

NEGATIVE POLITICAL ADVERTISING: IS IT REALLY SO EFFECTIVE? НАСКОЛЬКО ЭФФЕКТИВНА НЕГАТИВНАЯ ПОЛИТИЧЕСКАЯ РЕКЛАМА?

В работе дается сравнительная характеристика двух наиболее значимых теорий политической рекламы и анализируется гипотеза, согласно которой отрицательная реклама провоцирует негативное отношение не только к тому, против кого она направлена, но и к тому, кто является ее инициатором.

Throughout history politicians have used various methods to achieve their primary goal - winning votes. Dwight Eisenhower's campaign in 1956 was the first presidential campaign, which relied heavily on political television commercials.

Various theories have been developed for the study of political advertising. *Expectancy theory* focuses on the relationship between language use and the effectiveness of such language use on persuasion. *Cognitive response model* assumes that when people are exposed to a message, they undergo certain psychological processes that determine the impact of the message. Three distinct responses are identified in the psychological process of a message acceptance: counterargument, source derogation and support argument.

The *intended effects* of negative advertising are defined as creating negative feelings toward the targeted candidate and positive feelings toward the sponsoring candidate. An *unintended effect* usually refers to a boomerang effect that is defined as one which may create more negative feelings toward the sponsor, rather than toward the target. The hypothesis substantiating the negative attitude toward the initiator of negative advertising appears plausible, and is proved by empirical evidence provided in the research of a number of authors.

Е.С. Привалова
БГЭУ (Минск)

ECONOMIC EFFICIENCY OF BELARUSIAN RIVERS ЭКОНОМИЧЕСКАЯ ЭФФЕКТИВНОСТЬ БЕЛОРУССКИХ РЕК

В докладе описывается состояние белорусских рек на данном этапе и пути повышения эффективности использования данного ресурса.

Among the modern means of transport of the Republic of Belarus inland water transport is the most ancient, dating back to the 9th century. At that time, rivers gained a very important role of transport ways in the commercial exchange between countries. That was the period when the historically important commercial waterway "iz variag v greki",