and expressions;
5. Attractive – influences the recognition of the company and draws attention to it;
6. Campaign – distributed through appeals;
7. Confidential-image – works on trust and addiction;
8. Argumentationandguarantee – argues in favor of the goods and services that are advertised;
9. Competitive – carried out when using advertising as an identification of achievements and competitors;
10. Creative and recreational –the boundaries of advertising are expanding;
11. Regulatory –the market is being regulated;
12. Ideological – a certain object is allocated that carries the ideology of the product [1].

There are different types of advertising:

- Hidden - considered to be disguised, eg an interview.
- Informative - more often used at the initial stage, to create primary demand in the market.
- Persuasive - begins at the growth stage, to identify a specific store.
- Reminder - used to remind the consumer, ie at the stage of maturity.
- Reinforcing - necessary to convince buyers of the correct choice of a particular product.
- Commercial - has a goal: to obtain benefits.
- Corporate - to maintain a satisfied image of the company, more often used by large companies.
- Business - an appeal to partners to solve their business.
- Industrial - this is advertising for people or organizations of goods that they will use in the sale of their products, and not for personal use.
- Consumer - divided into brand advertising and retail advertising.
- Trademark advertising - for brand recognition.
- Trade and retail - to promote the outlet and attract goods to a certain point of sale.
- Address and reference - advertising so that buyers can find out where they can buy goods.
- Global - one product is promoted in many countries.
- Global brand - has the same design, name and creative strategy in all countries where it is sold.

Depending on the nature of the advertising impact:

- Cruel - aggressively influences the consumer and imposes the goods.
- Soft - in contrast to the cruel does not impose on the buyer the purchase of goods.
- Rational - associated with the mind, and the properties of the goods come to the fore. It comes in a variety of forms, both hard and soft.

- Modern - the most powerful way to form desires. Goods and services become meaningful.

In addition to various types of advertising, consider the methods of attracting attention to advertising.

Acceptance of novelty.

A simple way to influence is to talk about a new product to the consumer when he has not yet heard about it. So increase attention to the product with the help of new information.

Acceptance of using the interests of people.

The simplest thing is to follow the interests of the consumer. The needs and desires of a person help determine the product for which there will be a demand, and facilitate the implementation of the desired advertising.

Acceptance of a problem situation.

People are prompted to think by various questions: How to be? What to choose?

Participation acceptance.

Typically, this technique is used in television advertising, attracting the show of models. Using this technique, viewers become accomplices in events.

Acceptance of humor.

A rare technique, but if used correctly, it can give a great result.

If we consider advertising as a method of managing people, we can distinguish external and internal factors of influence on a person.

External - this is what happens and is around us.

Internal, respectively, is what is inside us at the same moment in time.

The human perception of advertising cannot be constant and varies with the mood and factors that we have discussed above.

Methods of influencing a person with advertising are divided into:

- Suggestion - disposes of such an outcome of events as a person's acceptance of information based on the authority of the source.

- Persuasion is a more effective method through mass communications. In this method, the rational thinking of the consumer plays a major role, which helps to change his choice [2].

From the government's point of view, advertising gets much attention. Advertising used to solve huge problems of economics and cultural sociology. Advertising is turning not just into a smart step towards good's or service's providence, but into a main kind of social communication. Thanks to advertisement, someone can tell the world about some global ecological problems or about any problems in social sphere, which can be dangerous as well: alcoholism, drug addiction, human market, domestic abuse etc. Thereby, the most spicy and sore topics to discuss are now partly an advertising's responsibility. Concerning the Republic of Belarus such aspects as national: history, language and traditions are also considerable. Nowadays all the problems can be reflected thru advertisement.

It is worth noting, that the Republic of Belarus is now purposefully making efforts to attract more tourists. Because of this government developed a number of events and activities that are orientated on the familiarization with our national treasures. However, in Belarus still have just a few advertising agencies do social advertisement.

To evaluate an advertising affection on society a number of people took part in a poll. They include 50 of respondents, where 15 are students, 20 are workers and 15 are retirees.

Also, most of the interviewed noticed, that, from their point of view, underground commercial is the most relevant one, since it already became a part of our everyday life and has a massive impact on us. It becomes our quality time while we on our way.

Where can we see advertising in modern life? Of course, advertising is developing and more often we can see it on the Internet, TV. But she has not gone anywhere from the printed form of registration in newspapers or radio.

As a result, advertising can be considered as an important part of modern life. It has different impact on a person, his thoughts and helps manufacturers to achieve the desired reaction from the consumer.

Advertising is fickle. What was relevant yesterday may not be relevant today. Of course, it should attract attention, this is its essence. Since the goal is to convey information about the product in such a way that the consumer is disposed to purchase it.

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