

ADVERTISING: PROS AND CONS

РЕКЛАМА: ЗА И ПРОТИВ

Реклама — это инструмент, который позволяет предоставлять потенциальным покупателям определенную информацию, которую они ищут. Она облегчает покупателям выбор, привлекая их внимание к различным качествам и характеристикам товара. Однако рекламодатели часто не говорят всей правды. Они используют различные манипулятивные приемы, которые вынуждают покупателей сделать неправильный выбор.

Advertising is a tool that is used to provide the potential customers with the particular information that they are looking for. Advertising adds a lot of color and variety to the type and quality of goods available. Advertising eases shopping and selection for consumers. It helps them to make their own choice, keeping in view the various qualities and characteristics presented to him.

But advertisers do not tell all the truth. Many products may be transformed into glamorous, full of colors and image products. Advertisers indulge in various manipulative and misleading claims and that persuades the consumers to take wrong decisions. Moreover, persuasion through advertising makes the consumer spend more than his optimal level.

Advertising provides the producer with a chance to integrate with his prospective customers. The product is endowed its identity by advertising. It promotes sales, but adds to costs. The producer has to spend hefty amounts on the whole procedure of advertising including the hiring of staff. The procedure requires high setup costs that may drive down profits at the start.

Advertising symbolizes dreams and aspirations of many people. It makes life brighter, more challenging and full of sense. This hidden persuasion creates stereotypes. People lose their individuality. They are so obsessive with their appearance, that it can cause serious and potentially dangerous results.

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FEZ CONTRIBUTE LITTLE TO ECONOMY GROWTH

ВКЛАД СЭЗ В ЭКОНОМИКУ ОСТАВЛЯЕТ ЖЕЛАТЬ ЛУЧШЕГО

В данной работе представлен подробный сравнительный анализ деятельности СЭЗ в 2004 г. и предыдущие годы. Показатели развития СЭЗ.