

The exporter's advertising geography

The collection presents the works of young researchers - students of journalism at the Belarusian State University - Elizaveta Anikevich, Elizaveta Beganskaya, Anastasia Bobovich, Maksim Gameza, Aleksandra Gvozdeva, Svetlana Zaporazana, Ekaterina Myadelova, Daria Savelyeva, Andrey Semchenko, Valeria Sidorchuk, Alina Smirnova, who focus on the features, potential and prospects of the advertising market in more than twenty five countries, located on different continents of our planet. The relevance of this topic is explained by the fact that ensuring conditions for growth in exports of goods and services is one of the most important areas of foreign economic activity for the Republic of Belarus. At the same time, a well-designed advertising policy can and must be a powerful tool for promoting Belarusian exports in foreign markets. What are the peculiarities of advertising legislation in different countries? What should Belarusian exporters focus on when addressing the media sphere of these countries to enter new markets? What challenges might they face? The answers to these questions are contained in the proposed collective study.



She has more than fifteen years of teaching experience at the department of foreign journalism and literature of the faculty of journalism at the Belarusian State University. She is an author of the textbook "Belarusian International Journalism: Features, Trends, Perspectives" as well as a textbook "World Advertising Industry".



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Chapter 1

Boris ZALESSKY

Belarus-France: from deepening dialogue to effective solutions

The Republic of Belarus has traditionally viewed its relations with France in the context of constructive engagement on all issues of bilateral and multilateral cooperation, while counting on "further deepening the dialogue and increasing the level of contacts"¹. And in 2018, the two sides made a number of important steps in this direction. First, the French Senate and the Council of the Republic of the National Assembly of the Republic of Belarus have agreed to significantly intensify bilateral inter-parliamentary cooperation. They singled out "the promotion of economic ties, as well as the attraction of French investments in economic projects in Belarus" as the most important priorities for the development of partnership relations². Secondly, in 2018, for the first time in the history of bilateral relations, friendship groups were established in the Council of the Republic and the French Senate, which demonstrates the desire of the Belarusian and French sides to give a new impetus to bilateral relations. Thirdly, the Joint Belarusian-French Commission on economic cooperation and the business forum of business people of the two countries, which meets regularly, have considerably stepped up their activities in terms of coordinating bilateral partnership ties. The third meeting of the joint commission and the fifth business forum held in Minsk in October 2018 are quite eloquent proof of this.

The participants in the commission summarised the results of joint

¹ Congratulations to French President Emmanuel Macron [Electronic resource]. - 2018.
- URL: http://president.gov.by/ru/news_ru/view/pozdravlenie-prezidentu-frantsii-emmanuelju-makronu-19118/

² Regional security issues discussed at Myasnikovich's meeting with President of the French Senate [Electronic resource]. -2018 . - URL: <https://www.belta.by/politics/view/problematika-regionalnoi-bezopasnosti-obsuzhdjena-na-vstreche-mjasnikovicha-s-prezidentom-senata-325177-2018/>

work over the past two years in the area of trade, economic and investment cooperation, and outlined priority areas of partnership development, including trade, environment, agriculture, transport, tourism, banking and finance, as well as "interregional relations and development of the legal framework for bilateral cooperation".³ .

Speaking about the results, the two sides noted several positive trends in the development of Belarusian-French partnership relations. First, the volume of mutual trade between the two countries has been steadily increasing over the last two years: in 2017 by 28 percent, and in the first eight months of 2018 by almost 15 percent more, exceeding \$260 million. Meanwhile, back in 2017, "Belarusian exports grew by 155 per cent, with positive export dynamics in 2018 as well"⁴ . This was primarily due to items such as transport, computer, telecommunication and information services. In addition, goods of 250 items are now supplied from Belarus to France. An interesting detail: at the meeting in Minsk, the French side proposed to double trade with Belarusian partners in the next five years, suggesting that "agriculture, insurance, transport, equipment and machinery supplies may become promising areas for cooperation"⁵ .

Second, positive developments are also observed in terms of attracting French investments into the Belarusian economy, which increased by more than 75 percent to four and a half million dollars in the first half of 2018. At the same time, "40 organisations with French investments are registered in Belarus"⁶ .

³ On holding the third meeting of the Joint Belarusian-French Commission on Economic Cooperation [Electronic resource]. - 2018. - URL: <http://mfa.gov.by/press/news/mfaZdff75390f947ce6c.html>

⁴ Interview by Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to the French Republic P. Latushko to Minsk-Novosti news agency (26 October 2018) [Electronic resource]. - 2018. - URL: <http://mfa.gov.by/press/smi/b683fba5967f5743.html>

⁵ France proposes to double trade turnover with Belarus in the next five years [Electronic resource]. - 2018. - URL: <https://www.belta.by/economics/view/frantsija-predlagaet-v-blizhajshie-pjat-let-udvoit-tovarooborot-s-belarusju-323245-2018/>

⁶ Igor Petrishenko meets with the Secretary of State to the Minister for Europe and French Foreign Affairs [Electronic resource]. -2018 . - URL: <http://www.government.by/ru/content/8349>

As for the development of the legal framework of Belarusian-French relations, until recently it included 21 documents: from the Protocol on the establishment of diplomatic relations (1992) to the Memorandum on cooperation between the Ministry of Justice of the Republic of Belarus and the National Chamber of Bailiffs of France (2017). At the third meeting of the joint commission, the parties supplemented this list of bilateral documents with an intergovernmental agreement on international road transport of passengers and goods, the draft of which was agreed back in the 1990s and now "legally consolidates the existing agreements between Belarus and France in the field of international road transport"⁷.

The trade, economic and investment components of the joint commission's activities were complemented by the fifth meeting of the joint commission in Minsk in October.

A Belarusian-French business forum attended by some 40 French businessmen interested in developing cooperation with Belarusian partners in such fields as energy, food, wood processing and light industry industry, construction and engineering, petrochemicals, tourism, legal and consultancy services, aviation, IT technology. This is evidenced by the documents adopted on the margins of the business forum.

First, the National Centre for Marketing and Price Study of the Ministry of Foreign Affairs of Belarus and the French business association MEDEF International signed a memorandum of understanding, which "will help increase the number of French investments in the Belarusian economy"⁸ and help develop cooperation in agriculture, energy and construction. Second, the forum participants concluded two framework agreements in education and culture.

⁷ Belarus and France sign intergovernmental agreement on international road transport [Electronic resource]. - 2018. - URL: <http://www.belta.by/politics/view/belarus-i-frantsiia-podpisali-mezhpravvsoglashenie-o-mezhdunarodnyh-avtomobilnyh-perevozkah-323221-2018/>

⁸ National Marketing Centre and the French Business Association sign a memorandum on mutual understanding [Electronic resource]. - 2018. - URL: <https://www.belta.by/economics/view/natsionalnyi-tsentr-marketinga-i-biznes-assotsiatsiia-frantsii-podpisali-memorandum-o-vzaimoponimanii-3-23213-2018/>

Third, a concrete result of the fifth business forum was the contract that the Domostroenie branch of the RUE Newsprint Factory (Shklov) signed with the French company SARL Logibat, which builds residential settlements in its country, for the delivery of about 60 sets of frame-and-frame houses worth a total of one million euro in 2018-2019. Interestingly, "the first two houses from Shklov in Belarus were sent to France back in 2015"⁹. In the next five years, the company plans to sell around 650 houses in France. All in all, in the first eight months of 2018, Concern Bellesbumprom, which includes Domostroenie, exported products worth three million dollars to the French market - furniture, wooden constructions, windows and doors.

As we can see, the development of interregional ties was high on the agenda of both the fifth Belarusian-French Business Forum and the third meeting of the French-Belarusian Joint Commission for Economic Cooperation. This can be explained by the fact that it is the regions of the two countries that make a major contribution to the growth of mutual trade between Belarus and France observed over the past two years, because "people in the regions understand the pragmatism of relations. People just walk on the ground there"¹⁰. Specifically, twinning relations currently link such cities of the two countries as Minsk and Lyon, Gomel and Clermont-Ferrand, Brest and Brest, the Partisan district of Minsk and Tourcoing, the Central district of Minsk and Nevers.

The Belarusian capital is the undisputed flagship of interregional cooperation with French partners, with 39 business entities with French capital registered there, including 24 joint ventures and 15 foreign enterprises. In the first eight months of 2018, trade turnover between Minsk and France grew by a quarter and exports even by 37.1 percent. Over the

⁹ Shklov Domostroenie will supply a new batch of wooden houses to France [Electronic resource]. - 2018. - URL: <https://www.belta.by/economics/view/shklovskoe-domostroenie-podpishet-soglashenie-o-postavke-novoi-partii-dereviannyh-domov-vo-frantsiiu-323174-2018/>

¹⁰ At the crossroads of mutual interests: Latushko on cooperation with France [Electronic resource]. - 2016. - URL: <https://www.belta.by/society/view/beloruskie-ulitki-perekrestok-interesov-i-sharl-de-goll-latushko-o-razviti-i-sotrudnichestva-s-222884-2016/>

same period, the Belarusian capital's economy received more than one million dollars of French direct investment, twice as much as during the same period in 2017. It is pertinent to recall here that Minsk and Lyon signed an agreement on friendly ties more than forty years ago. In 2016, under the auspices of the 40th anniversary of the establishment of these twinning ties to boost trade, economic and investment cooperation between the regions of the two countries, "the Belarusian capital hosted the First Belarusian-French Interregional Forum, which was attended by over 50 representatives from the French side and about 80 from the Belarusian one"¹¹ .

Today, Minsk is offering its French partners to undertake several joint projects at once. The Belarusian capital understands that "an important sector for innovation in France is ecology"¹² , and the green economy is seen there as an engine for economic growth. In particular, they are talking about the possible participation of French companies in the reconstruction of the Minsk wastewater treatment plant and the construction of a waste recycling plant. The authorities of the Belarusian capital city are planning to start upgrading the Minsk wastewater treatment plant, a sophisticated industrial complex for domestic and industrial wastewater treatment, in 2019, to improve the efficiency of wastewater treatment, reduce the environmental impact of the entire facility, and build a biogas and waste incineration complex. As for the implementation of the solid municipal waste management project, it is planned to build a waste processing plant with a processing capacity of up to 800 tonnes per year.

The French are known to have state-of-the-art technology. In addition, Belarus and France already have experience of mutually beneficial

¹¹ Minsk offers French companies to take part in projects to reconstruct the wastewater treatment plant and recycle waste [Electronic resource]. - 2018. - URL: <https://www.belta.by/regions/view/minsk-predlhttps://www.belta.by/regions/view/minsk-predlagaet-frantsuzskim-kompanijam-uchastie-v-proektah-rekonstruktsii-ochistnoj-stantsii-i-323285-2018/>

¹² French ambassador on visa-free regime, Minsk agreements and Belarusian language [Electronic resource]. - 2017. - URL: <https://www.belta.by/politics/view/posol-frantsii-o-bezvizovom-rezhime-minskih-soglashenijah-i-belorusskom-jazyke-237950-2017/>.

partnership in environmental protection, including in the field of hazardous waste management. "In 2012, 823 tonnes of waste containing hazardous chemicals were exported to the Tredy plant of the French company and destroyed there. This reduced by 17% the total amount of waste available in Belarus containing polychlorinated biphenyls"¹³. In addition, the company was involved in an international technical assistance project to dismantle a temporary storage site for pesticides potentially hazardous for human health and the environment in the village of Mizgiri, Slonim District, Grodno Region. Additional impetus for Belarusian-French cooperation in this area can and should be provided by the agreement signed back in 2016 between the Ministry of Natural Resources and Environmental Protection of Belarus and the French Ministry of Environment, Energy and Sea on cooperation in the field of environmental protection and sustainable development.

The fact that the cooperation between the Belarusian capital and French partners may soon expand significantly is evidenced by this fact. In November 2017, Minsk was visited by a representative delegation of companies from France, which see the Belarusian market as potentially interesting for their development. When announcing the visit, the French side made no secret of the fact that "Belarus' geographic location, economic, scientific and, of course, human resources are important arguments for French exporters and investors"¹⁴. In particular, the company JT Finances, which "supplies transporters for automatic road tolls"¹⁵, did not rule out the possibility of setting up an enterprise in Belarus. Other well-known brands - Alteo, Atos, Airbus Helicopter Vostok, La Fonte Ardennaise, Secmair,

¹³ Belarus and France will develop cooperation in the environmental sphere [Electronic resource]. - 2018. - URL: <https://www.belta.by/society/view/https://www.belta.by/society/view/belarus-i-frantsiia-budut-razvivat-sotrudnichestvo-v-prirodoohrannojsfere-311222-2018/>

¹⁴ Grishkevich, A. Representatives of major French companies will visit Belarus on 14-15 November / A. Grishkevich // [Electronic resource]. - 2017. - URL: <https://www.belta.by/economics/view/predstaviteli-krupnei-shih-frantsuzskih-kompanij-14-15-noiabria-posetiut-belarus-275346-2017/>.

¹⁵ Mikhalchuk, L. Business France: Many French companies are just discovering the Belarusian market / A. Mikhalchuk // [Electronic resource]. - 2017. - URL: <http://www.belrynok.by/2017/11/18/business-france-mnogie-frantsuzskie-kompanii-tolkotkryvayut-dlya-sebya-belorusskij-rynok/4133/>.

Servier, and Schneider Electric - also brought interesting proposals to Minsk at that time.

The fact that the intensification of the Belarusian-French interregional interaction has become one of the important components of the positive dynamics of trade and economic cooperation between the two countries observed today, is confirmed by the fact that over the last two years the number of French and French-Belarusian companies working in Belarus, including such major companies as Renault, Lactalis, Danone, has increased from 40 to 63, and the list of commodity items of Belarusian export to France, as noted above, already makes up two and a half hundred items. But the two sides are still of the opinion that "Belarusian-French trade and economic relations do not meet the potential of the two countries"¹⁶. And today not only Minsk, but also other regions of both Belarus and France can and should contribute to the increase of bilateral trade. They undoubtedly have the necessary potential for this.

Thus, in November 2018, a block of Belarusian wooden houses was opened in the French town of Villroux, located in the Lorraine region. Interestingly, at the suggestion of the Belarusian side, this quarter was named after Jean Gilbert - a prominent physician, botanist and biologist. "This man was the creator of one of the first hospitals, a hospital in Grodno, as well as one of the first botanical gardens in Eastern Europe. A monument in honour of Jean Gilbert has been erected in Grodno and there is a park of the same name"¹⁷. A total of 71 residential buildings in Lorraine had been built from Belarusian materials as of mid-November 2018. In particular, in the town of Ocourt-Moulin, "a street of 17 Belarusian houses has already been built"¹⁸,

¹⁶ Belarus and France intensify inter-parliamentary cooperation [Electronic resource]. - 2018. - URL: <https://www.belta.by/politichhttps://www.belta.by/politics/view/belarus-i-frantsiia-aktiviziruiut-mezhparlamentskoe-sotrudnichestvo-325720-2018/>.

¹⁷ Interview by Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to the French Republic P. Latushko to Minsk-Novosti news agency (26 October 2018) [Electronic resource]. - 2018. - URL: <http://mfa.gov.by/press/smi/b683fba5967f5743.html>

¹⁸ The first stone is laid in France for the construction of a neighbourhood from Belarus wooden houses [Electronic resource]. - 2017. - URL: <https://www.belta.by/economics/view/pervyi-kamen-zalozhen-vo-frantsii-v-stroitelstvo->

where the first tenants moved in in the first quarter of 2018.

These wooden houses are manufactured by the Domostroenie branch of the Shklov Newspaper Factory. They have good thermal insulation properties and their installation together with other construction works takes up to three months. As all the basic elements of a frame-panel house are manufactured in Shklov, the only thing left to do on site in Lorraine is to assemble the finished structures. "Such a house has no shrinkage and can be erected at any time of the year. <...> their service life with full observance of construction technology is 30-50 years"¹⁹. Perhaps for these reasons, Lorraine now has plans to increase the number of houses to 132 by the end of 2019, to sign a contract for the supply of Belarusian tiles to be used in the decoration of the houses as well as kitchens made in Belarus to equip the houses. Overall, "Belarusian furniture, houses and other wooden products worth \$16 million were delivered to France in 2017 and more than \$17 million in the first nine months of this year."²⁰

All these facts are very eloquent evidence of the points on which the development of inter-regional cooperation with French partners is emphasized in the Mogilev region, where Unimilk Shklov JLLC - one of the enterprises of the main French investor in Belarus - Danone, which successfully operates in Shklov and intends to develop further - also operates. And the parties are already discussing "the issue of possible cooperation and partnership in the processing of household waste and potable water treatment"²¹.

[kvartala-iz-belorusskih-derevjannyh-domov-276022-2017/](https://www.belta.by/rehtps://www.belta.by/regions/view/shklovscoe-domostroenie-planiruet-uvlechit-vdvoe-eksport-karkasno-panelnyh-domov-vo-frantsiiu-228449-2017/)

¹⁹ Kulyagin, S. Shklov "Domostroenie" plans to double the export of frame panel houses to France / S. Kulyagin // [Electronic resource]. - 2017. - URL: <https://www.belta.by/rehtps://www.belta.by/regions/view/shklovscoe-domostroenie-planiruet-uvlechit-vdvoe-eksport-karkasno-panelnyh-domov-vo-frantsiiu-228449-2017/>.

²⁰ A block of Belorussian wooden houses appeared in French Vilrii [Electronic resource]. - 2018. - URL: <https://www.belta.by/economics/view/kvartal-belorusskih-derevjannyh-domov-poiavilsia-vo-frantsuzskom-vilrii-324661-2018/>

²¹ Kuliagin, S. Mogilev region and France intend to emphasize the development of economic cooperation / S. Kuliagin // [Electronic resource]. - 2017. - URL: <https://www.belta.by/regions/view/mogilevskaia-oblast-i-frantsiia-namereny-sdelat-aktsent-na-razvitii-ekonomicheskogo-sotrudnichestva-251920-2017/>.

Among other Belarusian regions seriously interested in developing cooperation with partners from France is the Brest Region, where three enterprises with French capital operate. They are a subsidiary of the above-mentioned Danone Pruzhany SOOO and two small enterprises in Brest. Cooperation in mechanical engineering, light industry, chemical and perfumery-cosmetic industries, in which France is one of the world leaders, "seems to be promising"²². In addition, the Brest branch of the Belarusian Chamber of Commerce and Industry expressed its great interest in the summer of 2018 "to establish links with the French Chamber of Commerce and Industry units. This could be Brest, Lyon, Strasbourg"²³.

Another area of partnership between Brest Region and France is medicine. At the end of 2017, the Brest Regional Hospital and the University Hospital of Strasbourg came to the conclusion that a cooperation agreement should be signed to "give it a new impetus and a systematic character"²⁴. And this collaboration began when ten staff members of the Brest Regional Hospital - seven doctors and three nurses - completed internships in Strasbourg, which lasted up to a month and a half. Brest surgeons, anaesthetists and pulmonologists learned new techniques in diagnosing and treating lung diseases and providing anaesthetic assistance during operations. In the end, the ties between Brest and Strasbourg medics, based on personal contacts, have reached the level of a significant social project.

Back in 2016, the intention to "sign an agreement between the Minsk region and the region of Haute-France" was announced²⁵. At the beginning

²² Vechorko, S. French businessmen are invited to invest capital in Brest Oblast OJSC / S. Vechorko // [Electronic resource]. - 2017. - URL: <https://www.belta.by/regions/view/franhttps://www.belta.by/regions/view/frantsuzskim-biznesmenam-predlagaiut-vkladyvat-kapital-v-oao-brestskoi-oblasti-227920-2017/>.

²³ Development of interregional ties strengthens Belarus-France relations - Lejeune [Electronic resource]. - 2018. - URL: <https://www.belta.by/economics/view/razvitiie-mezhregionalnyh-svjaze-ukrepit-otnoshenija-belarusi-i-frantsii-lezhen-308504-2018/>

²⁴ Brest Regional Hospital and University Hospital Strasbourg to sign cooperation agreement [Electronic resource]. -2017. - URL: <https://www.belta.by/regions/view/brestskaja-oblastnaja-bolnitsa-i-universitetskaia-klinika-strasburga-podpishut-dogovor-o-277163-2017/>

²⁵ Minsk region may establish twinning relations with the Verkhnee region France [Electronic resource]. -2016. - URL:

of December 2018, a representative delegation of business leaders from the region came to Minsk to continue these contacts and explore possible joint projects. The seriousness and versatility of the intentions of business people from Haute-France is evidenced by the fact that "the areas of interest of the French delegation include automotive and international transportation ,

distribution of industrial materials and packaging equipment, industrial cooperation, industrial services, credit and financial services, decorating and sales of luxury cosmetic products"²⁶ . Another partner of the Minsk Region in France may appear in the Centre-Loire Valley region, where a demonstration of the Belarusian capital region's trade and economic opportunities was held in the Endre-et-Loire department in September 2018, as well as "a presentation of the products of the Minsk Region's food industry, investment and tourism potential of the region"²⁷ .

The French side is also interested in stepping up cooperation with the Vitebsk Oblast, where joint projects in flax processing, an industry where France has advanced technologies, could become a real sphere of cooperation. In addition, both sides regard cooperation in the production of medicines as promising. The starting point here is that "annually about \$20 million worth of medicinal raw materials are supplied to the Vitebsk Region by French producers"²⁸ .

The establishment and development of interregional Belarusian-French ties is also very effectively facilitated by the current practice of

<https://www.belta.by/regions/view/minskaja-oblast-mozhet-naladit-pobratimskie-otnoshenija-s-regionom-verhnj-aj-a-frantsij-a-221581-2016/>

²⁶ Gryshkevich, A. For France, cooperation with Belarus in the IT sphere is attractive
Ambassador / A. Grishkevich // [Electronic resource]. -2018 . - URL:

<https://www.belta.by/economics/view/dlja-frantsii-privlekatelno-sotrudnichestvo-s-belarusiju-v-it-sfere-posol-327534-2018>

²⁷ Minoblispolk and the French department of Endre-et-Loire plan to expand trade and economic ties [Electronic resource]. -2018 . - URL:

<https://www.belta.by/regions/view/minoblispolkom-i-frantsuzskij-departament-endre-e-luar-planirujut-rasshirjat-torgovo-ekonomicheskie-318037-2018/>

²⁸ Bogacheva, O. France is interested in intensifying cooperation with Vitebsk
Bogacheva / O. Bogacheva // [Electronic resource]. -2018 . - URL:

<https://www.belta.by/regions/view/frantsija-zainteresovana-v-aktivizatsii-sotrudnichestva-s-vitebskoj-oblastiju-299991-2018/>

establishing honorary consulates. We should note that the Republic of Belarus views the existing format of honorary consulates as an important and efficient tool for expanding the Belarusian presence abroad, "searching for new opportunities for economic growth and new partners to implement a new strategy to ensure systematic diversification of foreign trade"²⁹. It is the Embassy of the Republic of Belarus in France that has gained interesting experience in creating an entire system of similar structures in one country. In the opinion of the head of the Belarusian diplomatic mission in this European country P. Latushko, "it is through honorary consulates, through regional contacts that we can develop economic ties"³⁰. That is why "the opening of honorary consulates is an important and necessary tool to intensify the dialogue between people and countries"³¹.

As a reminder, the first Honorary Consulate of Belarus in France opened in 2015 in Lyon, one of the largest administrative, territorial, political, economic and cultural regional centres in France, whose agglomeration has 1,253,000 inhabitants and with which Belarus has longstanding historical ties. The Honorary Consul in Lyon works in the consular district, which includes the Rhône-Alpes region, and his main task is to "promote economic cooperation through contacts between the business communities of the two countries, implementation of joint projects in culture and education, consular and legal assistance to Belarusian citizens"³². Already in 2016, at the initiative of the Honorary Consul in the region, a cooperation agreement was signed between the M. Tanka Belarusian State Pedagogical University and

²⁹ Zalesky, B. The Edge of Sustainable Partnership. Part II / B. Zaleski. - LAP LAMBERT Academic Publishing, 2018. - C. 4.

³⁰ Transcript of the interview by the Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to France's Pavel Latushko on RTR-Belarus (12 December 2015) [Electronic resource]. -2015 . - URL:

<http://mfa.gov.by/press/smi/d0ab2a8cf81749f7.html>

³¹ Interview by Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to the French Republic P. Latushko to Minsk-Novosti news agency (26 October 2018) [Electronic resource]. - 2018. - URL: <http://mfa.gov.by/press/smi/b683fba5967f5743.html>

³² The Honorary Consulate of Belarus opened in Lyon, France [Electronic resource]. - 2015. - URL: <https://www.belta.by/society/view/pochetnoe-konsulstvo-belarusi-otkrylos-vo-frantsuzskom-lione-173804-2015>

the Ecole Supérieure des Études Educatifs et de l'Académie de Lyon.

The second Honorary Consulate of Belarus in France opened in October 2017 in the city of Bordeaux, with the New Aquitaine region - the third largest gross domestic product in that country - as its area of operation. The primary project that the new entity immediately undertook was to study the possibility of "export supplies of products from the Neman glassworks and mineral water from Belarusian companies"³³. In addition, there is great potential for cooperation between Belarusian partners and the region of France in agriculture, mechanical engineering, science and education.

In December 2017, a third similar structure appeared in Marseille, one of France's largest industrial, scientific and cultural centres and the country's second most populous city. The Honorary Consulate in Marseille has extended its activities to the district, which "includes the departments of Bouch du Rhône, Var, Haute-Alpes, Vaucluse, Alpes Haute-Provence, Provence-Alpes-Côte d'Azur"³⁴, which is generally one of the key commercial and economic regions in France. Its gross domestic product exceeds 150 billion euros.

The fourth French city where another Honorary Consulate of the Republic of Belarus opened in December 2018 was Biarritz, located in southwestern France near the border with Spain, in the historic region of New Aquitaine, and bathed by the waters of the Bay of Biscay. An official climatic and balneological health resort since 1912, it is known for its mild climate, sandy beaches, unconventional medicine and mineral waters. This is why "employment in Biarritz is mainly linked to the tourism sector"³⁵.

Furthermore, the Belarusian side plans to open a number of more honorary consulates in several French cities, including Metz, "one of the

³³ Honorary consulate of Belarus opened in Bordeaux, France [Electronic resource]. - 2017. - URL: <https://naviny.by/new/20170930/1506782954-vo-francuzskom-bordo-otkryto-pochetnoe-konsulstvo-belarusi>

³⁴ On the opening of the Honorary Consulate of Belarus in Marseille [Electronic resource]. - 2017. - URL: <http://france.mfa.gov.by/be/embassy/news/a7c1eb9186dc9eb8.html>

³⁵ The city of Biarritz in France [Electronic resource]. - 2015. - URL: <http://www.gorodamira.biz/goroda/159-gorod-biarric-vo-francii.html>

regional capitals of France. This will probably happen in 2019"³⁶. Here it is worth recalling that Metz is the "economic heart" of the Lorraine region in north-eastern France, which is the country's leader in iron ore and coal mining, iron and steel production and is characterised by diverse ties with Germany: "It is to this neighbouring country that thousands of Lorraineans go to work every day <...> and where the industrial enterprises that continue to operate successfully sell a significant part of their products"³⁷.

One more detail: France also sees the format of honorary consulates as an important instrument to promote its national interests in Belarus. This is evidenced by the fact that in October 2014, an honorary consulate of that country opened in Brest, which was not chosen at random. According to the French side, Brest's geographic location on the border with the European Union, as well as "the city's status as perhaps the most important on the motorway axis connecting Paris and Moscow, is an undeniable advantage and creates all the necessary prerequisites for in-depth permanent exchanges"³⁸.

³⁶ Interview by Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to the French Republic P. Latushko to Minsk-Novosti news agency (26 October 2018) [Electronic resource]. - 2018. - URL: <http://mfa.gov.by/press/smi/b683fba5967f5743.html>

³⁷ Caldoja, E. Metz may be better than Strasbourg / E. Caldoja // [Electronic resource]. - 2014. - URL: <https://rus.postimees.ee/3034997/mec-byt-mozhet-luchshe-chem-strasbourg>

³⁸ On 24 October an honorary consulate of France was opened in Brest [Electronic resource]. - 2014. - URL: <https://by.ambafrance.org/24-oktyabrya-v-Breste-otkrylos>

Chapter 2

Elisabeth ANIKEVICH

Features of the Swiss advertising market

International advertising has a significant impact on the structure and dynamics of consumer demand in global commodity markets. It acts as an essential tool for the penetration of foreign producers into world markets and is crucial to the process of international integration, bringing peoples closer together, improving their mutual understanding and orienting them towards universal values. "Nothing reflects a country's national characteristics and mentality better than advertising. Advertisements differ from country to country in tempo, sound and colour. Advertising is part of the collective unconscious of a particular country. "A nation's ideals are told by its advertisements," said a famous advertiser back in the early twentieth century. The country itself is concentrated in the advertisement, so the differences between the advertisements of different countries are quite great. Each country now has its own unique advertising characteristics" [1].

With the Swiss, the starting point which distinguishes them from other nations is freedom. They regard freedom as a kind of intangible value. An advertisement which emphasises Swiss independence will therefore undoubtedly attract attention and will not go unappreciated. Women in Switzerland tend to be attached to their homes. They are very good housekeepers. For Swiss women, home and family are an integral part of life. It is therefore worth paying special attention to this when preparing advertisements. "There was a case reported where a firm exporting American dishwashers to Switzerland and advertising them as automatic machines that save housewives time and energy for a more productive time was not particularly successful in sales. The justification for this is that the company failed to recognise the Swiss mentality and the fact that Swiss women must work as hard as possible at home to keep the family in perfect comfort and

cleanliness. Adverts for these machines evoked guilt in the subconscious of the Swiss women. The company launched a new ad, explaining the incomparable hygiene benefits of dishwashers to housewives - and hit the target. It took into account the mentality of the doormen, and was therefore commercially more successful" [2]. [2].

It is precisely in Swiss society that the principle of modern democracy is best embodied. But at the same time, it is hard to find a Swiss who is not happy with the government and current politics in the country. It is a popular saying in Switzerland: "Yes, it's not perfect, but it's better. For this reason, great emphasis must be placed on Swiss patriotism toward their homeland. This will be a positive success. The Swiss have an interesting characteristic. In Switzerland it is customary to educate by example. Here, status pressures and abstract lectures are neglected. It is therefore a good idea to advertise in a way that reflects one's own experience or provides a concrete example of appreciation.

The Swiss are not known for the way they dress. There is no outward disguise or affirmation of status. This is evident in the way they look or dress. It is customary to look modest but elegant, not provocative and shocking, but sensual and natural. Ads that contain elements of human reflection of pomposity and magnificence should therefore be removed from the list for introduction into the Swiss advertising market, lest it lead to failure.

Switzerland does not have specific laws on advertising. But advertising is regulated within the framework of the law on unfair competition, which has been in force since 19 December 1986. In addition, "separate rules aimed at protection against unfair competition are contained in Article 28 and 29 of the Swiss Civil Code, Article 256 and Chapter Two of the Swiss Law of Obligations and the law on certain industrial property. There is also a federal law on radio and television, which was issued on 24 March 2006. The latest amendments were adopted on 1 January 2017". [3].

Switzerland has its own restrictions on the advertising of certain goods

and services. There is a taboo on the advertising of tobacco products in any form of media. It is also forbidden to advertise alcoholic beverages in any form of media. However, there are a number of producers of alcoholic beverages that are not subject to the Alcohol Act, so their advertising is permitted. Such a strict policy is related to the concern of the state and the protection of young people's health. The restriction is perceived positively by the population and is supported by all segments of the population. In the aforementioned law, one may notice a clause stating that advertising of political parties and persons holding political office, a candidate who is the subject of a popular vote, is prohibited in Switzerland.

An interesting feature of the Swiss advertising market is the ban on advertising therapeutic products, sales offers for therapeutics and medical treatment products. There is a very remarkable fact for those who want to advertise sweets of any kind on Swiss television. It lies in the fact that on Swiss television, when advertising sweets, an item such as a toothbrush must be shown on at least one-eighth of the screen. It is therefore important to take this fact into account when advertising sweets on Swiss TV. As in many countries in the world, hidden and subliminal advertising is forbidden in Switzerland. It is also worth excluding advertisements that disregard religious and political convictions, are misleading or are unfair. Prohibited advertising includes advertising that encourages immoral behaviour, harms health, the environment or personal safety.

Regarding the insertion and duration of advertisements, it is important to be aware of some points. First, advertisements must be inserted between individual programmes and must be transmitted in blocks. The Federal Council determines when deviations from this principle are possible. Deviations may not prejudice the integrity and meaning of the programme concerned. "Advertisements may not occupy more than 20% of the transmission time of one hour. That is to say, taking sixty minutes of a programme as one hundred per cent and an unknown amount of time as

twenty per cent, by simple mathematical calculation it may be ruled that advertisements for one hour of broadcasting time cannot take up more than twelve minutes. In the case of television, there are a number of programmes where advertising is prohibited in principle. These include children's programmes, which are prohibited by law from being interrupted by advertisements" [4]. [4]. It is also misleading to advertise with gifts, which is considered unacceptable on Swiss television.

When it comes to the timing and frequency of advertising on television, Switzerland has its own rules. One commercial can be shown more than twice a week on Swiss television, which greatly reduces the amount of advertising for one product or service. But this has its pluses, as increases the number of products, firms, services, whose commercial can be offered to the public. If we talk about advertising on the radio, it is completely prohibited. No advertising of any kind is allowed on radio stations in Switzerland. Therefore, this form of media can be excluded from the potential for advertising.

Advertising in Switzerland is taken very seriously. Companies are sometimes prepared to spend huge sums of money to advertise their product or service. One of the most popular ways is to involve a celebrity in advertising. Companies in the country are more than happy to resort to this ploy, sometimes at great cost. "One of the most successful examples of advertising in Switzerland was for a chocolate energy drink company. They chose the world champion skier Didier Kusch to be their star advertisement. During the award ceremony journalists, the public and television viewers saw the name of this energy drink company on his cap, which has been his sponsor for 11 years. The company's name was Ovomaltine. By making history, the sportsman helped the company to make history too". [5].

When it comes to the media in Switzerland, there is a widespread and well-developed network of various media, both print and electronic. The leading print media in Switzerland can be divided into two types: German-language newspapers and French-language newspapers. The leading

German-language papers in Switzerland are the tabloid newspaper *Blick* (275,000 copies) and the Zurich-based *Tages Anzeiger* (259,000 copies) and *Neue Zürcher Zeitung* (139,000 copies). The leading French-language newspapers are "*Matin*" (187,000 copies), "*Van Katrer*" (97,000 copies), "*Le Tan*" (97,000 copies) and "*Tribune de Genève*" (65,000 copies). The *Corriere del Ticino*, which comes out in Italian, has 24,000 copies. Most of Switzerland's leading national newspapers are gradually reducing their official circulation, which is primarily due to a reduction in the number of advertisements published and an increase in the popularity of the 'internet press'. Television and radio broadcasts are available in French, German and Italian. The leading Swiss channels are the state-run channels such as SF-1 and SF-2.

Outdoor advertising is considered one of the most popular forms of advertising in Switzerland. Local outdoor 'attracts' around 15% of advertising, which is a very good figure by European standards. The most common sizes are 1.2x1.8 m and 1.2x2.8 m. These formats are used in various combinations on the streets, in underground car parks, near shops, at stations, public transport stops. Some of the planes resemble billboards. They are installed with a normal profile and are not backlit. There is a choice of one or two decks, one-sided or two-sided. There are two operators, Cleag Channel Outdoor (a global company) and APG Affichage (a Swiss company). Each operator has different formats in its network. Public transport uses advertising on the body of trams, buses and inside the cabin. Shop and restaurant signs are small, proportionate to each other and do not "clutter" the facades of buildings. But there is one peculiarity: the use of street umbrellas with trademark symbols is forbidden.

On the basis of the above, some conclusions can be drawn. Firstly, when placing your advertisement in a particular country, it is worth bearing in mind the language affiliation. Switzerland is one of those countries that has several foreign languages. In this country, there are four. Therefore, it

must be determined whether all potential customers will clearly understand the language of the advertisement before launching it into the market. When creating TV and radio advertisements, it is also worth considering a factor that is found throughout the country, which is dialect. The pros and cons must be weighed against the fact that advertising in a particular language may not be as cost-effective. Because it will only be understood by a certain part of the population. This may reduce the sales of the product, even if the advertising message is interesting.

Secondly, almost fifty-seven per cent of the media market is occupied by the press. This is not surprising, because radio and television have big restrictions on what can be advertised and how many shows are allowed. And since there are more than four hundred regional newspapers in Switzerland, it would be profitable to advertise there. Outdoor advertising and television account for only eighteen percent of advertising. It may be concluded that only well-to-do companies and firms, which can afford to advertise in different media, place their advertisements. Radio advertising is almost non-existent, so this type of media cannot be recommended for advertising, because it simply will not pay off and will only reach a small number of the population.

Thirdly, there is always an important factor to consider in the construction of advertising: the country's mentality. The people of Switzerland have their own way of life and mentality from childhood onwards. Nothing reflects a country's national characteristics and mentality better than advertising. Ads vary from country to country in tempo, sound and colour. Advertising is part of the collective unconscious of a certain country. In order to build a successful advertising campaign, it is therefore worth paying attention to the way in which advertising policy is conducted by manufacturers in Switzerland. And, based on this, formulate some basis for your own unique advertising strategy.

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Chapter 3

Elisabeth ANIKEVICH

Advertising market opportunities in China

The advertising market creates and regulates the relationship between market actors on an economic basis. The economic relationship between market actors is coordinated through the pricing mechanism, which maintains the equilibrium in the market between production and consumption, supply and demand. Therefore, it is important to consider all the mechanisms that will influence strong economic cooperation, one factor of which is a successful advertising strategy.

The Chinese mentality mirrors that of Europeans. The Chinese are very direct and emotional. They discuss things loudly and boisterously, they gesticulate, they make a lot of noise. But they calm down and quiet down fast. They like to be photographed. If an interesting background appears they gather in a large group, point their smartphone, tablet or camera at each other and amateurishly take photos. Oriental people are disorganised, but the Chinese are surprisingly disciplined. Being late is rare for them. They are on time and show up punctually. They do not disperse without the command of a superior. They keep to themselves in groups, in groups. In general, disciplined collectivists.

The Chinese don't part with their thermos containing hot green tea. They put their hands on it every couple of hours. They drink it slowly, in small sips, as if it were not a tea but a healing balm. They really think of it as such. Tea drinking resembles a ritual, like, say, the daily Muslim prayer five times a day. A phenomenon of the Chinese people is systematic. The Chinese mentality is such that the Celestials do everything as if following the same algorithm, according to one scheme. In the opinion of the Chinese, correct behaviour must combine the absence of fussiness and unnecessary gestures

with full observance of all rules of behaviour and customs.

According to recent research by Chinese historians and archaeologists, it has been revealed that the world's first advertisement texts originated in what is now the People's Republic of China. Historically, the first advertisements appeared in China. But a lot has changed since the main advertising tools were information signs and shouting of market invitations. The advertising market in the Middle Kingdom is just as dynamic as the economy as a whole. Annual profits local advertising companies confidently approaching the mark of one hundred billion dollars. But compared to Europe and America, the Chinese PR industry is still underdeveloped, both qualitatively and quantitatively.

"Like other 'strategic' areas of life, Chinese advertising is under strict government control. Agencies bear serious responsibility for the quality of advertising products and the selection of stories and images. And if they promote inferior or counterfeit goods, the law provides for harsh penalties (up to and including imprisonment) not only for the producers themselves, but also for the advertisers, and even for the actors who starred in their spots" [1]. [1]. In the People's Republic of China, the Advertising Law has been in effect since February 1, 1995, adopted to standardize advertising activities, stimulate the healthy development of advertising, protect the legitimate interests of consumers, safeguard order, and fully reveal the active role of advertising in the socialist market economy. In terms of its structure it "establishes a number of general requirements and standards, as well as special requirements for certain types of advertised goods. At the same time, there are not many special norms, since for many objects of advertising it establishes a mandatory procedure for preliminary verification of advertisements" [2]. [2].

Advertising activities in China are supervised by the people's governments starting from the county level and upwards, the administrative and economic departments. There is no single special authority for

advertising control in China. Thus, the State Administration of Radio, Film and Television of the PRC controls and supervises television and radio broadcasters. There are general norms governing advertisements. The first regulation states that advertisements must be truthful and lawful and conform to the requirements of socialist spiritual culture. Also, advertising must not contain false information, deceive or mislead consumers. The third and key rule states that the advertiser, advertising employee, and distributor of advertising must comply with the laws, the orders of the authorities, and the principles of trust and fairness in advertising activities.

China's advertising law includes some prescriptions that contain a ban on displaying certain features that relate to state policy. Firstly, the use of the banner of the People's Republic of China, the national emblem and anthem, the names of state institutions as well as the names of their employees, formulations of state ideas, quotations, lofty, beautiful and other similar expressions is prohibited. Secondly, to use such elements in advertising that manifest a threat to public stability, personal security, damage to public interests, obstruction of public order, distortion of good public morals, obscenity, superstition, content inciting terrorism, violence, glorifying ugly aspects of life, discrimination on national, racial, religious, sexual grounds, obstruction of environmental protection and natural resources, other manifestations that are prohibited by law.

As of 1 August 2006, China's State Administration of Radio, Film and Television (SARFT) has banned advertisements for medical drugs on television and radio. Some commercials greatly exaggerate the effectiveness of medical drugs and equipment. The ads feature so-called happy patients who have supposedly been rid of chronic diseases with the help of these products. All this misleads potential customers and harms their legitimate interests. So it was noted in the State Administration's order. Chinese television had previously shown commercials on television practically round the clock promoting "miracle" medicines, such as weight-loss products,

which supposedly allow one to lose at least 10 kilograms in a few days.

Special standards are set for advertising of medicines, medical equipment; agrochemicals; food, beverages, cosmetics. The use of radio, cinema, television, newspapers and periodicals for tobacco advertising is specifically prohibited. Advertising of tobacco in waiting rooms, cinemas, theatres, assembly halls, sports halls, stadiums and other public places and facilities shall be prohibited. Tobacco advertising must carry the notice "Smoking is harmful to health". Tobacco advertising on public transport has been banned since 2007. Unfortunately, this restriction on advertising is not having the desired effect. It is not uncommon to see a person with a cigarette even in a hospital ward. China's market for tobacco production and consumption is growing steadily and steadily, which is a major concern for international health organisations. According to the World Health Organisation, if the situation does not change, 2.2 million people in the country will die of smoking-related illnesses by 2020. Due to such figures, China is going to ban all tobacco advertising.

The Chinese law is quite detailed in stipulating sanctions for violations of advertising regulations. For example, if an advertisement contains false information about goods or services in violation of the law, the advertisement supervisory authority shall order the advertiser to stop publishing the advertisement and use an amount equal to the advertising fee received for public rebuttals in areas where the false information is disseminated, in order to eliminate the negative consequences, and the same authority shall impose a fine on the advertiser in an amount not less than the advertising fee received, but not exceeding that amount by more than 5. The advertising agent and the publisher responsible for the publication of such advertisement shall have the fee received confiscated and shall be fined in an amount not less than the fee received for the advertisement, but not exceeding that amount by more than 5 times. If the case appears to be serious, the advertising activities of such offenders should be suspended in accordance with the law. If there is an

element of crime in the case, a criminal investigation is conducted against the violators in accordance with the law.

In addition to the traditional requirements and bans on advertising of medical products, tobacco and alcohol, China's advertising law devotes a separate article to pesticide advertising. "Advertising of agricultural chemicals (pesticides) shall not include content such as categorical claims of safety of use (non-toxicity or harmlessness), claims and assurances of effectiveness, symbols, text or images that are not scientifically verified and that violate the safety of agricultural chemicals (pesticides), other content prohibited by the provisions of law and regulations". [3]. It is worth noting that advertising in China is very strictly controlled by its government. For example, a commercial is allowed to run at least 45 minutes after the start of a programme or film.

China has developed a media system under the umbrella of the largest party newspaper, Renmin Jibao (People's Daily), the official news agency Xinhua (New China) and the Central People's Radio Broadcasting.

Newspapers. From 1950 to 2000, the number of newspaper titles increased almost 11-fold. In 2003, there are more than 400 daily newspapers nationwide with a circulation of 80 million copies, making China the largest newspaper power in the world. The content is enriched, the design of newspapers is diversified, and they are aimed at a wide range of readers. The reorganisation of newspaper publishers has been a notable trend in recent years, with 39 major newspaper publishing groups, including Beijing Jibao, Wenhui Ximin and Guangzhou Jibao, having been established to date. In 2003, inter-regional paper media cooperation became a new boom. The Xinjing Bao newspaper, sponsored by the newspapers Guangming Jibao Corporation and Nanfang Jibao, is China's first inter-regional newspaper officially approved by the government. The weekly Liaowang Dongfang was launched in Shanghai at the end of 2003 and its biggest shareholder is Xinhua News Agency, headquartered in Beijing.

Radio. The state radio station, the Central People's Radio Station, has eight programmes, a total of 156 hours of satellite broadcasting daily. All provinces, autonomous regions, central cities, and local administrative units have their own radio stations. China Radio International, the country's only radio station for overseas audiences, broadcasts in 38 languages as well as general Chinese and four local dialects, and has 290 hours of daily satellite broadcasting. The programme includes news, current affairs, entertainment, and special features on politics, economics, culture, science, and technology. China International Radio is the world's third-longest-running radio station broadcasting to a foreign audience in terms of duration and number of languages.

Television. China has developed a coherent television system with a high technical level of transmission, broadcasting and signal range. Central Television is the largest and most powerful in the country and maintains business ties with more than 250 television organizations in over 130 countries and areas around the world. To keep up with the momentum of the international television industry, it launched two special channels in 2003 - a news channel and a children's channel. There are over 3,000 television stations all over the country - in all provinces, autonomous regions and province-level cities. The International Broadcasting Days in Shanghai, International Television Week in Beijing, All China Radio and Television Equipment Fair, Sichuan TV Festival, contest and award ceremonies, scientific exchanges and sales of TV programmes are organized periodically. Shanghai has become Asia's largest exchange market for television programmes.

When advertising in China, it is worth considering the patriotic component. Even if Chinese youth wear T-shirts from Japanese manufacturers and listen to Korean music, they remain extremely patriotic. "Toyota, by once showing Chinese lions worshipping a Japanese car, hurt not only the brand but also the countries' relations. An information war erupted

on the internet. As a result, the ad was taken down immediately and sales dropped significantly." [4].

Outdoor advertising in China is expensive, popular and ineffective. The abundance of outdoor advertising can be called a trademark of any Chinatown, and even more so of Chinese cities. There are billboard, illuminated and paper advertisements, vehicle and underground advertisements, billboards and "live" stands in public. Most of the information is of high quality and meets high professional standards. However, its high density does not have the best effect on efficiency. Another disadvantage of Chinese "outdoor advertising" is a solid cost: over the last decade, it has increased by 35 times.

Advertising in print media. Due to the existence of subscriptions in the Middle Kingdom, it is still effective, but it also has special features. There are many newspapers here, most of them have a political orientation, everyone subscribes and reads periodicals - on a voluntary and compulsory basis. Therefore, advertising in a serious publication can be very effective. The main thing is to correctly define what the Chinese people mean by a "serious edition": for the Celestial Empire, the circulation, which is impressive in other countries, may seem ridiculous.

Industry publications are a different matter. Here, even a circulation of 50,000-60,000 can provide the advertiser with the desired effect. Again, thanks to voluntary and compulsory subscriptions. Advertising in an industry newspaper will work for 99.9% within a specific industry. Therefore, when it comes to a highly specialized product, you should focus on specialized publications. In this way, your offer will not only be as targeted as possible. In printed form, it will inspire confidence and look especially solid. This is because advertising in the media in China is perceived as information from official bodies, to which citizens have a special respect.

Event-dedicated publications. In China, it is common practice to print an advertising newspaper with a circulation of 1,000-1,000 copies dedicated

to a company or a group of companies. The audience of such newspapers are participants and visitors to fairs, exhibitions, presentations, where free distribution of printed materials takes place. The effectiveness of such an advertising tool can unfortunately be judged by the state of the rubbish bins at the end of the event.

TV and radio advertising is effective and therefore expensive. In addition, competition in this sector is very high. Not everyone can (and can afford to) compete with the large corporations that are firmly established on local channels and only periodically change the products and services they promote. Only 5-10% of advertising time is available to new companies and their offers. This category is regularly updated, because it is not easy to linger on Chinese TV. All TV advertising is strictly controlled by the authorities: the order and duration of blocks, the content of tickers - everything here is different from the picture in Russia, for example. Radio advertising is also widely used in the Celestial Empire. Given that radio in the PRC also has a state "format", its operation is no less strictly regulated.

Internet advertising is by far the mainstream in China. It is understandable: the number of Chinese online users has long exceeded the population of the US. The reach of advertising in China reaches the 500 million mark. It is mainly banners and search engine contextual advertising. American researchers have found an interesting pattern: advice from relatives and friends has a huge impact on Chinese consumers' consumption decisions. This means that hopes should be pinned on word-of-mouth advertising. For example, evaluating a product or service on the blogs of individuals or companies.

On the basis of the above, some conclusions can be drawn. Firstly, when advertising in a particular country, it is worth bearing in mind the language. In China, Chinese is the predominant language and there is a tendency for company names to be created in such a way that they are understood by the Chinese population. But there are print publications in

Russian in China, which should not be overlooked, but their circulation is much lower than that of Chinese-language newspapers. Therefore, it must be determined whether all potential consumers will unambiguously understand the language of the advertisement before entering the market with the advertisement. When creating television and radio spots, a factor that is common throughout the country - dialect - must also be taken into account. The pros and cons must be weighed against the fact that advertising in a particular language may not be as cost-effective. Because it will only be understood by a certain part of the population. This may reduce the sales of the product, even if the advertising message is interesting.

Secondly, it is worth carefully considering media options for advertising. The most common and effective is internet advertising, which is worth emphasising. In second place can be placed television and radio, which are very popular among the Chinese population. The TV and radio market, however, has been taken over by large corporations with a foothold in the market. Therefore it is worth investing a lot of money and coming up with an interesting advertising campaign to ensure that the ads pay off. If it succeeds, the effect will be felt. Print media can be described as very weak in terms of effectiveness, because placing your advertisement in them is ineffective because of the large number of newspapers. But if you advertise in large publications, you can make a profit out of it. The last place is occupied by outdoor advertising, which is not justified at all.

Thirdly, there is always an important factor to consider in the construction of advertising: the mentality of the country. People in China have their own way of life and mentality from childhood onwards. Nothing reflects the national characteristics and mentality of a country better than advertising. Advertisements from different countries differ in pace, sound, colour. Advertising is part of the collective unconscious of a particular country. It is worth taking a look at how Chinese manufacturers advertise their products in order to structure a successful advertising campaign. And,

based on this, make some basis for creating your own unique advertising strategy.

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Chapter 4

Elisabeth BEGANSKAYA

Specifics of the Indian advertising market

To understand a country's advertising market, you need to know the nuances of its people's mentality. Indians are a people who have peculiarities that distinguish them from others. Sometimes their actions do not lend themselves to any logical explanation, and their head is somehow arranged in its own way. They are utterly unpretentious and are notable for their excessive sociability with people around them, unaware of the existence of "personal space". They are also very fond of lying and do it for the sake of showing off their friends and acquaintances. They don't feel bad about it and they don't think about the problems that may arise. The Indians are very inconsiderate. They love to ask personal questions and insist on an answer. Then the Indian may gossip about you to other people. But Indians will not be offended if you ask them any indiscreet question and even try to answer it. Nevertheless, they are very respectful and always ready to help you. They put family in the first place. They respect their elders and love their children very much.

Indians are not known for their good manners, so their behaviour sometimes discourages tourists. They take their faith very seriously, revere God and believe that everything depends on fate being sent their way. Even in the hardest of times, these people have remained optimistic and believed that they can catch fortune by the tail tomorrow. Indians are talented and creative people. They love to dance, sing, carve, sculpt and draw something. They don't care about their environment, they only clean up around their house. They have no sense of taste. They like to mix and match mismatched clothes and colours, and mix and match shoes and accessories. "The Indian concept of comfort is very different from ours. They have primitive

bathrooms, minimal furniture, storing clothes in bags in suitcases instead of a nice and comfortable chest or wardrobe and then poking around in those bags. An outdated building tool, a blunt knife, sometimes in a single person, in the kitchen. Stubborn wires and dangling sockets. Hard beds, on which people eat and guests sit. And they often sleep with their clothes tucked away. And all from the unwillingness to spend some time on household chores" [1].

Indians are a proud people. They are always committed to their caste and their position. They take the theme of the relationship between a woman and a man seriously. "Almost all global brands understand the importance of matching advertising to the national colour of each individual country where they have a presence. And local advertisers don't hesitate to give their creative a national flavour. Commercials that have what one expects from Indian advertising in the first place - dance and song" [2].

In 1985, the Advertising Standards Board was formed in India. Their objective was to protect the interests of consumers of an advertising product or service, and to build public confidence in advertising. If we talk about the characteristics of advertising in this country, the most effective advertising would be media and outdoor advertising. Advertising a product or service, the advertiser should consider not only the peculiarities of the color of this extraordinary country, but also the mentality of the inhabitants. Effective techniques may include the presence of a celebrity at the peak of his or her popularity at a given time; images of Gods; and the presence of children in the advertisement.

Many different factors can affect the effectiveness of advertising. Therefore, marketers should carry out research into existing advertising to see how well a particular message can be perceived. Keep in mind that having a celebrity in your advertisement will not always be enough to make it a success. A celebrity may make for good reception of the advertisement, but success will only be based on getting the message right and getting the creativity right. Children are also incapable of guaranteeing the full success

of an advertisement in the marketplace. It does not have to cajole the viewer and the potential buyer; the advertisement must reflect the viewer's reaction and the child's outsider's view of the reality around him or her.

As for the use of humour, everyone has a different sense of humour, so the result of such advertising can be unpredictable. If the humour is based on imagery and music, if various parodies are used in the advertisement, the advertisement can be a success. But if the humour causes embarrassment and awkwardness in an Indian, such an advertisement will be doomed to fail. "The level of success will vary from locality to locality. For instance, a southerner is a sceptic who expects a strong message from an advertisement. He needs to be told what (benefits) and why (ingredients, manufacturer endorsement) - that's all there is to interest him in an advertising story. The northerner, on the other hand, focuses less on the product story and more on descriptive elements, such as the use of celebrities, music, humour. Let him know what the benefits of the brand are, but above all, entertain him! The Westerner is a pragmatist and a practitioner, he needs information about brands as well as situations that may concern him. [3].

Media plays a very important role in India. It is possible to place advertisements: 1) on the Internet (at the moment, computer technology production in India has increased and accelerated, so the possibility to access the Internet space has opened up); 2) on television (although India has a large number of poor people, even in almost every slum one can find a satellite dish and a television set for it. Indian television consists of over a thousand channels broadcasting in nearly 20 languages; Hindi and English are the official national languages; the average length of a commercial is 30-50 seconds of airtime; the top-rated TV channels are: "STAR India Plus", "MTV India", "Venus TV", "TV India Live", "Zoom TV"); 3) on radio (in India, radio has been in existence since 1936 under the control of the Ministry of Information and Broadcasting, programmes are watched by about 2/3 of the population; the most popular radio waves are : "Sada Bahar Music Radio",

"Gabbar Radio", "Radio Afsana", "Desi Music Mix", "Radio HSL"); 4) in the press ("there are about 35,500 newspapers and other periodicals registered in India in 93 languages and dialects. Daily newspapers in Hindi, Urdu, English, Marathi, Malayalam and Tamil have the highest circulation (over 3.8 thousand). The English press is considered to be the most respectable and influential (part of its audience is the rising middle class)" [4]. [4]. The top-rated print media are: "The Times of India", "Hindustan Times", "Business Standard", "The Economic Times", "The Financial Express"); 5) Outdoor advertising (Indians love bright colours, creativity and picturesque pictures that catch their eye in the street, so this type of advertising will be most effective; a huge number of ads are placed on walls, doors, billboards, roofs and pillars; the price of such advertising will depend on its size; this advertising platform is on the first place in the rating of platforms for distribution of their advertising).

"The Indian media has traditionally been regarded as one of the freest in Asia, in part because of the tradition of press freedom established by the British colonial authorities in the 19th century. Freedom of the press in India is constitutionally guaranteed: only after the declaration of a state of emergency in June 1975 was extreme censorship imposed on the media, but it was abolished in April 1977" [4]. [4]. There is a Code of Advertising Self-Regulation, which spells out the rules that advertisers must follow (the 4 main ones): advertising must be honest and truthful; advertising must not overstep the bounds of decency but must respect all laws of morality and principles; advertising must warn of the consequences of using products or substances that are harmful or dangerous to health; advertising must satisfy the consumer and comply with all rules of competitive business behaviour.

With these arguments in mind, there are some useful guidelines for good advertising in this country. If your advertisement is related to extremism and advertises a product that is not safe for human life (motorbike, car, matches), you should emphasise the need to wear a helmet, use a seat belt

and avoid talking on a mobile phone while driving, otherwise it could lead to irreparable consequences. Advertising related to education should instil a love of learning in children and emphasize the need for everyone to get a good education these days. Product advertisements must have a positive impact on the formation of healthy and proper nutrition for people, consistent with their physical activity. But before placing your advertisement, familiarise yourself with the country and its people; this can help you make good choices and get good results.

From the above, there are a few main conclusions. Firstly, Indians are a very unusual people, so to start advertising in India you have to learn about the country, its traditions, people's mentality and their interests. All kinds of advertising should be studied and based on the needs of the people of India. In this way, you can accurately determine the best way of disseminating it and get value out of it. Secondly, there are many platforms for advertising in India (television, radio, internet, press, outdoor advertising). The most popular platform with high ratings in the advertising market is outdoor advertising. A huge number of advertisements are placed on walls, doors, billboards, roofs and pillars. The price of such advertising will depend on its size, so advertising is worth to place it this way. In this way, you can get quality distribution and a good result. Thirdly, while advertising your own or a service, it is advisable to consider the interests and needs of the Indian. Therefore, the advertisement should be bright, colourful and colourful enough to make the Indian not pass by it, but stop his gaze and become interested in the product. It is advisable to use humour, images of Indian Gods, the presence of children or celebrities in advertisements and not to forget that advertising should have a positive effect on the person.

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Chapter 5

Anastasia BOBOVICH

The contours of the Armenian advertising market

The aim of the Armenian advertising market actors today is to form a highly efficient advertising market in the country, to create an environment of openness, transparency, and to improve the quality and accessibility of advertising services. The Armenian advertising market has its own strict rules, which can be found in the Law of the Republic of Armenia "On Advertising", which was adopted in 1996. According to the law, it is prohibited, in particular, to show cash winnings in lottery advertisements. It is prohibited to place lottery advertisements on 'Public TV, during news broadcasts, 20 minutes before and 20 minutes after the news. In addition, the total broadcast time of lottery advertisements shall not exceed 9 minutes per day and 60 seconds per hour". [1]. Under the influence of the above-mentioned factors, certain problems are forming that hinder the development of the local advertising market.

1. Consumers pay for advertising out of their own pockets. This seemingly well-known fact of modern reality is in no way reflected in consumer behaviour, much less in the media, which is not very interested in talking about it. The cost of advertising is in one way or another reflected in the final price of the product or service at which it is delivered to the consumer, and the consumers themselves should advocate the efficient use of advertising funds. However, public opinion about advertising is generally negative, due to the lack of real market relations in the country and the lack of appropriate consumer perceptions, and most importantly, of the advertisers themselves.

2. Advertising should be open and competitive. In Armenia, it is mostly monopolised. Thus, large advertising spheres are actually divided between several structures, which undoubtedly artificially hinders the

development of the field. As for television, everything is divided between three "whales" - "Public Armenian Television", "Armenia" television company, and "Prometheus", which, according to experts, together receive 70% of the value of television advertising, are concentrated in the hands of 5-6 organizations. On the one hand, "Public Armenian Television", having state support and reflecting the official viewpoint of the authorities, has the best technical equipment, the largest potential audience, and dictates its own rules of the game. On the other hand, its monopoly and price diktat, but no longer as high, is offered by the still-forming, but de facto already operating Armenia TV Network, which offers the full range of services and placement of TV advertisements on several channels. Finally, another metric TV channel, Prometheus, also offers very affordable prices for advertising. The pricing policy of all other 13-15 Yerevan TV channels does not play a significant role in the market, hence the cost of advertising on them is very low and they occupy only a small share of the advertising market in Armenia.

Thus, on the one hand, it would be advantageous for the advertiser to have such a wide choice of advertising media, but, on the other hand, excluding the aforementioned media, all the others either individually or together cannot have any significant market influence, because their pricing policy makes them more likely to compete with Armenian commercial FM radio channels or even print media, which in itself is absurd. Another important point is that since the Armenian advertising market is not that large, it is able to actually "support" the existence of a limited number of media outlets. As a result, the media themselves cannot develop organically under such conditions (we are talking about protectionism and "subsidies") and, as a result, there are numerous "dwarfs" and "whales" that are incomplete, dying out, although in professional terms, there is virtually no great difference between them. Add to this the even more monopolised sphere of outdoor advertising, where in fact two organisations are active (several more companies are involved), which divide the whole of Yerevan among

themselves and dictate prices for very high quality, but extremely expensive products, which can be produced outside the country.

3. Small costs - small losses. Armenia, as a market, is of little interest to large companies, but it is a good and quite specific testing ground for various strategies. Despite assurances that advertising in Armenia is ineffective, it should be noted that Armenians are quite sensitive to advertising. Nevertheless, advertising is monotonous and monotonous, which is not only uninteresting, but also ineffective.

4. The more effective the advertising, the more dynamic the market. The inefficient use of marketing funds hinders the development of the economy. About \$10 million is spent on advertising in Armenia annually. One of the most problematic aspects in the relationship between advertisers and the media is the lack of reliable information about their audience. More than 250 newspapers and 50 magazines are published in Armenia today.

Despite a number of problems that hinder the development of the Armenian advertising market, certain trends in its development can be identified, namely

1. The level of technical equipment of advertising agencies and TV and radio companies is gradually increasing. This has a direct impact on the quality of commercials. Commercials made with sophisticated computer graphics are already appearing on television.

2. The quality level of printed products has risen. Whereas in the past, in order to order high-quality printed products, one had to turn to Western or Russian firms, today this task can also be performed by some local firms that are equipped with modern equipment. In this area, we can note the activities of the firm "Business style", which is considered the leader in printing promotional products and is the only firm that produces posters for outdoor advertising.

3. Development of the advertising aspect. Advertising agencies are developing, among which we can highlight the MEDIA GROUP, which deals

with advertising strategy, media planning and advertising placement, and MAXI.AM, which aims to develop small and medium-sized businesses. Search engine optimisation is at a very high level. Any company's sales department can opt out of active sales because customers write, call and make purchases themselves. Foreign advertisers use the services of Armenian advertising agencies because they often like the price, which is lower for a foreign market.

4. More and more businesses turning to advertising agencies are demanding an advertising product, albeit expensive, but of high quality. As a consequence, advertising costs are rising and the quality of commercials is also increasing. In fact, the advertising market is growing both quantitatively and qualitatively. This effectively creates an integration ideology on several sides and creates a positive attitude towards international cooperation. This is undoubtedly necessary for the post-Soviet space, where "the nations, which previously formed a single historical community, know almost nothing about each other's lives. The Commonwealth of Independent States has no prospects for its existence without the media that binds it together" [2 [2, c. 227].

Several conclusions can be drawn from this. First, if we talk about the advertising market in the post-Soviet space, it is safe to say that Armenia is now seeking to expand and deepen its ties in this field. Media information cooperation with CIS countries is reaching a new level. It is not so easy to enter the market of a given country without taking into account the peculiarities of the country's mentality. In order to enter the advertising platform, it is essential to familiarise yourself with the law on advertising. Ideally, you can enlist the support of a large firm, so that the Armenian consumer can "get to know" you through a brand he or she knows, a product he or she trusts. Secondly, advertising is most popular on TV, followed by the Internet and the print media in third place. If you want to place ads on TV, first of all, you should pay attention to "Armenian Public Television,"

"Armenia" and "Prometheus" TV companies. If there is a desire to advertise on an Internet portal, a good option would be "Sputnik" or "Armenia News". And if advertising goes to the older generation who prefers the print press, then the right option would be to order advertisements from the oldest but most popular newspapers, "Golos Armenii", "Armenian Times", and "Aravot". Third, there is a lack of marketing professionals in the country. Armenia, as a market, is of little interest to large companies, but it is a good and quite specific testing ground for various strategies. Despite assurances of the ineffectiveness of advertising in Armenia, it should be noted that Armenians are quite sensitive to advertising. Nevertheless, advertising is monotonous and monotonous, which is not only uninteresting, but also ineffective.

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Chapter 6

Anastasia BOBOVICH

Japan's advertising market potential

Japan's advertising market developed very rapidly in the postwar period, constantly taking innovations from the Western market and combining them with the Japanese way of life. In order to better understand the reasons for this breakthrough in Japanese advertising, it is worth considering the economic development in the 50s and 70s, which is known in history as the "economic miracle" of Japan - the historical phenomenon of record growth of the Japanese economy, which began in the mid-1950s and continued until the oil crisis in 1973. The economy during the "economic miracle" grew at a rate of almost 10% annually, the highest growth rate among developed countries at the time. Among the reasons for the "miracle" were low taxes and the intensive absorption of new technologies by Japanese science, information about which was hardly available in Japan before World War II because of the government's isolationist policy. Japan's rapid growth rate in the shortest possible time not only enabled it to fully recover from its defeat in the war, but also to become the world's second most powerful economy, consistently outpacing France, Italy, Canada, Great Britain, Germany and the USSR, and coming in second only to the United States. Japan was the world's second-largest economy for more than 40 years, in 1968, yielding only to China in 2010. The distinguishing features of the Japanese economy during the "economic miracle" were: the association of producers, resource suppliers, product distributors and banks into closely knit groups called keiretsu; the mutually beneficial relationship of entrepreneurs with the government; the guarantee of lifetime employment in large corporations; and an active trade union movement.

Japan's advertising market is complex and obscure, but profitable. In

2015, Japan overtook the US to become the most profitable country in terms of combined App Store and Google Play revenues. The country earns three times more money for its developers than South Korea, for example, and five times more than the UK. Not without reason, the first mobile game to earn \$1 billion was Puzzle & Dragons. Puzzle & Dragons now earns \$5 million every day.

Japan does not have a single law governing advertising. The main provision directly aimed at restricting advertising concerns the prohibition of unfair advertising and is enshrined in the Law for the Prohibition of Unjustified Additional and Unexpected Benefits and Misleading Methods of Representation. At the same time, although there is no specific advertising law, it should be noted that advertising in Japan is quite strictly regulated. Quite a few rules affecting the quality of advertising are contained in consumer protection legislation. The main document governing consumer rights in Japan is the Basic Consumer Protection Law adopted in 1968. An important part of it is the internationally recognised Consumer Rights Constitution, which includes legal safeguards against damages caused by poor quality products, introduces a uniform standard for assessing such damages, and defines the basic principles of the consumer claims system. Another important document that complements the Basic Consumer Protection Act is the Consumer Protection Code, which, while not having the legal force of law, is adopted by local legislative assemblies and serves as a guide for local government policy, exerting moral pressure on entrepreneurs.

The Ministry of Administrative Affairs and Communications is responsible for the general supervision of advertising legislation in Japan. Other public authorities also supervise the advertising of certain types of goods and services. For example, the Ministry of Economy, Trade and Industry of Japan is responsible for general product safety standards. Other ministries, depending on their profile, are also responsible for the safety and quality of goods and services provided. The Ministry of Health, Welfare and

Labour is responsible for the safety of medicines. Japan introduced censorship of the Internet in 2005, but despite this, the Land of the Rising Sun emerged as a leader in Internet use in 2006.

Japan is the country of three of the world's ten largest holdings. The head offices of Dentsu, Hakuhodo and Asatsu are located in Tokyo. Their advertising is a mixture of Japanese precision, restraint and mentality with a general frenzy of Asian creativity. In recent years, Japan has consistently ranked second in the world in terms of advertising spending. The Dentsu agency, a Japanese advertising and communications holding company, deserves special attention. It differs from the other monsters of the global advertising world in that its operations are 70% concentrated in its home country, i.e. Japan. This does not prevent Dentsu from being among the world's largest media agencies: Japan's advertising market is the second largest in the world.

"The Japanese, following a global trend, prefer to place advertisements on television. About a third of annual turnover - 29.6 percent (1.7 trillion yen) - is spent on it. Internet advertising is second in terms of spending at 13.3 percent (774 billion yen). In the near future, this sector will exceed total print media advertising expenditure (newspapers and magazines together accounted for 15.7 percent, or 913 billion yen)" [1]. It should also be taken into account that "there is a concept of the specifics of the national market, where the decisive word belongs not to the consumer, but to the producer of goods and services. The Japanese are gradually adopting Western standards. Today, Japanese industry is undergoing major changes due to the fact that its own market is saturated and no innovations can ensure that demand remains at a level that provides the usual level of profit" [2]. [2].

For a very long time, expansion into American and other markets saved the day. However, times are changing. The sharp appreciation of the yen against the dollar makes US goods more attractive, pushing domestic products into the background. Thus, one can conclude that there is no way

for the Japanese to evade the intensifying competition between domestic companies. Rival advertising firms have begun to take a painful interest in seeing who else is using the services of advertising agencies that interact with them. If their advertising agency's clients turn out to be a competitor, a big scandal could break out. In this regard, the company Toshiba reduced the circle of its partners from 10 to 3, and the company Nissan cut its 40-year relationship with the advertising agency Dentsu, after learning that it serves rival Honda and Toyota.

Plastics, composites and films in Japanese outdoor advertising are used for inexpensive structures. Glass, wood, foam plastic and even natural fabric signs are much more common in the streets of Japanese cities. The choice of technology and materials is often determined by the "social" status of the area in which the organization or enterprise is located. In making outdoor advertising Japanese take into account the portrait of the potential consumer, and the peculiarities of the architectural environment. For example, in the most prestigious area of Tokyo, Ginza, with countless expensive restaurants, upscale department stores and boutiques, signs are a work of art. By contrast, in Tokyo's Akihabara, renowned for its array of shops selling inexpensive electronics and home appliances, most signs are made using standard technology, so popular in Russia. These are the traditional plastics, self-adhesive films, neon and LEDs. Manga (so-called Japanese comics) have had a great influence on outdoor advertising. When there is a drawing graphics in outdoor advertising, it necessarily performed in the style of "manga". In general, there is a lot of outdoor advertising in Tokyo, especially in the central shopping areas of the city. Illuminated signs, large-format printing, volumetric letters, banners, screens - all this has become one of the attractions of the city. A national feature. Grocery and confectionery signs are often made of wood or linen fabric to emphasise the natural origin of the products. Advertising restrictions are divided into legislative and autonomous restrictions. Legislative restrictions can be set by the national legislature,

autonomous restrictions by advertisers and advertising agencies.

Japan is one of the world leaders in the online advertising market. The main feature of the Japanese advertising market is the Japanese love of Twitter. In terms of the number of users of this social network, Japan has surpassed all countries in the world. Spending on Twitter advertising amounted to about 10.5 billion yen by mid-2015. But the Japanese like to place their ads on TV (TBS TV, TV Tokyo, Nippon Television) the most. The Asian outdoor advertising market has left

an ambiguous impression. That there is a lot more of it than in Europe, particularly in Russia, and that it is not in order is a fact. Looking at their signs, one gets the impression that the producers are not advertising companies at all, but some professional artisans, as they are often made from unconventional materials. It is worth noting that many Asian projects could be a generator of new ideas for Russian manufacturers of outdoor advertising. Speaking of radio, there are 29 radio stations. There are 107 daily newspapers, including four nationwide ones: "Yomiuri" ("Reporter"), "Asahi" ("Rising Sun"), "Mainichi" ("Daily"), "Nikkei.

("Japanese economic newspaper"). The three largest of these, Asahi, Yomiuri, and Mainichi, account for almost half of the total circulation of all newspapers. It is important to note that Asahi and Yomiuri are the oldest newspapers in the Asian region. The national newspapers each have 20-40 morning and 20 evening pages. There are alternate issues a few times a month.

The Japanese are very adept at handling the vast amount of goods that rotate through the market. "Products are always sold only fresh, and if a cake has lain in the shop since morning, its price is reduced by 50% by the evening. In the vegetable departments, sometime in the afternoon, housewives can pick up several vegetables in one bag and the price of each, regardless of weight, will be somewhere around 200 yen" [3]. In Japan, the state is perceived by economic actors as an advocate of the general interest and even

as a kind of ideologist and patron. This situation gives the Japanese government an opportunity to provide an amazing for a market country concentration of resources and efforts of all economic entities to achieve national, macroeconomic goals and objectives. "It is through the implementation of such mechanisms that Japan was able to become the largest automobile and shipbuilding power, the leading producer of sophisticated electronics, in the shortest possible time" [4]. [4].

The Japanese market is unique: it is extremely saturated, diverse and represents a niche for the positioning of product flows of small batch and fast-moving production with stunningly rapid adoption and innovation of technological developments, with an interesting coexistence of a competitive oligopoly and a large number of small and medium-sized manufacturers. Under these conditions, it is also very difficult to find a customer. Japanese advertisers are very successful here, taking into account all the needs and distinctive stereotypes of the Japanese consumer market.

Targeted advertising aimed at target consumer groups and corporate advertising to build and maintain the prestige of the firm, its products and services are becoming increasingly important. Advertising in Japan should: reflect reality, not deceive society; make life brighter and more colorful through goods; and contribute to effective economic development through the latest science. The Japanese mentality itself is insanely important. The Japanese themselves have always been an isolated people. Therefore, in order to earn their customer base, you have to respect their traditions by somehow inserting this into the advertising, and demonstrate qualities. Another barrier also stands out. "Due to the specifics of the Japanese market, it will be difficult to negotiate and follow up deals on your own. Organising meetings and attending trade fairs by yourself, through which you can gain experience that will help promote your own products, causes many problems in this situation" [5]. [5].

The following conclusions can therefore be drawn. Firstly, the

Japanese market is extremely saturated, diverse and represents a niche for positioning flows of small batch and fast-moving goods, where there is rapid innovation in the development of technology. There is a competitive oligopoly and a large number of small and medium-sized producers. Narrowly targeted advertising aimed at target consumer groups and corporate advertising to build and maintain the prestige of the firm, its products and services are becoming increasingly important.

Secondly, there is no unified law regulating advertising in Japan. The main provision directly aimed at restricting advertising enshrined in law concerns the prohibition of unfair advertising and is enshrined in the Law for the Prohibition of Unjustified Additional and Unexpected Benefits and Misleading Methods of Representation. At the same time, although there is no specific advertising law, it should be noted that advertising in Japan is quite strictly regulated. Quite a few rules affecting the quality of advertising are contained in consumer protection legislation. The main document regulating consumer rights in Japan is the Basic Consumer Protection Law adopted in 1968.

Thirdly, it is most profitable to advertise online or on television in Japan. Japan is one of the world leaders in the Internet advertising market. The main features of the Japanese advertising market are the Japanese love of the social network Twitter. But most of all, the Japanese like to place their advertisements on television (TBS TV, TV Tokyo, Nippon Television). Domestic advertising can also be effective, but this applies only to major Japanese cities. You should understand that we will not work with banners and plasma screens, which literally dazzles Tokyo. You have to be prepared for advertising to go unnoticed because there are so many commercials and neon signs flashing on the screen.

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Chapter 7

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Prospects for the Slovenian advertising market

To regulate the advertising market in Slovenia, it is necessary to read the Act on International Private Law and Procedure adopted in 1999 and the Media Act of 1997, as amended in 2005. There is no uniform law regulating the advertising market in Slovenia. If we look at the segments of the advertising market in this country, we should say that among the newspapers the most popular are: "24ur.com - Home, Ljubljanske Novice (Ljubljana News), Mladina (Youth), The Slovenia Times (Slovenian News). Advertising is very popular, especially when it comes to the Internet version rather than the printed version.

Internet advertising in Slovenia increased in 2013 according to statistical data. The country's statistical office has published information stating that "the number of companies that conduct their sales and advertising via the internet has increased in 2013. More and more companies are deciding to sell and advertise their companies online" [1]. The Statistical Office of Slovenia has published information stating that the number of companies that sell and advertise online has increased in 2013.

In 2013, 14% of companies already organised sales and/or took orders for products or services online. In 2012, there were only 11% of such companies. Almost all companies selling online received 95% of their orders from Slovenian customers. 42% of the companies also worked with other European Union countries and 20% of the orders came from other countries outside the EU. One fifth of the companies use the internet to promote their services. It is an important means of communication, marketing and advertising. It allows you to interact with the end customer and partners at

the same time. On the internet, 84% of companies with 10 or more employees have their own website. On social networks such as Facebook, Google+, Twitter, LinkedIn, Instagram and Pinterest, for example, 37% of companies have made a profile. 22% of companies pay for online advertising: e.g. search engine advertising or social media.

Television advertising is in third place. "Slovenia 1, Slovenia 2, Slovenia 3, Slovenia TV, and Studio 12 are the most popular TV channels, which, again, the local population sometimes prefers to watch online on their computer. Radio is less popular. This is a more targeted advertising campaign for the product, as it is mainly listened to by the drivers and passengers in the car. Outdoor advertising in Slovenia is popular only if it is "out of the ordinary". It does not need something scary and shocking. Slovenians prefer a measured lifestyle, so when they are driving on the highway, they will only notice a bright and unusual billboard. It is bound to be noticed. Because "the maximum speed in built-up areas is 50 km/h, outside built-up areas it is 90 km/h. On highways - 110 km/h". [2]. Alternatively: advertisements can be placed at bus stops because toll roads in Slovenia are not always convenient for locals, so they prefer to travel by public transport. Indoor advertising is not as popular in Slovenia. But in order to place it, you need to understand where the local population goes, which popular establishments in the city are most in demand.

Thus, conclusions can be drawn about the Slovenian advertising market. First, to regulate the advertising market in Slovenia, it is necessary to read the Slovenian Act on International Private Law and Procedure, adopted in 1999, and the 1997 Media Act, as amended in 2005. There is no uniform law regulating the advertising market in Slovenia. Advertisements are placed effectively on the internet. Of the newspapers, the most popular are: "24ur.com - Home, Ljubljanske Novice (Ljubljana News), Mladina (Youth), The Slovenia Times (Slovenian News). Advertising in them is very popular, especially if it is not the printed version of the newspaper but its

online version.

Secondly, internet advertising in Slovenia is on the rise. More and more companies are deciding to sell and advertise their companies via the global network. If you decide to open an online shop there or promote your services online, you need to contact specialists and they will create a website for the company. On social networking sites like Facebook, Google+, Twitter, LinkedIn, Instagram, Pinterest, for example, 37% of companies have made a profile. The placement of advertisements on websites will be much more effective than on television, because when you consider the fact that the local population watches certain channels on the internet, it is safe to say that the advertisement will be missed with a couple of clicks if it is not an online broadcast.

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Chapter 8

Maxim GAMEZA

The state of the Greek advertising market

When describing the Greek advertising market, you have to consider the mentality of its inhabitants. Greeks prefer to live for today, they love and know how to enjoy life. There is a special attitude to money: every Greek wants to become rich, to earn a lot of money, but not everyone is prepared to work hard and persevere to achieve their goal. This is why lotteries are so popular in the country: the locals traditionally buy tickets. Greeks tend to spend their money splendidly - on fancy clothes, expensive cars and entertainment. It's not a country where you save up and put your life on hold. "Greeks are a very temperamental and emotional people. They often talk at high tones during conversations and actively gesture by touching each other. When meeting each other, friends kiss each other on both cheeks regardless of gender or age, handshakes are usually only used upon introduction. The traditional sign of agreement, a nod of the head, in Greece signifies denial. Greeks are very quick to nod from bottom to top and always tickle their tongue to confirm their disagreement" [1]. [1].

There are a huge number of foreigners living in the country. And they are treated very liberally in Greece. If a Greek does not ask to be called by his first name, it is best to address him by his surname. When dealing with a stranger, it is best to keep a distance. The only thing no Greek will tolerate is an attack on his freedoms and those of his country. Two other traits which, while being totally opposite to each other, are surprisingly harmonious in the character of Greeks. There is the famous Greek piety and the no less famous Greek business acumen. "Not to mention the famous Greek hospitality, which the cheerful people have, in fact, raised to the rank of a revered national tradition. Once you arrive in Greece you will encounter this at almost every

turn. The hotel staff will surround you with home-like care and attention, the shop owner will take your order with a kind, polite smile and the restaurant manager will be more than happy to tell you which dishes the chef is particularly good today. If you have friends or business partners in Greece and you have to pay them a visit, get ready for a meeting, in comparison with which even the lauded Russian hospitality pales in comparison. It will be not just an ordinary dinner, but a real feast where the table is full of delicious dishes, the wine is flowing like a river, and the dancing and singing is endless. [2].

Advertising has become a common phenomenon in everyday life. It imposes certain values on people, thereby shaping mass consciousness. By organising demand for goods, advertising has a positive effect on the promotion and purchase of goods. What is the advertising market and what are the specifics of its operation? The advertising market is where supply and demand for any advertising services intersect, resulting in their value. The Greek advertising market has shrunk by 11% in recent years. Changes are taking place in the Greek advertising arena. This is because the country's economy has taken a turn for the worse in recent years. Greece has been in debt distress since 2010. "Experts predict that the country's advertising market will show a negative trend. In particular, advertising spending in Greece will decrease by 33.2 per cent" [3]. [3].

Greece has no specific codes and regulates advertising activities within the framework of the law on unfair competition. It was introduced on 16 December 1913. It places norms adopted by the Greek legislature. Greece's consumer protection law states that consumer pressure is prohibited. "There is a ban on the advertising of toys from 7:00 to 22:00 in Greece, in addition, the advertising of military toys is completely prohibited." [4]. As such, there are no restrictions in the rules on advertising in Greece.

There are no legal restrictions on access to the internet. "National, racial or religious insults and threats, whether made live or online, are

punishable by law. The Constitution and the law prohibit arbitrary interference with privacy, disclosure of correspondence, personal, family secrets or the viewing of correspondence without judicial permission or legal necessity". [5]. Media advertising is classic advertising, a paid appeal to the public, which is distributed through the media to inform society about a product or service. The media are not only channels for the distribution of advertising, but also transmitters of informative advertising products. However, advertising can also be easily placed on the Internet, social media, Internet portals, outdoor advertising and many other advertising panels.

Greece prefers to advertise on television, which is very popular. TV advertising has the largest audience of any media outlet. Almost 100% of the country's population has access to at least one TV channel. About 75% of adults watch TV channels in Greece every day. The most popular ones are: 4E TV - religious TV channel, Achaia News - regional TV channel of Achaia, Blue Sky TV - TV channel of Athens, Channel 9 - business and economy, Crete TV - local TV channel of Crete, ERT 1 World - Greek online TV channel, ERT 3 Worldwide - Greek online TV channel, ETV Hellas - regional TV channel of central Greece, Kontra Channel - TV channel, Omega TV - TV channel of Rhodes island, Samiaki TV - local TV channel of Samos, TV 100 - local TV channel of Salonika.

Magazines and online advertising are of more interest to Greek advertisers than others. Therefore, advertising on these platforms is moving into second place. The new social network YAGREK is gaining popularity. ""I would like to attract as many Greeks and Philhellenes as possible to the new network with the name YAGREK (I am GREK). In the expanse of the virtual Greek planet we can better express our Greek soul and get closer", says the creator of the portal and now the social network." [6]. But the rest of the social networks and platforms have not slowed down. "The most popular social network in Greece was YouTube (93%), while Facebook came second (82%) and LinkedIn was third (61%). Search engines at 58%, blogging at

49% and Twitter at 46%." [7].

The third place is occupied by radio advertising. The most popular radio stations in Greece are Ellinikos FM (Thessaloniki), Eroticos FM (Thessaloniki), Flash 96 (Athens), FM100 (Thessaloniki), ERA Opor (Athens). "The degree of independence of a media outlet is determined by the share of revenues it receives from advertising as well as from public and private subsidies. As the country has been experiencing an economic crisis since 200110, the market for advertisers has been shrinking noticeably. For example, the flow of advertising in the print media has fallen by 28.41%" [8]. [8]. This is why it ranks fourth.

From all of the above, the following conclusions can be drawn. Firstly, in order to place a successful advertisement in Greece, you should first of all pay attention to the mentality of the country, as it has its own characteristics. It is advantageous to use phrases that will emphasise the love for Greece and make commercials that will arouse a lot of emotions. And it is worth showing or mentioning in the commercials how hospitable Greeks are. Secondly, although at the moment television is in first place, the internet (social media and internet platforms) is gradually catching up with it. The 21st century is the age of information technology, so it is worth paying more attention to advertising on the open spaces of the Internet, as very soon it will be most relevant. Social networks and marketplaces like YouTube, Facebook, LinkedIn, Twitter and YAGREK are rapidly overtaking traditional media. Thirdly, the most important rules to remember and learn in the Greek advertising market are that the country's long debt crisis will not be good for advertising, that there is a ban on toy advertising from 7:00 am to 10:00 pm. In addition, advertising for military toys is completely banned.

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Chapter 9

Maxim GAMEZA

Trends in the Ukrainian advertising market

When describing Ukraine's advertising market, the country needs to take into account the mentality of its inhabitants. Ukrainians have a spiritual connection to their homeland. Dreaminess and sensuality are qualities possessed by the typical citizens of this country. Often their heart trumps their mind. "The difference of Ukrainian mentality is used even by advertisers. Take, for example, a phrase often used in advertising: 'Why pay more?' This phrase emphasises the frugality inherent in the Ukrainian people. Another characteristic trait of the ethnos is mistrustfulness and suspiciousness; they do not like change. Thanks to this quality, advertising campaigns, based on the opinion of an authoritative person, most often a TV star, fail. A Ukrainian is more likely to be influenced by a lucky neighbour, not a famous person on stage" [1]. [1].

Until 1996, everyone advertised their goods however they wanted. Therefore, to bring order and legitimise the rules, the Law of Ukraine "On Advertising" was adopted. It has gone through many changes and amendments, with the most recent amendments being made on 3 July 2018. "This Law defines the principles of advertising activity in Ukraine, regulates the relations arising in the process of production, distribution and consumption of advertising". [2]. Advertising has become a common phenomenon of everyday life. It imposes its certain values on people, thereby shaping mass consciousness. By organizing demand for goods, advertising has a positive effect on the promotion and purchase of goods. Advertising in Ukraine should be in Ukrainian only. A few years ago it was allowed to place near Ukrainian text its translation into other languages. This is no longer the case.

There are certain information that cannot be used in advertising: discriminatory information about people based on their racial, social, religious, linguistic, sexual and other characteristics; psychological techniques, which have direct effect on human subconscious and can cause him harm; images and other information, in which the state symbols are used; it is also prohibited to advertise goods, production and sale of which requires mandatory certification or licensing without having licenses and certificates from the advertiser. In advertising of concerts, tours and festivals it is obligatory to mention the use/non-use of phonograms. It should occupy at least 5% of the total space of the poster or other advertising media. Prices in advertisements must be stated in local currency - hryvnia. Advertising for contests, lotteries, prize draws must contain information about the conditions, place and timing of such contests, lotteries and draws.

Special mention should be made of information relating to discounts. It is logical that when a manufacturer makes a discount on a product, it wants as many potential customers as possible to know about it. It is worth knowing that when advertising discounts, it is imperative that the advertisement must contain information about the place, start and end date of the product price reduction, the sale and the ratio of the reduction to the previous selling price of the product. Otherwise, the advertisement may attract the attention not of consumers, but of regulatory authorities. The volume of the sound of advertisements broadcast on television and radio must not exceed the volume of the current programme or programme.

The Law "On Advertising" of Ukraine has a definition of hidden advertising. Its essence is the following: if the true purpose of a broadcast or publication (providing information about specific goods) is hidden behind the declared one, it means that we are dealing with hidden advertising. Here is an example. Quite often under the guise of, say, a program about health trying to impose the purchase of a particular brand of medicine. Such advertising is, of course, forbidden.

Any advertisement can easily be described as dishonest, as "inaccurate, exaggerated, ambiguous" are inherent to advertising. If you try to avoid them, then instead of, for example, the phrase "discounts of up to 20%" would have to say "discounts of 1, 3, 10, 17%", and even specify what the discount on which product. But to give such detailed information, there isn't enough window or advertising budget. Now for the exaggerations. "It's easy to get stains out of clothes" - is that an exaggeration or not? It's clear that "easily" is an advertising ploy. There are a lot of such disputable situations in the law. It is easier to reveal comparative advertising. Comparative advertising compares goods with each other, so this is comparative advertising. However, not all comparative advertising is prohibited - only "improper comparisons". What is interesting: if the information given about the goods, works, services is confirmed by facts and is true, objective, useful for informing consumers, then the comparison in the advertisement is quite legitimate.

TV and radio advertising. To begin with, advertising on television and radio is regulated not only by the Law on Advertising, but also by a special Law on Television and Radio. And there are significant discrepancies between them. For example, the Law "On Television and Radio" sets a maximum limit of 15% per hour for advertising, while the Law "On Advertising" raises the bar to 20%, although the daily amount of advertising will remain unchanged - no more than 15% per day. Government speeches, broadcasts, speeches by politicians, the president, and so on are prohibited from being interrupted for the purpose of advertising.

"The volume of advertising in the print media is determined by them independently. Print media distributed by subscription are obliged to indicate the amount of advertising in the total volume of the publication in the subscription conditions" [3]. [3]. Following recent amendments to the law, advertising on vehicles must be approved only by the owners of transportation facilities (or persons authorized by them). In other words, it is no longer necessary to obtain approvals and permits from various

governmental agencies (in particular, the traffic police). It is prohibited to advertise using images of children consuming or using products designed for adults only; containing appeals to children to buy products; using images of real or toy weapons, explosive devices. Medicines may not be advertised that: may cause addictive syndrome; require a doctor's prescription; contain narcotic drugs, psychotropic substances; used exclusively for treating children under 12 years of age; used to treat: tuberculosis, venereal diseases, particularly dangerous infectious diseases, HIV/AIDS, cancer and other tumour diseases, chronic insomnia, diabetes, obesity, impotence. Doctors and other medical professionals, as well as persons who look like doctors may not be used in advertising. Advertising of medical sessions, other activities using hypnosis and other methods of non-contact, psychic or bioenergetic influence is not allowed.

Legislation establishes rather strict restrictions on the advertising of alcohol and tobacco products. It is prohibited: on radio and television between 6 a.m. and 11 p.m., on the front and back pages of newspapers, magazines and other publications, by means of indoor advertising, transport advertising, and through promotional events. Such advertising may not be placed on goods and in print media intended primarily for persons under 18 years of age. Persons under 18 years of age must not be used as models. Advertising must not contain images of smoking tobacco products or consumption of alcoholic beverages, and must not contain images of popular persons depicting approval of smoking or consumption of alcoholic beverages. "Advertisements for tobacco products and alcoholic beverages must be accompanied by the following warning text: 'Smoking can cause cancer.

The warning should be allocated at least 15% of the space (volume) of all advertisements. Each warning shall be allocated at least 15% of the space (volume) of the entire advertisement. The colour of the text in the warning should be contrasting with the background colour of the warning. [3].

If we compare the segments of the Ukrainian advertising market, TV advertising comes out on top in terms of popularity. "The audience for TV advertising is the largest among all media outlets. Almost 100% of the country's population has access to at least one TV channel. About 90% of adults watch TV channels in Ukraine every day. Many people turn on TV for background (but we do remember that video advertising also has an effect on their hearing". [4]. The second place is occupied by radio advertising. Advertising on the radio is actively developing and becoming more popular in Ukraine. Radio advertising gets its advertisers, attracting its price and ample opportunities for the composition of advertising products, the ability to determine the target audience and flexibility in time interval. "According to statistics, over 90% of Ukrainians own a radio set and 80% turn on and listen to the radio at least once a week. Also radio includes all categories of the population, so when ordering advertising on the radio is much easier to pick up and "hit" the target audience, typical for almost any product/service" [5].

Internet advertising is in third place. But in just a few years, it will come out on top as the internet develops and the number of users grows day by day. The platforms in Ukraine that are optimal for this are: 1) Facebook. Today the platform is regularly used by 11 million Ukrainians. And in 2017, this figure rose by 67% compared to 2016. They trade here mainly through special groups. The most popular products are clothes and shoes, tableware, decorations and other small items. 2) Instagram is very different from Facebook in terms of audience and business representation. Goods with bright visuals are particularly successful here. By the end of 2017, there were 7.3 million Ukrainian users on the site, and this number more than doubled in 12 months alone. Hashtags" strengthen the attractiveness of the placement of goods - not so long ago it became possible to subscribe to them. 3) OLX. The most popular marketplace in Ukraine. Every second Internet user regularly visits OLX with the clear intention to buy something. You can sell

and buy anything here: from baby products to real estate. A distinctive feature of OLX is a vast experience in local content and understanding of the subtleties of its moderation. 4) Prom. "Every month approximately 32 million Ukrainians visit Prom. There are more than 700 thousand sellers" [6]. [6]. Well, and the fourth place is occupied by the printed press, as the popularity of newspapers loses its positions every year and the age contingent is usually elderly and adults.

The following conclusions emerge from all these considerations. First, to place successful advertising in Ukraine, first of all, you should pay attention to the mentality of the country, because it has its own peculiarities. Winning will be to use phrases that will show the savings of money, and the authority will not be a TV star, and a neighbour in the country. Ukrainians have a spiritual connection to their homeland. Dreaminess and sensuality are the qualities typical citizens of this country possess. Often their heart trumps their mind. Secondly, although television and radio are currently in first and second place in terms of popularity, the internet is gradually catching up with them. Social media and shopping platforms such as Instagram and Facebook, OLX and Prom are rapidly overtaking traditional media. Thirdly, the most important rules to remember and learn in the Ukrainian advertising market are that all advertisements should be in Ukrainian only, prices should be stated in the local currency - hryvnia and there are many bans on various goods.

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Chapter 10

Alexandra GVOZDEVA

Features of the Latvian advertising market

The desire to rely on oneself and individualism are the main features of Latvians. For the most part, Latvian citizens are reticent, reserved, and don't talk much. These traits are especially evident when communicating with strangers. Citizens of this country avoid conversations with those they do not know, always keep their distance. Constantly control their desires and emotions. They are very careful what they do in life. Tolerance towards neighbours is another characteristic trait of this country citizen, who does not pamper children, openly show his/her attitude (i.e. love) towards them, as well as praise them. Main features of Latvian mentality are moderation, diligence, persistence, conservatism, endurance, learning new things, diligence, thoroughness, reverent attitude towards their traditions. "Latvians always appeal to reason rather than feelings and emotions. They value in people such a quality as the ability not to lose one's temper in any situation". [1].

According to Latvijas Reklamas asociācija (LRA), Latvia's advertising market was 77.6 million euro in 2016. Latvian periodicals are diverse and wide-ranging, represented by newspapers and magazines. Latvijas Vestnesis, Majas Dakteris, Meza Avize, Subbota, 7 Secrets are the largest Latvian newspapers. A variety of magazines for all interests, social status and hobbies are represented by such publications as Astes, BALTFORT, Bilance and others. Russian-language press is in no less demand among Latvians than the national press. There are 4 dailies, 11 weeklies and more than 30 Russian-language magazines, published in Latvia in various directions: magazines for women and men, for fishermen, motorists, economists and accountants. In January 2013, two major Russian-language newspapers, Chas and Vesti

Segodnya, merged. Economic considerations are cited as the reason for the merger: the Latvian print media market has still not recovered from the 2008 financial crisis, during which many newspapers had to change format and some were forced to close. As Regnum notes, "the most popular Russian-language newspaper in Latvia is Vesti Segodnya. In the summer of 2012, the average Latvian readership of one issue was 74,000 people aged 17 to 54" [2]. [2]. In September 2012 advertising in newspapers took up a total of 367599 square centimetres (365203 square centimetres in August), which is 28% less than in September 2011. The largest advertisers were: H&M clothing chain, Latvijas dzelzceļš, KW Bruun Baltic, Flebomedika Lattelecom, and in August - Latvijas dzelzceļš, Norma-A, Prisma Peremarket, Citadele bank and BDG.

Television has the largest share of the advertising market in Latvia. The largest TV channels are: LTV1, a national channel, broadcasts in Latvian; LTV7, a public channel, broadcasts 25% in Russian. The amount of outdoor advertising, advertising on Latvian TV and in magazines increased in September 2012, compared to September 2011, while radio and newspaper advertising saw a decline. The largest advertisers in terms of TV advertising time in 2012 were Procter & Gamble, Henkel, Tele2, Maxima and Kraft Foods.

Radio Latvia is represented by the following stations: Alise Plus, Latvijas Radio 4, Latvijas Radio 2, SWH+, Latvijas Radio 1 and others. However, the demand for radio as a platform for advertising is decreasing year by year. "In September 2012 advertisement was aired for a total of 18,737 minutes, which is 11% less than in 2011. Maxima, Baltijas perle (Baltic Pearl Festival), Smscredit.lv, Soho Group and Cenuklubs.lv were the largest audience, while in August Maxima, Tele2, BDG, Elkor and Smscredit.lv were the most numerous advertisers". [3].

Five Latvian portals - TV NET, Draugiems, One, Delfi and Inbox - successfully and independently carry out Internet advertising activities.

Multisistema Riga owns private advertisement websites. Ss.lv is leading classifieds portal in Latvia. The platform is accessible and suitable for all kinds of activities. There are several methods to increase traffic from this platform. "The biggest increase was seen in online advertising, which has doubled in volume since 2010. The total volume of TV advertising in the Baltics was EUR 107.1 million. TV advertising is in first place in terms of advertising market volume. In second place is the Internet, with EUR 52.8 million invested in advertising here. In third place - newspapers with EUR 30m. EUR 28.5m was invested in radio advertising. The amount of advertising in magazines was 22.5 million euro. [4].

The Latvian Law on Advertising was adopted on 20 December 1999. The legislation prohibits: reproducing the text, slogan, visual image and special effects of another advertiser's advertisement without its consent or otherwise engaging in activities that may cause confusion among consumers; exploiting children's natural gullibility or lack of experience is prohibited in advertising; it is prohibited to unambiguously state that the advertised product can be purchased for a family without regard to their budget.

Latvia is first and foremost Riga. Of the country's 2300,000 population, about 800,000 live in Riga. The main money circulates here. Advertisers are primarily interested in the capital city. The bulk of Latvia's outdoor advertising is concentrated here. "There is a legal framework that regulates the outdoor advertising market. It is the Advertising Act, the Language Act (foreign languages cannot prevail over Latvian on signs, except for logos and slogans registered in foreign languages)" [6]. [6].

The main types of media are traditional: billboards, walls, street furniture, cranestones, banners, transport advertising. Only hand-painted large format wall advertisements are allowed in Old Riga. There are few wide streets and avenues in Riga's historic centre. The city was not destroyed during the war and has retained a large number of beautiful stone buildings dating back to the pre-revolutionary period. In this part of the city, the

emphasis in advertising has shifted to street furniture and firewalls. Banners over the carriageway are prohibited. The city has a radial structure. The Daugava (Northern Dvina) River flows through the centre and three road and one railway bridge connects the centre with Zadviniņi.

Of the local advertising companies, Remora, Dzelzcela reklama and Rigas dizain should be mentioned. The companies operate freestanding billboards, firewalls, advertising media on bridges and posters. Advertising on public transport is 80% owned by Pilsetas Linija. In the LED screen format, the largest operator is Street Media. It is worth noting that there are only five LED large-format screens installed in Riga, but there is at best one at each of the other major cities in Latvia. Widespread use of modern technology is limited by payback period. This is partly due to low demand for this type of advertising, although the opposite is true in neighbouring Lithuania.

Thus, we can draw the following conclusions. Firstly, to improve the situation on Latvia's advertising market, we need a platform where all parties could address issues that would put the entire advertising market on the right track as a whole. This universal platform could be the Advertising Association of Latvia, which currently consists of companies that represent the main spectrum of advertising business in the country. This is a platform where advertising professionals can represent the interests of the industry in matters of legislation, coordinate

The company is also responsible for the development of its relations with the authorities, NGOs and media, conducting market research, finding the best solutions, and developing rules and standards for advertising activities.

Secondly, Latvia's media is represented by a variety of periodicals, TV channels, radio. Lately the Internet has been taking the lead. But its audience is young people, so advertising that is placed on this platform should be interesting, fresh, and attract young consumers. An unconventional approach to advertising format, modern "chips", following youth trends will encourage

Latvians to buy the products of Belarusian exporters. This is not the case with television advertising, which is still in first place in Latvia. The audience of this media is usually 40+; therefore, a commercial should be short, bright, showing the product as a necessary thing in the household or everyday life.

Thirdly, a good direction for reflection might be R. Friedenbergs' view that now is again the time to discuss creativity in advertising, but that this creativity must be effective. It is important for clients to understand that they need not fear the fragmentation of advertising. If a product has several very different target groups, we should not be afraid to convey categorically different messages to those groups, let alone communicate differently to a Russian-speaking and a Latvian-speaking audience. Different mentalities have different perceptions, and there is nothing wrong with that, but this factor is often ignored by managers of different brands, unreasonably explaining it with limited advertising budgets.

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Chapter 11

Alexandra GVOZDEVA

Advertising market opportunities in Tajikistan

The development of the advertising business in Tajikistan is hampered by the country's fragmented and ambiguous approach to advertising. As a consequence, the country loses huge sums of money, and the media are deprived of the opportunity to improve financially and gain independence. The temperament of Tajiks is very different from that of Russians or Belarusians. What is striking is the attitude of these people, based on closeness and kinship, who will help each other in time of need, but will be wary of strangers. "What distinguishes Tajiks from other nations when they are around is their hot southern temperament. It manifests itself in a constant fuss (especially noticeable on planes and at the market), they cannot sit still in one place. Their temperament is also reflected in more active gesticulation than Europeans, and in the fact that they tend to speak loudly. You will, inevitably, after a while start to speak loudly yourself. In a word, impulsive people". [1].

The presence of two mutually exclusive imprints of the national character also affects how efficiently Tajiks work. On the one hand, the heightened impulse, combined with the enormous patience developed by living in difficult natural and climatic conditions (heat and mountains), makes Tajiks hard workers. On the other hand, apathy towards everything makes these people indifferent. The population does not care how their homes are equipped; the rubbish accumulated over the years is everywhere on the streets; the traffic resembles the chaotic movement of atomic particles. However, traffic accidents are rare in the country, a testament to the skill of the people living in Tajikistan in driving.

The distance between people is minimised, which is why they are

friendly and easily enter into relations with each other, even if they did not know each other before. This trait of national character has a positive side, because it does not carry the negative relationship inherent in Western civilisation - indifference, enmity, and suspicion. Tajiks have a conditional law of helping someone so that they can help you. A distinctive feature of the national character is the special attitude towards women. One gets the impression that the fight for women's rights has bypassed this region altogether. Women, like centuries ago, cannot sit at the same table with men (this does not apply to all regions of Tajikistan), they do not have bad habits and do not contradict representatives of the stronger sex. In addition, Tajiks allow polygamy; the number of wives depends on a man's financial situation. The population of Tajikistan has a relaxed attitude to money, which means that it is always possible to negotiate a comfortable price for this or that service, the size of the discount will depend on the position the buyer holds in society and his persistence. Money is indirectly important between close people: if a person owes something to a relative, the latter will pay it back not now, or maybe not with money at all, but with something else.

The media play an important role in the life of any society. Tajikistan is no exception. Internet, television, print and radio are the main sources of information in the country. As of 2018, there are 371 newspapers published in the country, of which 109 are state-owned. There are 11 news agencies, 10 of which are private. However, in recent years several independent newspapers have ceased publication in Tajikistan, notably Sughd, Facts and Comments, Nuri Zindagi, Chomea, Vecherniy Dushanbe, Nigoh, Dam and the news agency Toj News. Many come out intermittently - newspapers such as Varorud and Business and Politics are feverish. Many of the country's independent newspapers have always reacted boldly to acute problems in the country and have not been afraid to openly express their opinions, and there seems to be no self-censorship in the publications, which is completely untypical of Tajikistan. "Newspapers are closing down not only for political

reasons but also for economic reasons. The demand for the printed press in the republic is, alas, falling every year. Circulation is falling - newspapers are gradually dying out. Sponsors are not interested in investing in publications which lack influence and a wide readership. Newspapers fight for the attention of a small number of advertisers" [2]. [2].

In all Central Asian countries, including Tajikistan, television has been and remains the main source of information for the population, especially in rural areas. According to the Central Asian Barometer study, the television audience in the country is 87 per cent of the population (aged 18 years and older). It has been found that when choosing TV channels to watch, Tajikistan's residents give more preference to local channels than to Russian ones. The most popular Tajik TV channels are Safina (36%) and Shabakai Avval (15%). "Safina is most popular with residents under 44 years of age, while Shabakai Avval is more popular with the older generation. According to NIAT Khovar, "Safina" TV channel is also the most popular Tajik TV channel outside the country and has a significant Russian-speaking audience. Russian television is more popular with 26% of the country's population: these are primarily Russia, NTV and First Channel. These TV channels are especially popular among middle-aged and older people. "It is worth noting that in 2009, the Geneva 2006 agreement was signed, which commits the country, along with others, to digital television broadcasting by 2015. In this regard, the Concept of State Television and Radio Policy for 2010-2025: and the Digital Television Development Programme for 2010-2015 have been developed. Tajik television plans to switch to full digital broadcasting by 2015. The opinion of private television channels is ambiguous about this. According to them, they will not be able to make the transition on their own. [3].

The Internet audience in Tajikistan is 29 per cent (the country's adult population is 18 years and older). Residents actively use the global web for communication (social media 62% of the audience), education and training

(16%), e-mail (9%), news and sports information (12%) and watching films and videos (4%). Somon.TJ and RG.TJ are the largest advertising sites in Tajikistan, where anyone can place ads quickly and for free. Advertisements are also placed in newspaper inserts and on television.

"Despite stable economic progress and growth rates, Tajikistan's advertising industry as a whole is lagging behind the CIS and Central Asian countries. Whereas the advertising market last year in Russia was worth \$11bn 273m, in Kazakhstan it was \$1bn. 700 million, in Uzbekistan it was \$55.8 million, and in Kyrgyzstan it was \$18.7 million; in Tajikistan it was only \$12.25 million" [4]. [4]. According to experts, the advertising business has suffered not because of a drop in production, sales or provision of services, but because of inadequate relations between market players. The reasons hindering the development of the advertising industry in Tajikistan are inadequate regulation, including state regulation, of advertising processes, a lack of understanding of the benefits and profits that ultimately accrue to all sides of society - the media, the state, business and consumers, and a lack of understanding of the market as a whole. For example, the damage to the state from the unjustified banning of cellular advertising operators on state-run TV channels amounted to more than \$4 million over two years.

The Law of the Republic of Tajikistan "On Advertising" was adopted on 28 May 2003. The following points are peculiarities of the country's advertising legislation. Media outlets are prohibited from receiving money for placing advertisements as informational, editorial or authorial material. Radio and television broadcasts are not permitted to interrupt the speech of Tajikistan's statesmen, state ceremonies, mourning ceremonies, or official events with advertisements. It is prohibited to show advertisements in educational programmes more than once in 15 minutes for a period not exceeding 30 seconds. Theatrical and artistic productions shall not be interrupted with advertisements without the consent of the right holder. If a

ticker is used, its area shall not occupy more than 7% of the screen area. Advertising is prohibited in children's programmes lasting less than 30 minutes. In print media, advertising should not occupy more than 25% of the volume of the issue, except in specialised publications. When advertising medicines, it is not allowed to compare them with other medicines to enhance their effect; it is prohibited to advertise medicines that are available with a doctor's prescription. For minors, the law on advertising has a separate article, one of whose paragraphs states: "Text, visual or audio information showing minors in dangerous places and situations is not permitted in advertisements" [4]. [4].

Based on all of the above, the following conclusions should be made. Firstly, in order to improve the situation on Tajikistan's advertising market, we need a platform where all parties can resolve issues to put the entire advertising market on the right track. This universal platform could be the Advertising Association of Tajikistan, which currently includes companies representing the main spectrum of advertising business in the country. This is a platform where advertising professionals can represent the interests of the industry in matters of legislation of Tajikistan, coordinate relations with authorities, NGOs, mass media, conduct market research, find optimal solutions, and work out rules and standards for activities in the area of advertising. Second, it is necessary to change the situation and make the advertising market more transparent and intelligible, to focus efforts on creating consumer protection from poor-quality advertising and information, to give special importance to compliance with the requirements of copyright and related rights legislation, and to create a domestic code of advertising practice. Third, for the successful development of the advertising business in Tajikistan, it is necessary to create an atmosphere in which all parties - government, business, consumers, and the advertising market - feel comfortable in the future.

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Chapter 12

Alexandra GVOZDEVA

Specifics of the Turkish advertising market

Speaking about the people of Turkey, we can say at once that they are "very temperamental, and romantic, and soft, they are kind and rather ingenuous by nature. In Turkish mentality it is very important to show that you are ready to make a step towards another person, his hopes and aspirations Turks do not like to say no or do not know, so for the unknown person it may cause some problems" [1]. [1]. Love for children has no limits, though it is still a common feature of southern countries, especially Mediterranean countries. Inhabitants of Turkey are big workaholics: everything is open at 7 am and they already shampoo their windows and asphalt in front of them and close everything not before 10 pm. It's easy to make friends because Turks are cheerful and helpful.

Turkey has an estimated 542 daily newspapers and 688 other regular publications. The most significant are Hurriyet (Liberty) with a daily circulation of over 850,000 and three other newspapers with a daily circulation of 200,000-300,000: Good Morning (Gunaydin), Translator (Tegsitap), Nationality (Milliyet). The newspaper Respublika (Cumhuriyet) belongs to the left wing and enjoys considerable popularity with the elites. The largest Russian-language newspaper is Bosphorus, whose articles are mainly of an economic, cultural and tourism nature, and it also has an electronic version.

"Today, the two largest concerns (Dogan and Sabah) manage almost all TV channels in Turkey. Many satellite and cable television channels have been established. These corporations have close ties to the state, so their channels and publications are subjected to scrutiny to ensure that they conform to the political principles of the Republic of Turkey" [2]. [2]. The

leading TV channels are five: Teleradio Turkey (state-owned, nationwide), Star TV (private), Kanal D (private), Show TV (private), NTV (private). Television in Turkey is a very well-developed industry in the country, with a large number of TV channels to suit all tastes. For sports fans there are channels about football, hockey and other sports competitions. Nature lovers will also find something to interest them, and housewives can discover the cooking recipes and home-keeping secrets of Turkish women.

Radio appeared in Turkey in 1927, as Ataturk believed it was the most modern way of transmitting information and propaganda. Television, on the other hand, was long considered a luxury, and so the first broadcasting facility was not built with the help of the FRG until 1968. Broadcasting is overseen by the Television and Radio Corporation of Turkey (Turkiye Radyo Televizyon Kurumu), which had exclusive broadcasting rights until 1993. In 1993, a decision of the National Assembly allowed the establishment of private TV channels and radio stations. The leading radio stations are three: Teleradio Turkey (state-owned, nationwide), Show Radio (private), and Capital Radio (private).

Milliyet's website was the fifth most visited news website in Europe in 2018 with 8.8 million visitors. The majority of articles are about domestic and international issues. Hurriyet's website, which began operating in 1997, was the seventh most visited website in Turkey in February 2016 and ranked 474th globally. In June 2017, the newspaper's website was the fourth most visited in Europe (with 9.5 million visitors). The main news service is Anadolu Ajansı (Anatolia Service), founded in 1920 by Ataturk and providing the backbone of information to Turkish publishers.

The features of advertising in Turkey are as follows. The prohibition of alcohol advertisements is due to the religion of the state. Another aspect in favour of excluding commercials from television and the Internet in this country is the ban on drinking alcohol in the Koran (the main book of Muslims). No Turk who respects himself or his country would walk down

the street with a bottle of beer. They are used to enjoying such kind of drinks in specialized establishments only. The Turkish government tried to introduce a law banning the sale of alcohol in places such as cafes, bars and restaurants. But a large number of citizens opposed it. "In addition to a ban on alcohol advertising in the media, the Society for the Distribution of Tobacco Products also ensured that no alcoholic beverage ingredients such as dyes, distillers, various sweeteners, etc., could be sold. [3].

Commercials in educational programmes may not be shown more than once in 15 minutes for a period not exceeding 30 seconds. Theatrical and artistic productions shall not be interrupted with advertisements without the consent of the right holder. When the ticker is used, its area shall not occupy more than 7% of the screen area. In children's programmes lasting less than 30 minutes advertising is prohibited. In print media, advertising should not occupy more than 25% of the volume of the issue, except in specialised publications. When advertising medicines, in order to enhance the effect, it is not allowed to compare it with other medicines; it is prohibited to advertise medicines that are available with a doctor's prescription. For minors, the law on advertising has a separate article, one of whose paragraphs states: "Text, visual or audio information showing minors in dangerous places and situations is not permitted in advertisements" [4]. [4].

Turkey's Supreme Radio and Television Council, which regulates the country's media industry, has announced plans to ban unhealthy food advertisements on television. The Ministry of Health has yet to come up with an exact list of foods that will be banned from television advertising. But it is known that there will be three categories on the list. The red category will include products that are high in calories and dangerous to health: chocolate, sweets, confectionery, fruit juices, carbonated drinks, energy drinks, and ice cream. Advertisements featuring these products will be banned from airing 15 days after the Health Ministry publishes the list. The second category is orange. It will put food and drink that should be consumed with caution.

Advertising of these products may be allowed if they meet certain criteria. Rules for this category will come into force in two years' time. The final category, "green", will include wholesome products that are not at risk of being banned. This will include meat, fish, eggs, milk, cheese, yoghurt, vegetables, fruit and beans.

Turkey is the leader in online tourism advertising. More than five million Facebook users have subscribed to Turkey's Turkey Home attractions page, according to Turkey's Ministry of Culture and Tourism. Thus, "the global interactive platform Turkey Home, launched in 2014 to promote Turkey's tourism opportunities on social media, has ranked among the top 5 pages promoting tourism opportunities of nations". [5]. From 1 January 2018 alone until today, information about the promotional campaigns on Turkey Home's Facebook page

The ads about Turkey have been viewed by about 149 million users and the ads about Turkey have been viewed by more than 554 million social network users.

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Chapter 13

Svetlana ZAPOROVA

The contours of the Estonian advertising market

Estonia was formerly part of the Soviet Union and is now a member of the European Union. Its market, including the advertising market, is a symbiosis of the elements of these two coalitions and largely determines the policy with which to set foot in it. It is important to note straight away that any references to the Soviet past will be received negatively in Estonia, due to the political and economic particularities of the country's involvement in the USSR. In fact, its influence on the contemporary Estonian advertising market can be identified as conservatism as a monochrome. Estonians prefer to trust proven brands and, contrary to the general European trend, are not as receptive to novelties.

Another local feature that largely predetermines the conclusions outlined below is the country's progressive digital economy. Estonia is one of the world leaders in the development and implementation of e-governance and cybersecurity solutions. 99% of the population uses internet banking services and over 95% complete their tax returns online. Estonia is home to a cyber security centre for NATO as well as the European Union. In the 2015 parliamentary elections, 30.5% of voters voted online. 30.5% of voters voted online. "As of 2015, non-residents have the right to apply for e-residency and receive a state-issued secure digital ID card that enables digital authentication and digital signing of documents. The purpose of e-residency is to make life easier through the use of secure electronic services that have been available to Estonian residents for a number of years". [1].

The main advantage for investors is the extremely favourable business climate in the country. Estonia is the leading country in Central and Eastern Europe in terms of attracting direct foreign investment. It is a three-hour

flight away from major European, Scandinavian and Russian cities. In general, the business climate in Estonia is free, and trade is carried out according to EU practices. Many companies are subsidiaries of European (in particular Scandinavian) corporations. "Estonia has some of the highest credit ratings in the region (Fitch IBCA, Standard & Poor's, Moody's). Estonia has been a member of the eurozone since 2011, but the level of spending in the economy is still significantly lower than in neighbouring Scandinavian countries". [2].

In the ranking of countries by economic freedom, Estonia ranks 7th (as of 2018). When it comes to the degree of economic freedom (for capital), Estonia has made it into the world's top ten countries: zero taxation on reinvested profits and a relatively cheap, yet highly skilled workforce. These and other factors have been decisive in attracting foreign investors. "Foreign investment moves where there is high internal and external stability and a more favourable environment for innovation". [3].

Since the 1990s, Estonia has carried out systematic reforms of its legal system, with a focus on developing entrepreneurship. Legislators and the government have consistently demonstrated the intention to increase the attractiveness of the business environment in order to receive more taxes and, by attracting foreign investors, to promote the creation of additional jobs. The Estonian legal environment is favourable to entrepreneurship. Foreign investors have the same rights and obligations as local entrepreneurs. Foreign investors can establish a company in Estonia and conduct business in the same way as local investors - there are no restrictions in this regard.

In terms of advertising legislation, there are no significant differences from those in other countries. In general, it postulates principles such as the veto on obscene and misleading advertising, the protection of privacy and property, and otherwise states a ban on the advertising of certain types of products. These include narcotic and psychotropic substances, weapons and ammunition, prostitution, gambling and tobacco products. Advertising of

medicines, financial services, and strong and weak alcoholic beverages is also subject to significant restrictions. Advertising for children has a separate paragraph. "Reliance on the natural trust and lack of experience of children during advertising is prohibited. Advertising that is mainly directed at children has the following additional requirements: 2.1. advertising should not suggest that buying a product or using a service, or other achievement will make a child better than other children of the same age, or that a lack of a product or service has a negative effect; 2.2. advertising should not encourage children to behave or act in a way that could lead to [4].

The Estonian advertising market exceeded 100 million euros in 2017. Estonia is the leader among the Baltic States: its market is developing more dynamically than others. In Estonia, it can be predicted that in 2-3 years the internet will catch up with TV advertising. "Advertising budgets are divided between television (25%), internet (20%), newspapers (17%) and outdoor advertising (15%). Kantar Emor Baltic manager Margo Veskimägi said that radio, online channels and direct mail had the highest growth in advertising investment last year." [5]. Besides outdoor advertising and direct mail, the last quarter of 2017 was also good for other types of media: for example, the newspaper market did not see quarterly growth for more than two years, but now it has. Online channels returned to double-digit growth rates and the TV market grew by more than 3.5% in the second half of the year.

The mastodons in the Estonian press are Postimees and Delfi. The latter is especially popular in electronic form, which is a sign of convergent journalism. It fits well into the Estonian digital market system. Therefore, it is reasonable to advertise on the electronic portals of print media. Among radio stations, DFM, Radio 4 and Klassika Radio have the highest traffic.

The most popular TV channels are ETV and ETV 2. By the way, at one time there was a widespread belief in Estonia that TV could not be watched for free. Although most Estonians have signed a contract with a pay service provider in order to watch TV, a quarter of the population watches

TV without paying any monthly subscription fee. A couple of years ago, there was a switchover to digital television, and because of this, many people signed up to pay packages from various service providers. Now, however, the popular perception is that if you don't pay, you can't watch TV at all," commented Tarmo Osman, Director of Network Services, AS Levira. According to him, in reality it is possible to watch TV for free all over Estonia. "In order to watch the most popular TV channels in Estonia such as ETV, ETV2, Kanal2, TV3 and TallinnaTV, you only need to have a TV with a digibox and a suitable antenna - no need to sign a contract and no monthly fee." [6]. The most popular electronic platforms in Estonia are social networks such as Facebook, Twitter and Instagram. No specialised platforms are foreseen for the local market, because it fits seamlessly into the general European market. Consequently, all additional services operating in Europe are also available in Estonia.

The last peculiarity worth considering for a producer entering the Estonian market is the national mentality. Estonian culture originated in a peasant environment, which has given it a special flavour, expressed in distinctive traditions. Thus, to this day, marriage in Estonia is associated with putting the headdress of a married Estonian woman on the bride's head, and during wedding celebrations bride kidnapping, impeding the wedding cortege, and testing the young couple's household skills are still popular. Modern attitudes to the family are liberal and weak-minded. Equality between spouses is encouraged. For an Estonian, his or her home and land have great value. While being revered for their property, Estonians also cherish their cultural heritage. On folk festivals, it is easy to see ordinary Estonians dressed in their men's and women's folk costumes.

Estonians prefer to keep to themselves, they are quite silent and may appear to be closed and unfriendly people. This is due to the peculiarities of their mentality - psychological isolation and restraint. The majority of the population is rather conservative and does not welcome cannibalism. For

example, etiquette dictates that an Estonian salesperson should be polite to a customer, but not helpful or sympathetic. The national character of Estonians is individualistic and pragmatic. Estonians are frugal, which is evident in their laconic expression of emotion. In conversation, they use a minimum of facial expressions and gestures, concentrating on a dry exchange of information. Truth is always placed above delicacy.

Thus, speaking about the contours of the Estonian advertising market, the following conclusions can be made. Firstly, the country is characterised by the juxtaposition of conservative consumer demands and progressive offers offered by the market in response. A large proportion of products that meet European quality standards and are actively gaining popularity abroad do not "take root" in Estonia. When entering the Estonian market, the producer has to adapt his product to its specifics. If we are talking about advertising a product, it has to be shown as relevant to Estonians, positioned as a solution to their problem and not just a curious novelty. On the other hand, this is a great platform for mastodon producers, who have already gained recognition in neighbouring markets or have been present in them for a long time. All you need to do to promote such a product is to announce it. Even if the proposed solution does not contain an innovation, it may be in demand simply because of its history or popularity. Secondly, the most profitable advertising platform in Estonia is television. Nevertheless, the Internet's share of the advertising market is predicted to increase in the coming years, so producers presenting their market entry in the long term should keep this in mind. Thirdly, economic freedoms in Estonia are among the first in the world. This makes it possible to attract multiple external investments and therefore creates more competition in the market.

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Chapter 14

Svetlana ZAPOROVA

The formula for the Moldovan advertising market

In order to derive a formula for the Moldovan advertising market, the following fact should be taken as a constant: a small population for a sovereign state stimulates the emergence of a monopoly. If one big exporter manages to win the consumer's attention, the one that comes after him will find it difficult to find an alternative audience. The phenomenon of monopoly is capable of causing a serious blow to the economy of any country, especially one that is in need of external financial support. Therefore, Moldova has an economic policy of anti-monopoly regulation, postulates of which are laid down in the Law "On Restriction of Monopolistic Activities and Development of Competition" of January 29, 1992. First of all, the document names the implementing agency, the Ministry of Economy, and describes the situation of abuse of a dominant position in the market by an enterprise.

Despite the anti-monopoly regulations implemented in the country, it is more reasonable for the exporter to rely on his own forces. After all, the fact remains that from Moldova's population of three million, subtract 500,000 inhabitants of Transnistria and we have two and a half million potential customers that the firm can target. Such a modest number of consumers challenges the liquidity of exports of highly specialized products. This is the first and main feature of the Moldovan advertising market. Overall, despite the presence of large international advertisers, the media market in Moldova ended 2017 in decline. First of all, this is due to a decrease in TV activity - the number of placements fell by 12%. Given that TV in Moldova accounts for 60% of the total advertising market, this led to a decrease in its capitalisation. Yes, television is the most popular medium in Moldova. Among its advantages are massive coverage of the target audience,

possibility of targeting, relatively low cost per contact, high efficiency and possibility to choose any time of the day for broadcasting. PRO TV Chisinau and PRO 2 Moldova are the leaders in terms of the number of placements. Among the others, CTC Mega, TV8, National 4, RTR Moldova and RU.TV Moldova are worth mentioning. Advertising on TV channels requires a clear multimedia strategy. Its production should emphasize the visual component for objective reasons. As statistics show, the greatest resonance is advertising, placed precisely on television. However, the instant effect is not always the best. From the point of view of reliability and creation of a loyal customer base, it is still more advantageous to use the Internet, which is the next largest segment of the Moldovan advertising market.

The Internet is one of the most promising platforms and is now estimated to be the main growth driver in many countries. The web has established mechanisms to offer a product only to the portion of the audience that wants to buy it. Moreover, the built-in click and visit counter has long been an alternative to dry statistics, and even more effective. Using this data, small businesses are able to reach the international market without a large budget. "Marina Kolesnikova, head of Yandex's Turkey and CIS team, noted that advertisers today are keen to calculate the effectiveness of their advertising investment" [1].

According to Vivaki Moldova, the biggest recent leap in the development of online advertising came in 2016, with its share increasing by 30%, or \$2.73 million in equivalent. It is the only advertising channel that is growing steadily, at the expense of TV, radio and press. One of the top-selling platforms is fairmarket.md. It positions itself as a portal "offering small businesses in Moldova to promote their authored works and products" [2]. [2]. Fairmarket.md is especially popular with craftsmen who make handmade items. Instead of selling to private distributors and making advertising a separate item of expenditure, they prefer to use a platform that takes care of both. An online handmade shop from different manufacturers with integrated

advertising is a unique experience, with no counterparts so far in the former Soviet Union.

Manufacturers of more traditional products prefer the well-known native advertising with linking to their own domains, as well as promotion through social networks - above all Facebook. Some turn to special agencies, such as mytarget, which promote the company themselves with a more professional approach to channel selection. But the most profitable way to make yourself known on the internet is through mobile advertising. "According to the National Regulatory Agency for Electronic Communications and Information Technology, in Moldova the total volume of mobile Internet traffic increased by 22% in the first half of 2016" [3]. [3]. This suggests that, in fact, every smartphone owner automatically becomes an advertising consumer. After all, the more Moldovans use the mobile Internet as their main source of information, the more often local and foreign advertisers turn to this platform. Despite this obvious trend in marketing, most Moldovan online advertising is not adapted to mobile versions.

Radio in Moldova is the most underdeveloped segment of the advertising market. "There has been a negative trend over the last few years. In 2015, according to the estimates of the radio section in AARM, it amounted to only 600 thousand euro". [4]. As in most countries, its traffic is mainly provided by car drivers, which further narrows the already small audience. The top radio stations in Moldova are primarily music stations (MUZ FM, RETRO FM). As even network promotion is cheaper in Moldova, there is no obvious reason to invest in audio advertising. The only exporter that could benefit from it is the one selling car accessories and spare parts. If it is a service sector, it is car washes or maintenance services.

The situation is somewhat better with advertising in the press; however, this too is gradually losing ground. The most popular media outlets are branches of Russian media giants - Komsomolskaya Pravda v Moldova, Argumenti i facty Moldova and the local Chisinau News and Chisinau

Observer. Advertising in newspapers and magazines was once widespread and is second only to television in terms of expenses. Advertising in newspapers is cheaper than television advertising. However, the quality of advertising originals in newspapers is usually low. Hence, the advertisements placed in them tend to be less attractive, and each publication has many such advertisements at the same time, so the impact of any one of them in isolation is reduced.

In some cases, it is more advantageous for a distributor new to Moldova to turn to outdoor advertising than to any of the above types of advertising. It is quite widespread in the country due to its accessibility and higher efficiency than radio. Particularly to the taste of outdoor advertising will have cosmetics companies, clothing brands and, in general, all whose products are in some way connected with the creation of the image. Large billboards are one of the best ways of making a name for themselves for those who, in principle, place an emphasis on the visual component in promoting their products.

As far as Moldovan advertising legislation is concerned, its basic provisions do not differ from those in other countries of the former USSR. The Law on Advertising defines the following basic principles of advertising activities: "a) loyalty, honesty, trustworthiness and ethical advertising; b) use of forms, methods and means that do not cause spiritual, moral or psychological harm to the consumers of advertising; c) fair competition; d) responsibility towards the consumer, society and the state" [5]. [5]. A curious, albeit optional, feature is the ban on references in advertising to the products of competitors.

The mentality of the people is one of honour. The Moldovans are noted for their diligence and respect for people who have achieved a high position in the social hierarchy. Among the traditions are the lavish table setting on all kinds of festivities and the preparation of wine. Wine in general is a separate branch of culture in this country: preparation of this drink in home

conditions and its subsequent tasting takes place in Moldovan families every year.

Thus, examining the state of the advertising market in Moldova, the following conclusions can be made. First, the country's small population makes it difficult to enter the market with highly specialised products or those already marketed by one of the mastodons. In this case, the exporter would need to be quick and heavily invested in promoting its brand. Secondly, the most popular advertising platform in the country is television, the most advantageous in terms of value for money is the internet, particularly mobile. Outdoor advertising is effective enough, which is a distinctive feature of the local advertising market. Third, based on clearly outlined trends in Moldovan advertising, one can forecast its development for the coming years. Given the improvement of targeting tools in 2018, the effectiveness of online advertising should only improve. This will attract new advertisers. In addition, the trend towards increasing online traffic consumption via mobile devices should also change the online advertising market somewhat, with customers trying to better tailor their offerings to smartphones. Outdoor advertising will continue to account for a significant share and advertisers are reallocating their budgets to it due to its favourable price/performance ratio. Press and radio are likely to continue to lose ground.

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Chapter 15

Svetlana ZAPOROVA

Advertising market trends in Venezuela

The state of the advertising market in Venezuela is difficult to assess positively. There is little demand for marketing services in Venezuela because the economy itself is in decline. Primarily people are interested in basic necessities, which are supplied in mass quantities with humanitarian aid. Sales relations are complicated and driven more by spontaneous factors. Marketing is, after all, an attribute of a "healthy" economy. However, for exporters who, despite the above mentioned difficulties, still want to enter the Venezuelan market, it is useful to know some of its peculiarities. These include the country's main media platforms, the mental characteristics of its inhabitants and their taste preferences.

The media in Venezuela are currently experiencing bad times. They have become narrowly focused on ideology and propaganda. No new progressive platforms are emerging, and the existing media market is divided amongst holding companies. The media holding company Cadena Capriles is the largest in Venezuela. "It combines newspapers, magazines, radio, online resources, including an internet TV channel, a publishing house and a printing house. The history of the holding company goes back to 1941, when a group of journalists founded a daily newspaper called Ultimas Noticias (Latest News). Today, Latest News is the most popular newspaper in Venezuela, in recent years surpassing in circulation the former leaders of Venezuela's print media market, Universal and Nacional" [1].

"Cadena Capriles not only has the largest daily circulation in Venezuela, but also offers readers a family-oriented magazine called Dominical, an online TV channel for young people called Planetaurbe.tv, a newspaper called Leader for sports fans and another print publication, El

Mundo Economía y Negocios, a morning newspaper that provides detailed information on macroeconomic, financial and management topics.

It is difficult to identify the most effective marketing channel in Venezuela. The consumer is not in constant search of goods, his purchasing power is low, so advertising has little or no influence on his choices. It is best to invest in outdoor advertising, subject to general spontaneity - in the places of greatest congestion (city centre, "dormitory" areas) the chance of being noticed is higher.

The press, television and radio are in roughly the same state of decline. Performing a commercial function is the last thing on local media's minds. On the other hand, in the daily multi-circulation publications, due to the lack of competition, it is possible to buy an entire page to showcase one's product. The only question is whether a newspaper would publish an advertisement to the detriment of its socially sensitive reporting, and whether such spending would be within the exporter's means, given the monstrous inflation in the country. The Internet is better developed in the country, but it has not "nurtured" any local leaders in the advertising industry. The situation here is roughly the same as in most other countries: social networks and messengers, such as Viber, have the most traffic to offer.

There is no advertising law as such in Venezuela. Advertising must not contradict the basic tenets of the constitution and the product itself must not be prohibited from circulation within the country. For example, "drug possession is punishable by law in Venezuela" [2].

Venezuela is a Catholic country, so many local traditions are based on the observance of Christian norms of behaviour. The church is the centre of political, cultural and spiritual life, and the priest usually enjoys unquestionable authority within the community. In the isolated interior regions, ancient tribal beliefs are still practiced and the value system is markedly different from the dogmas familiar to the European. The Venezuelans are, however, very tolerant of cultural and racial differences,

and intermarriages are extremely common, which has resulted in a distinctive, multicultural nation. Spanish is widely spoken, but English is far less common - spoken only in the business districts of the big cities and on some of the Caribbean islands.

The centre of all local life is the family. Venezuelans spend far more time with their families than even the neighbouring Spanish-speaking countries. And often, even men give up their traditional hobbies in favour of children and the home, considering it quite normal and even proud of the amount of time devoted to the home. Family outings, whether it is a local carnival or a Sunday mass, are also very important. There are usually three generations living in the same house, with the elderly having a high status. Grandparents ("abuelitos") take care of the children, especially if the parents are working, which is very common here. They also often take care of the meals and leisure activities of the family. "Many women in Venezuela work, and there is no discrimination - they have reached professional heights in their field, and outnumber men in key sectors of the national economy such as law, medicine and education (at the local universities, women hold an overwhelming majority of professorships). They also play an active role in politics (the number of female congressmen is higher than in many Latin American countries)" [3]. [3]. However, they also have to take care of children, older family members and the home.

Another hotbed of social life in the country is the large number of restaurants and cafés. Here, sports and political events are discussed, deals are struck, or just leisurely conversation about anything of interest is held. Venezuelans love eating out (often with the family) and meeting up with friends in restaurants. This may well be the reason why Caracas has more restaurants per capita than any other Latin American city.

Venezuelans are polite and polite in their dealings with each other: not the usual "cronyism" of many Latin American countries. However, many nicknames are used, which are assigned to interlocutors purely to simplify

communication. Obviously, the Venezuelan mentality is very different from the prevailing one. At their core, they are a hard-hearted people who have been placed in such a difficult situation by the will of fate. "The basic food procurement system looks like this: there is a personal numbering system whereby twice a week a person can go to the government shop in the morning, stand in a long annoying queue for two packs of rice or spaghetti at an affordable price, or buy two packs of toilet paper and coffee. If you are lucky, that day the shop will offer cheap corn and plain flour or even powdered milk, margarine and mayonnaise". [4]. However, Venezuela is trying with all its might to overcome the protracted crisis. "Politically, Maduro wants to show, both to his citizens and internationally, that despite US sanctions, his country is able to find allies who can help overcome economic difficulties in the face of international isolation." [5].

Thus, when speaking about the state of the advertising market in Venezuela, the following conclusions can be drawn. Firstly, the Venezuelan advertising market is in dire need of a "revival", as it has fallen into decline due to a continuous five-year stagnation. There is little demand for marketing services in the country, as the economy itself is in decline. Primarily, people are interested in basic necessities, which are supplied in mass quantities as part of humanitarian aid. Sales and purchase relations are very complicated and are driven more by spontaneous factors.

Secondly, for the reason outlined above, it is difficult to identify the most effective marketing channel in Venezuela. The consumer is not in constant search of goods, his purchasing power is low, so advertising has little or no effect on his choices. The best way to invest in outdoor advertising, subject to the general spontaneity - in the areas of greatest congestion (city centre, "bedroom communities") the chance to be seen more. A commercial function is the last thing on local media's mind.

Thirdly, the mentality of the Venezuelans is strikingly different from the mindset that now prevails among them. In essence, they are a hard-hearted

people who have been placed in such a difficult situation by fate. Many local traditions are based on the observance of Christian norms of behaviour. The church is the centre of political, cultural and spiritual life. There is a strong cult of the family, which can be successfully exploited by marketers.

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Chapter 16

Ekaterina Myadelets

The potential of the Czech advertising market

The Czech Republic is a small country in the heart of Europe, surrounded by Germany, Poland, Austria and Slovakia. Thanks to its favourable geographical location at the crossroads of Euro-Asian trade routes, its mild climate and the abundance of mineral springs, the Czech Republic has been given a great chance to flourish. It attracts tourists from all over the world with its unique architecture, balneotherapy resorts, ancient castles and high level of service.

A distinctive characteristic of the native Czechs is their calm and self-confidence, regardless of the situation. It may well be that it is thanks to this character trait that Czechs always feel confident about their future. Anger and savagery are alien to them. Whatever they do, they do it judiciously, even philosophically. It is not surprising that, in most cases, the result is little different from what they intended.

Generosity and friendliness are quite characteristic of the Czech people. But they don't forget practicality either. This is why there are very few useless things and trinkets in Czech shops; they are simply not in demand here. The Czechs have a great sense of humour, but the most popular are the various scary stories and tales of witches, witches and ghosts. Most of the tales known to the world are of Czech origin. For young people, getting an education is a top priority in life.

Thus we have a portrait of the classic Czech - he or she is a calm, polite and non-confrontational person, with a good sense of humour. There are many highly educated and intelligent people among them, but they can also be quite conservative at times. If you are invited home to a Czech family, it is not unreasonable to give the lady of the house a flower. It is customary in

this country to take off your shoes on entering the house. Thanks to the sociable and friendly nature of the Czechs, no one is left without attention and necessary assistance. Even ignorance of the language is not an obstacle. Most people speak English fluently. Moreover, Czech belongs to the Slavic group of languages, which makes communication with this friendly people much easier.

The locals' clothing is simple and comfortable. Jeans with trainers and a jumper are very popular here. And these clothes are worn by almost everyone, regardless of age or wealth. "Almost all Czechs do not like to advertise their income, so in most cases it is quite difficult to distinguish the rich from the poor here". [1]. The country has a high level of culture. Therefore, it is not customary to smoke or drink on the streets. Even during public celebrations and festivities you won't see people drinking on the streets. Drinking takes place only in special places. As in all other countries, Czechs shake hands when greeting each other. Women are usually the first to shake hands. When entering a restaurant, cafe or a bar, the man is always the first to enter. The difference in Czech pubs is that complete strangers can sit at your table. This is possible even if there are quite a few empty seats in the pub. There's nothing to be surprised about, given the hospitality and sociability of the Czechs. There are quite a few pubs here, so it's no wonder Czech beer is world famous. It is the real national drink. As for musical preferences, all kinds of music are preferred in this country. And all the traditional festivities are fun and interesting.

There are six main TV channels in the Czech Republic: "ČT 1", "ČT 24", "Nova", "Prima TV", "Metropole", "Očko". There are also six radio stations: Radio Prague, Blahnik, SPIN, VMeste, Country, Frekvence 1. Some stations, by the way, have their own versions on the Internet in several languages, including Russian. There are 7 newspapers (Economic Times, Prague Telegraph, MF DNES, Metro, etc.) and 7 magazines (21st Century, Artek, Score, etc.). There are also print publications in Russian. "Of course,

their circulation is lower than that of national newspapers because they are intended for an audience consisting either of tourists from Russia and the CIS countries or potential business partners of Czech companies from the same countries" [2]. [2]. These include, for example, Panorama Čechy and Artek. Vshudebel is interesting - it is named after a cheerful folklore character and translates as "Vseznádika" (the Know-it-all). Czech Airlines has its own magazine, called "CSA Review", which is available on board. There is also a weekly newspaper "Inform Praha". Internet publications: 420ON.cz (Czech Online), geo-magazin.cz (a popular science Internet publication), Ihned.cz (an Internet news publication), muzikus.cz (an Internet music portal) and sport.cz (an Internet sports publication).

There is no Act on Advertising in the Czech Republic, but there is the Act on Radio and Television Broadcasting, which was adopted on 30 October 1991. This law regulates the rights and obligations of legal and natural persons engaged in radio and television broadcasting activities. The Radio and Television Broadcasting Council oversees compliance with the law in the area of radio and television broadcasting. The Czech Republic has a so-called dual system of broadcasting, i.e. public and private broadcasting operates simultaneously. Digital broadcasting allows viewers to watch also foreign television stations. There are a number of nationwide and regional radio stations broadcasting in the Czech Republic, with a predominance of regional stations. Of the foreign stations in the Czech Republic, the British BBC World Service, the French RFI or the Austrian Radio Osterreich 1 can be tuned in.

Children, as the subject and participants in advertising, are given special attention. Children may not take part in advertisements for tobacco products and alcoholic drinks. In other advertisements, children must not be misled, abused or shown in dangerous situations. The Czech Republic supports the principle, which has evolved widely in Europe, of restricting products that have any effect on human health. Under an article restricting

tobacco advertising, billboards advertising cigarettes must disappear from the streets of Czech cities. The posters will remain in shops only in specialized departments. The law prohibits the distribution of cigarette advertisements. Cigarette and liquor firms will be banned from sponsoring cultural events and sporting events. Even toys that resemble beer bottles and cigarette packages will be banned from sale.

A large number of citizens' complaints concern advertisements for medicines and so-called dietary supplements, such as weight loss products. The main principle of advertisements for medicines is that citizens should be aware of the existence of a particular medicine, but should not be influenced by the advertisement and should not be misled by it. Advertising cannot claim that taking a certain medicine will result in a dramatic change in health. In the Czech Republic, prescription drugs may not be advertised. Medicines that are on the market may not be advertised by celebrities. If a person known to the general public appears in an advertisement for a particular medicine, it is immediately clear that it is not a medicine. The European Union is preparing a significant change in laws regarding pharmaceutical advertising. More precisely, rules will be set for the advertising of nutritional supplements and part of the advertising of prescription drugs may be allowed.

In addition to the law restricting advertising on a certain type of product, the Czech Republic has an ethical code of advertising. Its scope includes the involvement of people known to the general public, politicians and children in advertising. Codes of ethics are established by each country separately and depend largely on national habits and mentality. Some countries have a negative perception of nudity in advertising, while the Czech Republic is quite tolerant of it. "Compliance with the Czech advertising code of ethics has been monitored in the Czech Republic since 1994 by the Advertising Council" [3]. [3]. This is where citizens can appeal if they find a particular commercial unethical. The number of complaints is gradually increasing. And although the Council on Advertising cannot fine or otherwise

Ethical norms Czech advertisements all the time punish the advertiser, in 99% of cases it is possible to have the advertisement corrected or the commercial taken off the air, for example. This is possible because the largest advertising consumer companies have voluntarily pledged to abide by the adopted code of ethics. are improved and harmonised with the advertising ethics of other European countries. This is necessary because in the European Union, of which the Czech Republic is a member, advertising is the responsibility of the broadcasting country, not the host country. Czech advertising that gets abroad must not only be legal, truthful and decent, but it must also comply in all respects with the specific requirements of a particular country. The Czech Republic is about to adopt a law that will formally allow the use of swear words on Czech television. The state will no longer be able to fine TV channels for vulgar words. "Changing the current law, which banned vulgarities on air from 06:00 to 22:00, will be part of an amendment to the law on radio and television broadcasting." [4].

Swear words are often used in television films, but the most famous example in the Czech Republic was the scandalous interview President Miloš Zeman gave to Czech Radio. In the interview, Zeman used vulgarisms several times when talking about the Russian band. The president did not apologise for his phrases, and the radio station had to stop broadcasting because Zeman refused to rewrite the interview. From now on there will be general rules regarding protection of children and young people. There will be no specific categories of programmes in which vulgarities may or may not be used. The law will introduce a system of labels indicating at what age a particular programme may be viewed. Television channels will be able to indicate programmes with badges and parents will be able to decide whether or not to allow their children to watch programmes in which vulgar words can be heard.

Thus, several conclusions can be drawn. First, when advertising, you have to take into account the Czech mentality: calm and confident regardless of the situation, generosity and goodwill, not forgetting their practicality,

non-conflictuality and politeness. Most inhabitants of this country are fluent in English. In addition, Czech belongs to the Slavic group of languages, which makes communication with this friendly people much easier.

Secondly, all types of media in the Czech Republic are highly developed. It is possible to advertise on Nova and Prima TV, as these are the best known TV channels in the country and they have the most predominant audience. It is better to use Radio Prague as a platform for advertising. The radio station is also available on the Internet. "420ON.cz (Czech Online Portal) is a good online advertising platform. The predominant newspapers are Inform Praha and Prague Telegraph. They also have Internet versions.

Third, there is no Law on Advertising, but there is a Law on Radio and Television Broadcasting, which regulates the rights and obligations of legal and natural persons engaged in radio and television broadcasting activities. The Radio and Television Broadcasting Council supervises compliance with the law in the field of radio and television broadcasting. It is not possible to read the rules on advertising or bans on advertising of a particular product/product in the electronic version, but there are some features of advertising in the Czech Republic available on the Internet. When placing advertisements, the following should be taken into consideration: Restrictions on advertising of tobacco products (advertisements may only be placed in specialised departments in shops. The law forbids the distribution of cigarettes for advertising purposes); limitation of products with any effect on human health; children may not take part in advertisements for tobacco products and alcoholic beverages (In other advertisements children must not be misled, must not be abused and must not be shown in dangerous situations); citizens must be aware of the existence of a particular medicine but must not be influenced by this advertising and must not be misled by it (advertising cannot claim to be

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Chapter 17

Catherine Myadeletz

Prospects for the Israeli advertising market

Israel is a state in the Middle East. It is a land of deeply revered religious shrines, an eclectic culture, blooming cities and varied natural landscapes, from high mountains to green valleys to waterless deserts. It attracts huge numbers of tourists and the journey changes them as the Holy Land leaves no one indifferent. Much of the country is desert, where steep, rocky mountains and valleys alternate with fertile oases and small kibbutzim. On the edge of the desert, opening onto Egypt, Jordan and Saudi Arabia, stretches the Red Sea.

The Israelis are a very literate people. The small state ranks third in the world for this indicator. Most Israelis are indeed very open, talkative, friendly and hospitable. Even when meeting them for the first time, it is not too difficult for them to pass for "you". Many ask how they can be of help and give advice (even when they are not asked for it). Family values are strong in the national mentality. "In Israeli families, children always come first, where they put all their energy and love." [1]. Here no one is in a hurry to get anywhere. Everyone knows their job, and no one does someone else's. They know their worth. This is a state where religion is of the utmost importance. "If there is a religious holiday on the calendar, it is important for absolutely everyone, no one will work on that day". [2]. Almost the entire population of Israel has a good sense of humour, it manifests itself in the various jokes they make about themselves and their friends. "The Sabbath for Israelis is a special and sacred day. On this day most shops and markets are closed in Israel". [3]. On this day, citizens do not do any physical work or watch television.

The media in Israel is the totality of print, broadcast and electronic media available throughout the country. There are dozens of newspapers and

magazines, numerous radio and television stations, and Internet publications. The media play an important role in political, social and cultural life and are the backbone of a developed and literate society.

The Israeli press and broadcasters are diverse in their political, religious and economic views and the languages used. Israel has a huge number of daily, weekly and periodical newspapers and magazines. All of them are owned by private capital. The Israeli newspapers HaAretz, Jerusalem Post (published in English) and Yediot Ahronot are now popular. Other major newspapers include the Hebrew-language daily Maariv and the free Hebrew-language newspaper Yisrael Hayom, which became the most widely read daily newspaper in the country in mid-2010. There is also the daily newspaper Vesti in Russian and Kul al-Arab in Arabic, a religious weekly in Hebrew, B'Sheva, and the Hebrew daily Globes. Many periodicals are available online. Most of the newspapers are in Hebrew and Arabic, but there is also a sectoral press, particularly in Russian, German and Yiddish.

The state channels broadcast under the Israel Broadcasting Authority until 2017, when it was replaced by the Israel Public Broadcasting Corporation. Most Israeli households have subscriptions to cable or satellite packages of TV channels. The multilingualism characteristic of Israeli media is also present here. For example, in the middle of the first decade of the 21st century, the basic package of the cable company, Hot, included channels in 12 languages. Since November 2002, a Russian-speaking channel was added to the list of central Israeli channels. Kol Israel Radio broadcasts on eight thematic channels and also broadcasts abroad. Programs are broadcast in 17 languages. In addition to Kol Israel, there are two radio stations run by the IDF (Halei IDF and Galgalats) and over a dozen private stations in Israel.

Israel's television and radio broadcasting is divided into public, commercial and state broadcasting, depending on the form of signal distribution - into terrestrial, cable and satellite. The public broadcaster in Israel is Reshet HaShidur ("Broadcasting Authority"), which broadcasts on

Channel 1 and Channel 3, three radio stations (Reshet Aleph, Reshet Bet, Reshet Gimel) and the international radio station Reshet Klitah Aliyah. On-air free commercial broadcasters are Channel 2, Channel 10 and a regional radio station and on-air paid commercial broadcaster is Idan Plus. Satellite free commercial broadcasters - Channel 9, Music 24, Moreshet and Hala TV, satellite commercial pay broadcaster - Yes (owned by the Israeli state-owned fixed and mobile telephony and internet operator), cable commercial pay broadcaster - Hot, broadcast under licenses of the Cable and Satellite Television Council, both also rebroadcast free-to-air television channels. The state broadcasters are Channel 23 (Ministry of Public Education), Channel 99 (Assembly of the State), Galei Tzahal and Galgalatz (Military Ministry) radio stations. There are unlicensed radio stations "Channel 7", "Kol Ha-Shalom" and "Kol Ha-Emet".

The Israeli media publish in 10 different languages, dominated by Hebrew. For the Arab population of Israel, including residents of the territory administered by the Palestinian National Authority, publication is in Arabic. In the 1980s and 1990s, the media went through a period of profound change, with control shifting to a limited number of organizations, and newspapers published by political parties beginning to disappear. Most media outlets are now controlled by three large private conglomerates based in Tel Aviv.

The level of censorship in Israel is relatively low compared with other countries, but freedom of speech can be restricted if a publication might harm public security. A media outlet whose article had been censored could appeal to a "committee of three", consisting of a member of the public who chaired it, a representative of the army and a member of the press. The committee's decisions are binding and there have been numerous cases over the years in which the censor's decisions have been overturned.

You can find a lot of interesting things on the internet. Debkafile, a site devoted to military intelligence, in Hebrew and English. Jerusalem Online - news in English. Kikar HaShabbat - a Haredim website in Hebrew. The

Times of Israel, a news website in English, Arabic, French and Chinese. TLVI - English language internet radio. Walla! - Hebrew web portal. Ynet, a news website in Hebrew. Ynetnews is a news website in English.

Legislation in this country issues laws in the area of advertising. Under a law approved by the government, companies are prohibited from using advertisements featuring anorexic mannequins and dummies to promote their products. "A bill banning tobacco advertising was approved by the legislative committee of the Knesset (the parliament of the State of Israel)." [4]. High fines await violators. Retail outlets in shops that sell tobacco products must be in inconspicuous locations. According to the authors of the bill, the implementation of such bans will help reduce the number of smokers among the youth. There is also a law banning the advertising of alcohol. It is prohibited to advertise it on street posters and on buses. It is also forbidden to advertise alcohol to celebrities - football players, film actors, photo-models. The only target audience for alcohol is adults. "Advertising will only contain the name of the brand, the outward appearance and where the product can be purchased." [5]. The measure is primarily aimed at eradicating the harmful habit among young people in an attempt to avoid violence in parks and on the streets.

Several conclusions can be drawn from all this. Firstly, when advertising, it is worth considering the Israeli mentality. Family values are strong there. In Israeli families, children always come first, and they put all their energy and love into them. No one rushes anywhere here. Everyone knows their job, and no one is doing someone else's job. Religion is of utmost importance. If there is a religious holiday on the calendar, it is important for absolutely everyone, no one will work on that day.

Secondly, the media in Israel are quite developed. In terms of print media, HaAretz, the Jerusalem Post (published in English) and Yediot Ahronot are now popular. Among the largest newspapers are Maariv, a Hebrew daily, and Yisrael Hayom, a free Hebrew-language newspaper. As

for radio, Kol Israel broadcasts on eight thematic channels, while it also broadcasts abroad. It broadcasts in 17 languages. For TV ads, it is best to use Channel 1, Channel 2 or Channel 3. A good online resource would be Walla! - a web portal in Hebrew.

Third, a law approved by the government would prohibit companies from using advertisements featuring anorexic mannequins and dummies to promote their products. A bill banning tobacco advertising has been approved by the legislative commission of the Knesset (parliament of the State of Israel). Violators face heavy fines. Retail outlets in shops selling tobacco products must be in inconspicuous locations. According to the authors of the bill, the implementation of such bans will help reduce the number of smokers among young people. There is also a law banning the advertising of alcohol. It is prohibited to advertise on street posters and on buses. It is also forbidden to advertise alcohol to celebrities - football players, film actors and photo-models.

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Chapter 18

Catherine Myadeletz

The state of the advertising market in Turkmenistan

Turkmenistan is unique in that foreign cellular services do not connect to roaming through the local network. "There is only one mobile operator left in this country, Altyn Asyr, which in principle cannot be connected to in any way". [1]. There used to be another MTS network in this state, but the country's authorities did not share something with it, as a result of which it left the country. Arriving here you can literally be left without communication. So you have to count on Internet and call centers. The internet leaves much to be desired, the speed is low and costs a pretty penny (USD 8 per hour). It is not usually possible for state citizens to buy a mobile phone. In order to register and get a number, you have to make an application in advance. In addition, not everyone gets one. The local population used to use the services of the well-known MTS company (it was easier to get a phone number), but after a quarrel with the authorities their numbers are no longer valid in the territory of this state.

Since the death of Turkmenbashi, the situation regarding freedom of expression has improved considerably. During President S. Niyazov's rule, there was only one governmental party and virtually no opposition media, and the Internet was tacitly banned. There was only one pro-government party, there was practically no opposition media, and the Internet was tacitly banned during President Niyazov's rule. For example, the first Internet café opened in Ashgabat only in 2007. Although it is fair to say that "even today, the World Wide Web is very poorly developed in Turkmenistan, being considered something exotic.

The legislation of Turkmenistan on advertising is based on the

Constitution of the country and consists of this Law and other normative legal acts in the field of advertising and promotional activities. The Law on Advertising was adopted on 26 March 2016. The latest amendments were made on 9 June 2018. The general requirements for advertising are: 1) lawfulness, accuracy, truthfulness, use of forms and means that do not cause damage to the consumer of advertising as well as moral harm; 2) advertising, regardless of the form or means of distribution used, must be recognisable without special knowledge or application of special (technical) means immediately at the moment of its presentation; 3) in the mass media advertising must be clearly distinguished from other programmes and materials by printed, audiovisual or combined means or comments and be placed, to

Only such messages or visual images that do not violate ethical, humanistic, moral, ethical and decent standards may be included in advertising. "Advertising shall not contain any demonstration of smoking and consumption of alcoholic products, placement of any information about these products; use of surnames, names, pseudonyms, images or statements of citizens of Turkmenistan without their consent or that of their legal representatives, unless otherwise provided for in this Law; indication that the object of advertising is approved by state bodies or their officials as well as local self-government bodies". [3]. This law prohibits advertising that undermines the authority of parents (guardians) and educators, undermines minors' trust in them, encourages minors to persuade their parents or other persons to buy the advertised goods or use the advertised services, and promotes the cult of brute physical force, permissiveness, violence and sadism.

In separate articles, the law regulates the distribution of advertising on television, radio and print media in Turkmenistan. Advertising disseminated on television and radio is limited in time. The total time allocated to television and radio advertising should not exceed 20 percent of the total broadcasting

volume per day. In TV programmes lasting up to 20 minutes, there may be a commercial break of no more than once. During the programme advertising shall not be more frequent than every 20 minutes and shall not exceed 10 minutes for every hour of airtime. The broadcasting of a sports competition may be interrupted by advertising only during breaks in the course of the competition or during its stoppage. The broadcasting of concerts, films of over 45 minutes duration can be interrupted for advertising no more than once in a complete 45-minute period. In addition, the law prescribes a list of TV and radio programmes that may not be interrupted by advertising. The volume and topics of advertising in print media are also regulated. It shall not exceed 25 percent of the volume of one issue of a state print publication and 30 percent also of one issue of another print publication. The rest of the advertising must be in the form of a free supplement. The print media provide their own rates per unit of space.

A separate place in the law is given to social advertising, which "represents public and state interests by promoting significant issues such as healthy lifestyles, environmental protection, conservation of energy resources, social protection of the population, prevention of crime, formation of spirituality" [4]. [4]. In other words, social advertising is aimed at achieving charitable goals and solving socially significant tasks. Social advertising has no commercial character, and this is its distinctive feature.

President Berdymukhammedov has signed a decree stating that, starting from 2018, the TV and radio channels of the State Committee for Television, Radio Broadcasting and Cinematography should transition to self-sufficiency within four years. It is noted in the document that further functioning of TV and radio channels will be ensured through advertising services based on modern marketing mechanisms. Currently there are seven state broadcasting TV channels (six of them - all over the country and one only in Ashgabat): "Altyn Asyr (the country's main television channel), Yashlyk, Miras, Turkmenistan, Ashgabat and

Turkmen Ovazy,

"Turkmenistan Sport and four radio channels: Char Tarapdan, Miras, Ovaz and Vatan. Radio in Turkmenistan is state-owned and broadcasts only in the Turkmen language. The programmes essentially differ little from those on television.

Turkmen television has provided advertising services before. However, the decree on the transition of television and radio to self-sufficiency through advertising will certainly give an impetus to the development of the advertising industry in the country, including in the private sector. Private companies that work in the development and production of commercials in video and audio formats are expected to develop further. The quality of audio and video content in Turkmen state media is also expected to rise to a new level in the competition for clients.

It is noteworthy that in addition to traditional broadcasting through a network of terrestrial repeaters on medium and ultra-short radio frequency bands, Turkmen TV and radio channels are also available in satellite format. "Satellite broadcasting of Turkmen media is carried out through the national communications satellite TurkmenAlem 52oE, which covers almost all of Europe, northern Africa and a large part of Asia". [5]. The total population of the entire territory of the satellite's confident coverage is 1.2 billion people.

Outside the country, Turkmen television and radio are most popular among ethnic Turkmens living in different countries, as well as citizens of Turkmenistan abroad. According to expert estimates, this audience amounts to some 30 million people. The TV channel "Turkmenistan", in addition to Turkmen, broadcasts in six other popular world languages: English, Russian, Chinese, Arabic, Farsi and French, which also characterizes the high competitive potential of the Turkmen media in the advertising business.

There are about 40 publications in Turkmenistan. Almost all are state-owned. The President of Turkmenistan was the founder of all the central newspapers. But he gave up this role in 2013. The press is published in

Turkmen, Russian and English. The most popular periodical is the Russian-language newspaper Neitralnyi Turkmenistan.

Based on these facts, a number of conclusions can be made. Firstly, the mentality of the Turkmen must be taken into account when advertising. It is safe to speak Russian in this country. The middle and older generation speaks excellent Russian, the younger generation learns it at school. But still their state language is Turkmen, so it is better to advertise in this language. Secondly, you can advertise on the radio as well as on television, as these two media are developing roughly the same way. It is better to use the TV channel "Turkmenistan" because it broadcasts not only in the state language but also in the six popular world languages. For advertising on radio it's better to use "Wattan radio" ("Motherland"), because it is general and therefore has more listeners. As for the print media, the most popular periodical is the Russian-language newspaper Neitralnyi Turkmenistan. It is not advisable to advertise on the Internet, as it is very underdeveloped in Turkmenistan and considered something exotic. Third, Turkmenistan's legislation on advertising is based on the Constitution of Turkmenistan and consists of this Law and other regulatory legal acts on advertising and promotional activities. Under the law, it is prohibited to advertise alcoholic and energy drinks, tobacco, weapons and traditional casinos; advertising that undermines the authority of parents (guardians) and teachers and the credibility of minors, that induces minors to persuade parents or others to buy the advertised goods or use the advertised services, that promotes the cult of brute physical force, permissiveness, violence and sadism is prohibited.

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Chapter 19

Daria SAVELYEVA

Features of Canada's advertising market

Canada ranks highest in international rankings and receives high marks from experts, which attracts a large flow of economic migrants. According to 2015 research, Canada's advertising industry is ranked 10th globally, with ad spending of more than \$10 billion per year. At the same time, the business sector is considered the marketing industry's biggest client and accounts for 85% of the industry's sales. For Canadian marketers, attracting investment encompasses many concepts: customer approach, technology solutions, and management strategies.

"More than 70% of marketers say that the bulk of advertising will come from social media. Many believe that this is the mode of marketing that will be the backbone of business. In other words, social media such as Facebook, Twitter and LinkedIn are now seen primarily as an opportunity to create real dialogue with their customers and develop a more nuanced understanding of their needs." [1]. It must be said that this modern way of doing things goes far beyond the one-sided marketing approaches of the last century.

Customer relationship management (CRM) software is considered by most Canadian marketers to be the most important tool for establishing and building prospective customer relationships. When CRM is used successfully, you can get constantly updated real-time information about the customer base, as well as records of conversations and text messages with customers. Recently, it has become increasingly common to see the integration of mobile marketing into most management strategies. And there's nothing surprising here. With content creation and conversations available at any time and on any device, the simplicity of mobile marketing cannot fail to be appealing. That's why 62% of marketers see mobile

marketing as the backbone of modern business. The popularity of media with advertisers and consumers varies from country to country. "According to J.M. Evans and B. Berman, cited in the book *Marketing*, in Canada 52% of total advertising spend is on television and 25% on radio, while, for example, in the US television accounts for 22% of all advertising spend and radio for 7%" [2].

Speaking of marketing, there have also been big changes in today's supply chain. With the rise of the Internet, many companies no longer have to worry as much about supply as they used to. This trend took root 15 years ago, and over the years, the process has become easier and easier for many emerging brands. Companies now realise that the more effort spent on quality advertising, the more it will attract new customers.

Canada has two national languages, English and French, so it is important to determine whether all potential consumers will unambiguously understand the language of the advertisement before launching it. And when creating radio and television advertisements, attention has to be paid not only to the language, but also to dialects. At the moment, the marketing industry in Canada consists of global agencies and smaller, so-called advertising shops. Among the various types of advertising services, agencies continue to generate the majority of the industry's operating revenues (about 42%), followed by specialist advertising distributors (about 13%) and layout companies (about 13%). At the same time, direct mail advertising typically makes the smallest contribution to operating revenues (up to 5%).

The most important source of information on firms is the compilations (lists) of the largest industrial and other companies published in major developed countries and in a number of developing countries. The compilations are a list of the top companies in a country or region, ranked in descending order of sales volumes for the year in question. In addition to sales volumes, data on net or gross profits and the number of employees, as well as the amount of assets and the amount of equity are also provided.

Information agencies: Companies' own annual reports, company prospectuses, catalogues, statistical publications, general economic and industry-wide newspapers and magazines, industry directories.

When it comes to Canadian law, there is no single media law. "There are a number of federal and regional laws, and judicial precedent plays no small part. The Broadcasting Act (February 1, 1991) states that the Canadian broadcasting system must be owned and effectively managed by Canadians and gives preference to programmes that are locally produced and reflect Canadian reality. The Telecommunications Act (1991) gives priority to Canadian companies to obtain a licence" [3 [3]. As for the media themselves, Canada has a total of 600 television stations and 785 cable channels serving almost 14.3 million viewers. Most programming is made in Canada and is about Canada. It is compulsory by law to produce its own product, whether it is a television series or a news bulletin. The most expensive genres are news and television series. The state-owned Canada Broadcasting Corporation owns an English-language network (CBC proper) and a French-language network (CRS). Both run on two channels, CBC TV general and CBC World News. On the French-speaking province of Quebec are TVA and TQS. 100% of the airwaves are subtitled - 2002. The company does not charge a subscription fee. Part of the costs are covered by advertising revenue and part by subsidies from the government (\$1 billion annually). Global TV is the largest national television network and owns two channels, Global and CH. It is part of Can West Global Communications, owned by the Asper family. Global TV broadcasts to 10 provinces. There is a lot of American product - for which it receives a lot of criticism. CH broadcasts to 4 provinces. Its content echoes that of the Global, with an even greater predominance of American programmes. In 2001, when the channel was taken over by CanWest Global Communications, the same group took over the National Post. A mutual promotional campaign began.

Radio broadcasting, on the other hand, is not as popular, which is

mainly due to the global outflow of young people to the Internet. There are a total of 1,158 radio stations in Canada and only two of them are paid. There are 407 stations in the FM format. According to the policy of commercial broadcasting, 30-35% of the music must be Canadian-made. Private commercial radio has 698 stations. Broadcasting languages: English - 555 stations; French - 119; other languages - Chinese, German, Italian - 24 stations.

There are many factors to take into account when organising a competent advertising segment, including the mentality of potential consumers. Firstly, Canadians are indifferent to the way they look. Stretchy T-shirts, crumpled shirts, baggy styles, endless jeans, comfort before beauty - many agree that this nation has absolutely no ability to dress beautifully and tastefully. Taste, after all, is not the most important thing. More importantly, most Canadians are very punctual, polite, open, and friendly. They always say hello to everyone, even public transport drivers.

"Canada is considered a relatively egalitarian country among other Western democracies, i.e. observing hierarchy in daily life is not considered a particularly important value. Most Canadians are strong individualists in one form or another, so they do not like to change their behaviour to please anyone". [5]. Many even consider it a sign of weakness and duplicity. In Canada, people rarely give gifts to strangers unless they are grateful for help or a favour. Otherwise, a person who receives a gift from a stranger will feel indebted. Even on holidays, when it is customary to exchange gifts with friends (and sometimes with family members), it is up to people to decide whether or not to follow this tradition. The decision depends on the closeness between friends and their personal preferences.

Thus, the following conclusions can be drawn from all of the above. Firstly, according to 2015 research, Canada's advertising industry ranks 10th globally, with over \$10 billion in ad spend per year. At the same time, the business sector is considered the marketing industry's largest customer and

accounts for 85% of the industry's sales. For Canadian marketers, attracting investment encompasses many concepts: customer approach, technology solutions and management strategies. Secondly, it is important to determine whether all potential consumers will unambiguously understand the language of advertising before entering the Canadian market. At the moment, the marketing industry in Canada consists of global agencies and smaller, so-called advertising benches. Overall, the marketing industry in Canada can be considered very competitive and robust, especially given the fact that each of the provinces represents vibrant and attractive brands. Thirdly, for the most part, to make a long story short about the Canadian mentality, Canadians are friendly, non-confrontational people who value honesty, sensitivity, modesty in dealing with friends and strangers, and the integrity and individualism of others. Although many Canadians do not hold these high standards, it is these values that form the basis of "good manners" in modern Canadian society.

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Chapter 20

Daria SAVELYEVA

Advertising market opportunities in Finland

Finland's advertising market is represented by both more traditional segments (press, television) and more modern ones (Internet). European states try to regulate advertising uniformly on the basis of the European Convention for the Protection of Human Rights and Fundamental Freedoms (1950). Possible disputes are resolved through the European Court of Human Rights, the Court of Justice of the European Union. Optimal operation of all segments of the advertising market in Finland is regulated by the Advertising Act adopted in 1995. The European Convention on Cross-Border Television, adopted in Strasbourg on 5 May 1989, specifically regulates advertising and sponsorship. "In particular, the convention establishes the following rules for advertising on television: all advertisements must be bona fide and honest; advertising must not be misleading and must not prejudice the interests of consumers; advertising addressed to children or using images of children must not prejudice their interests and must take their special sensitivity into account; the advertiser may not edit programmes or influence their content; the amount of advertising must not exceed 15 percent of daily programme time. However, this proportion may be increased to 20 percent with the inclusion of a form of advertising such as direct offers to the public on the sale, purchase and rental of goods or the provision of services, provided that the amount of advertising on the availability of goods or services does not exceed 15 percent; the amount of advertising on the availability of goods or services in one hour of broadcasts shall not exceed 20 percent; such advertising as direct offers to the public on the sale, purchase and rental of goods or the provision of services shall not exceed 60 minutes a day; advertising must be clearly distinctive and prominent [1].

Advertisements must also be broadcast in blocks; advertisements affecting the human subconscious are not allowed; hidden advertising, in particular the presentation of goods or services in programmes, is not allowed if this is done for advertising purposes; advertisements may not present in visual or audio form persons regularly presenting news and current affairs programmes; advertisements are placed during the breaks between programmes. Ads may also be shown in the course of the programmes in a manner that does not jeopardise the integrity and significance of the programmes and the rights of their owners; in programmes made up of anonymous parts or in sports and similarly constructed shows of events and performances, advertisements shall be placed only in between parts and during breaks; broadcasting of audiovisual works such as feature films and television films (excluding series, serials, light entertainment programmes and documentaries), provided that they have been shown in the same way. Further interruptions are allowed if their duration exceeds by at least 20 minutes two or more full 45-minute periods; in the case of interruptions for advertising programmes not falling under the preceding paragraphs, a period of at least 20 minutes must elapse between each successive commercial break; no advertisements may be included in any religious programme. News and current affairs programmes, documentaries, religious and children's programmes of less than 30 minutes duration shall not be interrupted for advertising. If they are 30 minutes or longer, the provisions of the preceding paragraphs apply; advertisements for alcoholic beverages of all types must comply with the following rules: they must not directly target minors, and those advertising alcoholic beverages must not appear to be minors; they must not associate alcohol consumption with physical work or driving; they must not state that alcohol has medicinal properties or that it is harmful to health; and they must not state that alcohol is harmful to health. Advertisements for medicines and treatments that can only be obtained with a doctor's prescription in the broadcasting State Party are not permitted;

advertisements for all other medicines and treatments must be clearly distinguishable as such, be honest, truthful, verifiable and respect the requirements to protect individuals from harm.

If we talk about the peculiarities of Finnish advertising law, firstly, it is worth noting that this country has very strict requirements for advertising, as well as many bans. For example, radio advertising in the country is banned at all, while on television commercials are allowed only on certain days. As for promotional products, Finnish law prohibits the advertising of alcoholic beverages. Alcohol in Finland is strictly regulated; strong alcoholic drinks are sold only in Alko shops and beer and wine sales in ordinary shops are closed after 9 p.m. Finland has banned advertising of spirits on television, in newspapers and magazines and on street signs. Moreover, if a bottle of spirits is placed on a window sill and visible from the street, it is also considered to be advertising. And it is also banned. "Tobacco advertising on television and in the youth media is also banned, and advertising of medicines is strictly controlled. Advertising for gambling, including lotteries and betting, is prohibited" [2].

One of the most popular advertising marketplaces in Finland is the internet. "By 2019, Finland will be on the list of leading countries where advertisers' spending on online advertising exceeds spending on TV advertising". [3]. According to a report by Zenith Optimedia's agency, the internet advertising market overtook the television advertising market in 7 countries in 2016. These countries include Australia, Canada, Denmark, the Netherlands, Sweden and the UK. By 2017, five more countries will join them: China, Finland, Germany, Ireland and New Zealand.

According to experts, mobile advertising will be the main driver of online advertising growth. Experts predict that marketers' spending on mobile advertising will double by 2017. Experts note a possible 0.3% decline in the Finnish advertising market at the end of the year and a surge of 1.6% in 2016. There are many sites for free online advertising. Especially YouTube, where

advertising integration is not only profitable, but also accessible even to the novice entrepreneur. You can make your own commercial here, without anyone's help, and the placement does not cost anything at all. The advertiser only pays for real people who click on the link or watch the ad for more than 30 seconds.

In order to integrate advertising more effectively into the Finnish market, the national characteristics of the Finnish population must also be taken into account. "Finns have a characteristic of slowness. Their whole life takes place in a leisurely, measured way. This nation cherishes every day of its life and enjoys every moment of it. [4]. A Finn in a hurry on the streets is an almost supernatural occurrence, an exception to the rule. Finns do not like to waste their breath. They are very reserved and taciturn. Every Finnish word is worth its weight in gold. The same cannot be said for the Finns' love of the written word. A newspaper article replaces human communication and exchange of information. Moreover, Finns are not in the habit of throwing words to the wind. They are very responsible and reliable people. The "hot Finnish guys" think it over carefully ten times before making promises. Personal freedom is sacred for Finns. That is why it is customary to maintain a certain distance, namely not less than one metre, even when communicating. A closer distance is considered an encroachment and is only permissible in case of an intimate relationship. Despite their cautiousness and steadfastness, Finns are very easy going. They love sport, and understand its benefits. What's more, they don't just follow the rules and regulations when playing sports. They do it passionately, eagerly and at any time of year. Finns also love to travel and discover new things. We must also pay tribute to the Finns' hard work. It is in their blood to work hard. They clearly understand that life's success can only be achieved by hard work. Laziness is considered a vice in Finnish culture.

Thus, on the basis of all of the above, we would like to draw the following conclusions. Firstly, optimal operation of all segments of the

advertising market in Finland is regulated by the Advertising Act adopted in 1995 and the European Convention on Cross-Border Television, adopted in Strasbourg on May 5, 1989. Radio advertising is banned altogether in the country, while television commercials are only allowed on certain days. Secondly, one of the most popular advertising marketplaces in Finland is the Internet. By 2019, the country will become one of the leading countries in terms of spending on online advertising that exceeds spending on TV advertising. Thirdly, the national character and mentality of the Finns is very important in creating advertising for certain segments of the population. This nation knows how to relax and understands the importance of a healthy work-life balance for work efficiency. As they avoid wasting their working time in idle chitchat, Finns can afford the longest holiday time in Europe - 39 days. At the same time, they don't work too hard. They get as much done as they need to - not a minute more.

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Chapter 21

Daria SAVELYEVA

Specifics of the advertising market in Uzbekistan

With the development of the means of communication, advertising has become an important sphere of social and economic life in Uzbekistan. Today, advertising products here are not only a means of promoting goods and services, but also of shaping public opinion. The national advertising industry has shown active development in recent times. The Law "On Advertising" has played a major role in this regard, which has become a milestone in the formation of relations arising in the production and distribution of advertising and has had a significant impact on the development of the country's advertising market infrastructure.

Analysis of the advertising market shows that Tashkent accounts for 52% of the country's total advertising market. Of the 200 advertising businesses registered in the capital 68 are specialized advertising agencies. Of the 4,113 outdoor advertisements placed in the city, 32% are high-tech, with many operating with LCD screens. "On average, 35% of advertising in Tashkent is disseminated through television, 24% through radio, 23% through print media and 18% through outdoor advertising". [1, c. 17].

Advertising markets are actively developing in the regions of the country, particularly in Samarkand Oblast. The structural division of the advertising market is as follows: 42% - television, 14% - radio, 28% - print media, and 16% - external advertising. Commission of the municipality for development of advertising held 23 meetings in 2011 and 15 meetings in the first half of 2012, at which more than 800 written requests were considered. 70% of advertising is in the state language, and 80% of the total advertising

turnover is advertising goods and services of domestic producers. According to IMS estimates, Uzbekistan's TV advertising market is worth about 130 billion soums (over \$15 million).

Television advertising in Uzbekistan has a special place among the mass media. The very presence of television advertising on the airwaves suggests to unsophisticated consumers that the small PE that placed the spot is a very promising and actively developing company. It is worth dwelling separately on the features associated with the range of television channels present in the Uzbek media market. The first feature is the difference between the range of channels broadcasting to Tashkent and those covering the whole of Uzbekistan. In fact, five TV channels broadcast to the whole, or almost the whole territory of the country. Whereas, apart from these channels, Tashkent television broadcasts cable television of each district and two separate digital television channels broadcasting to Tashkent and its region. To watch them, Tashkent residents buy special antennas and pay a subscription fee. The TV channel format makes a certain amount of sense to Uzbek advertisers. One can only speak with certainty about the TV format on Tashkent's cable and digital television, as these studios rebroadcast Russian TV channels, which can hardly be accused of being formatless. Most Tashkent residents either prefer to watch one of the three channels or combine their viewing with private and state nationwide channels. It is quite difficult to divide the Tashkent audience itself, but in each case it is possible to find a fairly effective recipe for channel placement.

Now, as far as placing television advertising across Uzbekistan is concerned. There are three main options. You can use the six channels covering almost the entire republic, or you can place spots on most regional TV channels, and of course a combined option. The second option, at first glance, seems quite profitable. First, placement on these channels is many times cheaper, and you can cover most of the republic by placing your ads on most regional channels without spending huge sums. And secondly, it is far

from always necessary to have a total impact on all regions of Uzbekistan, and it is possible to compile the most effective "grid" of advertising across the country. But the main problem is that the majority of the population in the periphery has less confidence in advertising on regional television than on national television. This significantly reduces the effectiveness of the advertising campaign on regional channels.

The specifics of advertising in Uzbekistan are that the rhythm of life there, like that of any Oriental person, is obviously measured. This means that not only is the speed at which information is assimilated quite slow, but no excessive shaking is accepted. There is no way to ignore this circumstance, especially in the production of advertising. After all, it depends on how the consumer will be perceived commercial. In this case, the dynamically aggressive commercials or commercials, which use a sharp unexpected outcome, is likely to rumble in vain, leaving no trace in the soul of the consumer.

There are peculiar national values of the Uzbek people that are often used in the advertising industry. The formation of the Uzbek people took place in the distant past, at which time its national values were also formed. "National values peculiar to the Uzbek people and recognised by other peoples are: honouring one's home and native land; fidelity to the memory of one's ancestors; respect for the elderly and a caring attitude towards the younger; hospitality; love for children; spirituality - morality - education; politeness, modesty in communication; endurance and patience in times of trial". [2].

Uzbekistan's advertising market has undergone significant changes in 2018. In particular, a decree came into force to help improve conditions for small and medium-sized businesses operating in the advertising business. The decree regulates the interaction between advertising content and media, fixes advertising quotas for certain branches of the advertising market, and establishes rules for issuing permits for the installation of advertising content.

"Since 1994, external advertising in Tashkent has been regulated by the Order of External Advertising, approved by a decision of the city hokim". [3]. Over the years, the document has been repeatedly refined and improved. And today it is an important document that takes into account the interests of both market participants and regulators. This work in Tashkent is managed by a commission on advertising and information activities, which includes representatives of the main departments of improvement, architecture, road safety, the city commission "Manaviyat va Marifat", the toponymic commission of the hokimat, the SUE "Toshshaharnur" and the Association of owners of housing co-operatives. Operators believe that over the years a well-functioning mechanism for placement of outdoor advertising has been created, which was clear to all players in the advertising market and worked smoothly. It should also be added that "funds from the city's budget received 15% of advertising and advertising space from the Tashkent Advertising Service SUE, while the rest went to the city's budget". [4].

To date, sketches of advertising images are being agreed and approved by a special commission, which includes representatives of the city branch of Manaviyat va Marifat, the State Committee for Competition, and the Tashkent Advertising Association. The decree also stipulates that in the future advertisers will place their advertisements without approval for their content in terms of graphics and content, colour and font. The control will be given to the Tasviri Oyina creative organization and in case of violation of the requirements of the law "On Advertising", the advertiser will be in trouble. The owner of the advertising space will not be sanctioned, but there will be a situation called loss of profit.

Experts also note that the country has not developed a unified pricing policy for outdoor advertising, which prevents the introduction of effective mechanisms to stimulate market development, especially in remote regions, and ensure the flow of additional funds into local budgets. At the same time,

the country a priori lacks effective mechanisms for public control over the placement of outdoor advertising and its compliance with the law, standards of morality and ethics. One of the document's most interesting initiatives is the creation of "advertising-free zones" in districts and cities. They will be located in government buildings, cultural, historical, religious and environmental sites. In these zones, commercial outdoor advertising can only be placed by investors who have made a commitment to invest in the development of the adjacent infrastructure.

As for advertising in Uzbekistan's print media, this niche is traditionally occupied by proven products with a good reputation. "The people of Uzbekistan prefer state publications to private ones. Most publications are available in two versions - in Uzbek and Russian, so the consumer can choose which one to read. Accordingly, advertising in the republic is bilingual" [5]. [5].

Thus, to summarise all of the above, the following conclusions can be made. First, Uzbekistan is a country with a large untapped advertising potential. Due to the lack of experience in advertising and marketing, the country's advertising market is developing gradually. The residents' mentality consists of a measured pace of life, which affects their preferences in advertising as well. The media in the country are bilingual, which implies a lot of possibilities for selling advertising products. The most popular advertising platforms in Uzbekistan are television, print and Internet media.

Secondly, to date, the country has not formed clear and transparent requirements for the selection and provision of places for outdoor advertising, as well as the appearance of advertising structures, which leads to non-compliance with town planning regulations and fire safety rules, deteriorating the appearance of settlements. There are shortcomings in other areas of the advertising industry too. In 2018, a decree came into force to help improve conditions for small and medium-sized businesses operating in the advertising business. The decree regulates the interaction between

advertising content and media, fixes the advertising quota for certain branches of the advertising market, and establishes rules for granting permits for the installation of advertising content. It is possible that this document could address the shortcomings of the existing system and contribute to the further development of the advertising market in the country.

Thirdly, the liberalisation of the economy, the improvement investment climate in Uzbekistan, lower customs duties, revision of tax policies for legal entities and individuals, currency policy reform, and simplification of the visa system will boost the country's attractiveness and, consequently, increase advertising budgets in the market. Thus, during the recent visit of a state delegation of Belarus to Uzbekistan, an agreement on cooperation in healthcare and medical science was signed between the ministries of health of the two states. There are plans to sign contracts for multiple supplies of pharmaceutical products between Belarusian and Uzbek companies.

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Chapter 22

Andrei SEMCHENKO

The contours of the Polish advertising market

Poland does not have its own advertising legislation. "Advertising interactions in the country are regulated : ratified by the international treaty of the European Union, the Law on Unfair Competition, the Accounting Act and the provisions of the Civil Code. Poland is also governed by the standards of conduct of the American Advertising Agencies Association (AAAA). [1]. All of the legislation passed here concerning advertising is in one way or another united with the aim of protecting the population against addiction, shock and corruption.

Advertising in Poland is taking on new characteristics and developing rapidly, but it remains true to the trends of the advertising business in the last decade and the traditions of the Polish people. The first thing to consider as advertising channels in Poland is the media. Among all types of media, television stands out - it is the most popular branch of journalism in Poland. In 2014, J'son & Partners Consulting conducted a study of the broadcasting and pay-TV markets in Eastern Europe. The results showed that the growth rate of the TV advertising market is much higher than in other sectors, especially in Poland. "Poland's pay-TV market is the largest among the Eastern European markets examined: at the end of 2013, it covered more than 11 million households and the service penetration among the entire population was 73%." [2].

PolSat is Poland's highest-rated commercial television channel. It broadcasts 23 hours a day in 16:9 format and covers the whole country. The state network TVP is a more advantageous channel for advertising compared to commercial channels because it is more diverse in terms of topics. TVP includes TVP ABC, TVP Historia, TVP Info, TVP Kultura, TVP Polonia,

TVP Premium HD, TVP Rozrywka, TVP Sport, TVP1, TVP2. To advertise sports, culture or history products, select the appropriate channels - TVP Historia, TVP Kultura, TVP Sport. TVP1 and TVP Info are the best choices for advertising non-specialized, nationally relevant content. The content of Polish television is as follows: TV series constitute 35% of the total number of themes broadcasted, while news are poorly developed and feature films occupy only 6-7% of the total number of themes broadcasted. In addition, there are educational, music and entertainment programmes, sporting events and matches.

The placement of Belarusian advertising on Polish television depends on the share of foreign content on the air. To date, the structure of television broadcasting in the Eastern European market is not homogeneous. Depending on the state in question and the strictness of its legislation against foreign producers, either national or foreign content dominates. The market situation in Poland in 2013 was very different from other Eastern European countries: national content dominated over foreign content with a ratio of 73% to 27%.

The second most popular field of journalism after television is web journalism: Poles actively use internet portals. This branch of journalism is gradually becoming more important in Poland and is likely to rival TV broadcasting in popularity in the near future. Newspapers in Poland have their influence mainly in the regions: their audience is small and, as a rule, they do not have serious purchasing power. If a Belarusian advertiser decides to place his or her advertisement in Poland's print media, he or she should look at specialised newspapers or the most popular newspapers, such as Gazeta Wyborcza and Gazeta Krakowska.

Radio broadcasting is the most underdeveloped of the media sectors in Poland. There are few radio stations, they are mainly regional and have a small audience. Nationwide general radio stations include: Polskie Radio Program I - general, Polskie Radio Program II - specialised in programmes about culture, Polskie Radio Program III - music radio, Polskie Radio

Program IV - youth radio. Most of the voivodships have only one regional general interest radio station, but specialized radio stations can be found in the largest ones. For example, OFF Radio Kratow is a regional radio station of Małopolska that specialises in culture.

Internet advertising is widespread in Poland. Advertisers' money is still flowing widely on television, but the internet is the medium that is growing the fastest. It is most profitable to advertise on popular websites. They are not difficult to find, because "Promotion of a site on the Polish Internet has exactly the same algorithms as any other foreign promotion" [3]. [3]. When choosing a site to advertise on, the first thing to look for is the domain. The recent trend in Poland is towards all things national, so sites with a .pl domain will be more popular than most sites with other domains. Hosting a website in Polish is also a guarantee of its popularity.

The fastest growing segment of the Polish market is digital advertising, which is distributed mainly through online advertising, videos and mobile devices. Programmatic advertising is not planned by people, but by algorithms. It allows delivery to carefully selected recipients, chosen through data analysis and cookies. Its career began on the internet, but it has now moved to mobile and video and is already available on TV and in outdoor advertising. However, while the internet, especially in its mobile version, is increasingly tempting producers and service providers, it must also consider the possible limitations of advertising.

Cinema advertising expenditure has recently increased by 3.8%, the second highest rate of growth after the Internet. There are no special features of outdoor advertising in Poland, apart from a close relationship with digital advertising. Banners on skyscrapers are the most common in Warsaw. In the tourist cities of Krakow and Kazimierz Dolny, billboards are common in the areas of tourist attractions and the most crowded places: squares, markets and souvenir streets. A large share of outdoor advertising is made up of billboards located along roads, especially on intercity routes.

When planning the composition, type and placement of advertising in Poland, one should not forget the concept of mentality and new social trends. "Poland is a deeply religious country, the local population adheres to Catholicism and regularly attends services in churches. Religiousness is one of the most important features characterizing Polish people" [4]. [4]. This factor should be taken into account when creating shocking advertisements, as well as advertisements for alcohol, tobacco, cigarettes and heavy music concerts.

Poles may seem frivolous and carefree, but this impression is often mistaken. The locals have deep convictions regarding morality and clear principles of life, from which they never waver. Pride and a strong sense of self-worth are some of the characteristics of the national character, which can be successfully combined with a wry sense of humour. When advertising exported goods, one should bear this feature of the Polish mentality in mind so as not to offend a potential buyer with an advertisement or a text.

Poles have a great respect for the forest and nature; in small towns and villages, mushrooms are the main forest prey. Even children can easily distinguish poisonous mushrooms from those that are safe to eat. One-third of the country is covered by forests, which is why thrifty housewives go to the picturesque glades rather than to supermarkets to pick up their favourite dainty. This is worth bearing in mind when advertising products from relevant industries. In Poland environmentally friendly fertilisers and non-fuel burning appliances will be not only in demand but also socially acceptable. Household appliances that improve the environment will also be in demand.

When researching contemporary social trends and attitudes, it is worth mentioning the fact that Poles are very reverent not only about their history and culture, but also about everything that is made by them. Brands with the signature "Made in Poland" are very fashionable right now, as it is associated with a quality mark. When advertising in Poland, you should immediately be

prepared for some Poles to start complaining - it's a peculiarity of the Polish mentality. "If there were a world championship of complaints and complaints about everything in the world, Poles would take the lead. Sometimes it seems that this peculiarity acts as an unconditioned reflex, activated by any irritant" [5]. [5].

Although Poland has access to the sea, there are few fish shops: the food market is dominated by meat dishes. Thanks to the recent health craze, however, Poles are beginning to eat right and limit the consumption of meat, although meat "pierogi" and "shabowy" are still in high demand among a good number of Poles. Fish products and all kinds of fish are specific to Poland.

A special mention should be made of the national frenzy for sport. In the warmer months, many Poles switch from cars to bicycles. Also in their spare time, many here take up painting, hiking in the mountains and even paddling. Developing hobbies and taking up sports is popular and, consequently, products related to self-development in these areas will also be popular.

The following conclusions can be drawn from all of the above. First, when advertising in the Polish media, it is better to focus on television. It is the most common media sphere in the Polish advertising market. Particular attention should be paid to the state broadcaster TVP, which provides both political and entertainment, cultural, historical and sports channels. Among commercial TV channels, the Belarusian advertiser should opt for PolSat, which is the most widespread TV channel after the state channels.

Secondly, when working on the content and text of a commercial, the Belarusian advertiser should take into account Polish traditions and mentality. Poland is a deeply religious country, the local population adheres to Catholicism and regularly attends services in churches. Religiousness acts as one of the most important features characterizing Polish people. It is worth taking this factor into account when creating shocking advertisements as well

as advertisements for alcohol, tobacco, cigarettes and heavy music concerts. When placing advertisements in Poland, you should immediately be prepared for the fact that some Poles may start complaining - this is a peculiarity of the Polish mentality.

Thirdly, based on tradition and mentality, it is worth paying attention to current social trends and attitudes, as well as trends and fashion. Poles are very sensitive not only to their history and culture, but also to everything they have made. Brands with the signature "Made in Poland" are very fashionable these days, as it is associated with a mark of quality. Despite the fact that Poland has access to the sea, fish shops are scarce - the food market is dominated by meat dishes. But thanks to the recent health craze, Poles are beginning to eat right and limit meat consumption. Fish products and fish in all its forms is a rather specific product for Poland.

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Chapter 23

Valeria Sidorchuk

The potential of the Spanish advertising market

Spaniards, like any nation, have their own mentality. They are independent and freedom-loving people. Tourists like them for their positive attitude to life and friendliness. "Citizens of this country say that life is not for suffering, but only for enjoyment. And this opinion is not a joke. One gets the impression that they don't think at all about what will happen tomorrow and the day after tomorrow, but just enjoy today". [1].

The most important word in the Spanish vocabulary is "manana" (usually accompanied by a shrug), which means "tomorrow" or "sometime tomorrow" or "the day after" or "the day after" or "next week" or "the week after" or "next month" or "maybe next month" or "next year" or "maybe next year" or "probably the year two thousand" or "later", "sometime", "never" or "no way". Another trait of the Spaniards' mentality is that they are great masters of throwing festivities with or without cause. Carnivals and festivals are also part of the Spanish culture and they are colourful and fun.

Spaniards, both men and women, are very talkative, if not chatty, and never miss an opportunity to engage in conversation. They have no complexes and do not hide their emotions. All conversations are accompanied by gestures. Women greet each other and men with a kiss on both cheeks when they meet. Men shake hands, and when meeting their close friends they clap each other loudly on the shoulder. The Spaniards are masters of saying compliments not only to their friends, but even to passers-by. At the market, shop assistants address women as "Princess" and "Queen", and in the streets Spaniards don't hesitate to express their admiration for the woman they like. A cheerful "Hello, gorgeous!" can be heard quite often. "Excuse me" or 'thank you' are rare on the street. No one expects you to apologise for

a trivial transgression and no thank yous are forthcoming either. The Spanish think it's all affectation. They don't hide their pleasure, but they don't try to hide their displeasure either.

Let us turn to advertising in Spain. "Advertising is any form of communication carried out by a natural or legal person in the performance of activities of a commercial, industrial or professional nature for the purpose of promoting (directly or indirectly) goods, movable or immovable things, services, rights". [2]. The addressees of an advertisement are persons to whom the message is addressed or who may have access to such advertisements.

In Spain, the legislative sources for regulating and restricting advertising activities include two pieces of legislation. These are the Law on Unfair Competition (*Ley de competencia desleal*) and the Basic Law on Advertising (*Ley general de publicidad*). Both laws serve the purpose of eliminating advertising law infringements, but their simultaneous existence is still questionable as there is some discrepancy in terminology between the laws. Nevertheless, it is possible to identify a number of rules concerning restrictions and prohibitions in the field of advertising.

Concealed advertising is advertising that, through the use of special technologies bordering on perceptual possibilities, can influence the target audience without being clearly visible. Norms on illegal advertising can be found in the Law on Unfair Competition. Illegal advertising is defined as: 1) advertisements that violate human dignity or basic socially recognised values and rights, e.g. when advertisements present women in a mocking, mocking or discriminatory manner, or when the female body is used as an object of attraction if it is all the more unrelated to the product being advertised, or when such advertisements provoke violent behaviour against women (measures against illegal advertisements are also taken by the special government commission on gender-based violence); 2) Rek

The basic law on advertising consists of four parts. The first and the

second part establish the basic concepts and types of advertising, while the third part, which includes private law norms, sets out the specifics of contractual activities in the field of advertising. The fourth part describes a number of procedural aspects related to the application of sanctions for illegal advertising. Among the types of prohibited advertising, the law mentions, in particular, false advertising, i.e. misleading advertising.

Alcohol advertising in Spain creates an image of the commonplace and normalcy of alcohol consumption among young people. New advertising techniques are used for this purpose: there were about 450 thousand advertisements for alcohol in soap operas as sponsored advertisements in 2005. At the same time, 28% of the television commercials The videos were in fact aimed at young people , images of nighttime festivals, parties and discos were used.

Since the 1960s, in Spain, television has been used to promote the idea that there are two types of alcohol: weak (harmless) and strong. A close study of the 2003 Wine Law reveals the same reasoning: wine is a "weak" alcohol and therefore harmless, or even healthy. It is only in recent years that this concept has come under criticism in Spain, and legislation has been introduced to correct the stereotypes. In the European Union, alcohol and tobacco advertising is governed by Directive 89/552/ECE, of 6 October 1989. The Directive sets out in Article 15 the rule that advertisements for alcoholic drinks must meet certain requirements. In particular: such advertising must not be directed at children and adolescents; must not give the impression that alcohol consumption can promote success; alcohol consumption must not be associated with driving or act as a means of combating physical fatigue; alcohol must not be claimed to have a stimulating, therapeutic, calming or conflict resolution effect; and the high alcohol content of the drink must not be emphasised as a positive quality.

Spain's domestic legislation, by Act 25/1994 of 12 July, strengthened the legal regime for advertising by prohibiting alcoholic drinks over 20

degrees. In 2007, the Spanish Ministry of Health and Consumption initiated an urgent series of measures to combat the growing alcohol consumption of minors. The main restrictions were to affect specifically the advertising of alcoholic beverages. In particular, it was proposed to prohibit the mentioning of "health promoting properties" in the advertising of all drinks over 1.2% alcoholic strength, including wine, in the media. A more detailed regulation of this issue is contained in a 2002 law. In 2012 new amendments to the legislation also touched upon gambling advertising. "The initiators of the bill believe that the need to control the advertising of online casinos and other gambling games has recently increased. This is largely due to the need to clean up the Internet space and control gambling activities in the country" [3].

Among the most popular Spanish newspapers are: El Mundo (Spanish for "The World") - is the second largest print newspaper and the largest online newspaper, with over 24 million unique web visitors per month; El Pais - Spain's most popular social, political and business daily pay newspaper; 20 Minutos - the country's most popular free news paper; ABC - Spain's oldest active newspaper, third most popular after El Pais and El Mundo; La Vanguardia, the most popular newspaper in the Catalan region, fourth most popular in the country; Marca - Spain's sports daily newspaper, which devotes most of its attention to football, in particular Real Madrid Football Club.

With regard to Spanish TV channels, "TVE currently offers its viewers and radio listeners a wide range of TV channels and radio stations on a variety of topics. 4VE is a member of the European Broadcasting Union and is involved, among other things, in organizing Spain's participation in the popular Eurovision music competition" [4]. [4]. The main Spanish public TV channels owned by 4VE are: La 1, the main Spanish TV channel, which has changed its names and logos several times; a broad-based channel, broadcasting popular Spanish and foreign films and series, entertainment

shows of various subjects; it broadcasts Spain's oldest news programme, Telediario, which appeared in 1957; La 2, the second Spanish TV channel dedicated to culture and social events; it was inaugurated in 1966, broadcasts Spanish and foreign documentaries, music and theatre TV programmes, reports and discussions on cultural

Firstly, it is easy to advertise in Spain. The most cost-effective way to do this is on the internet, in the print media or on television. If you choose print media, it is best to choose El Pais, the most popular paid daily newspaper in Spain, or 20 Minutos, the most popular free news paper in Spain. Online advertisements can be placed on the website of the newspaper El Mundo (The World in Spanish), which is the second largest printed newspaper and the largest online newspaper (more than 24 million visitors per month). On television, advertising is effective on the main Spanish public television channels owned by TUE: La 1, La 2, La24h or Teledorte. If the product to be supplied is somehow related to children, the television channel Clan, which shows educational and informative programmes for children, would be the best place to advertise it.

Secondly, Spain has a law on advertising, so when creating an advertisement for a certain product, a number of requirements have to be taken into account. In general, these requirements do not differ much from those in Belarus. If you want to advertise alcoholic beverages, you should read Directive 89/552/CEE of October 6, 1989. Also, Spanish domestic law under Act 25/1994 of July 12 tightened the legal regime for advertising, banning it for alcoholic beverages over 20 degrees of strength. In 2005 a law restricting smoking in public places and the sale and advertising of tobacco products came into force. Spain was one of the first EU countries to pass a smokefree law. Tobacco and drug advertising is banned in the country.

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Chapter 24

Alina SMIRNOVA

Iran's advertising market outlook

When planning to advertise in Iran, you should first get to know the mentality of the people there. Iranians are great at being polite, hospitable and helpful. But they are also quite crafty in financial matters. They are people who live according to laws that are not familiar to us. Most Iranians are friendly. There are not many tourists, so they treat foreigners with curiosity. The newcomers are a glimpse into a world without the rigid restrictions that are so appealing to the bearers of the Islamic Revolution. Helping a guest in Iran is the first duty of a good citizen. One will make every effort to understand your questions. Another will memorise all the phrases he knows in English. A third will start calling a friend who has studied in the West. They may gather a whole council of sympathetic passers-by to solve your problem.

In Iran, it is customary to say hello, thank you and show consideration to people around you. Of course, not everyone respects this rule, but most Iranians are very polite. They are very pleased if you are polite and considerate in return. One of the most important values in Iran is family. Family ties are carefully protected. The Islamic State leads a propaganda of a "righteous" way of life. As a result, contacts between men and women outside the family circle are restricted. Men and women in Iran are not allowed to touch each other. They can talk, they can look, but without touching. Even in casual conversation, women try to address women and men to men. Polite Iranian men will do their best not to make a woman uncomfortable by looking at her or being near her. But you can count on them if you need help. "Sexual segregation in Iran is not just about communication. It is everywhere. Separate schools for boys and girls. Women's and men's

carriages in the metro. City buses divided into two halves. Separate entrances to mosques, and partitions inside so that faces of opposite sexes don't see each other. And much more." [1]. Such restrictions are not respected everywhere. When the authorities are not around, Iranians take liberties. In friendly company, Islamic rules are not much appreciated either.

Most of the restrictions are removed in the family circle. Couples who look like families don't raise any questions with anyone. They walk around holding hands, hugging and snuggling up to each other. But without any violent displays of affection in public. A woman in the company of a man may appear safely in "male" places. It is officially allowed. In Iran it is customary for clothes to cover the whole body. But while for men this is a recommendation, for women it is a compulsory requirement. The headscarf is essential. All women must wear it in the street. It is not customary to cover the face, although there are those who like to hide the mouth and chin behind the edge of the kerchief. The headscarf is taken off at home, with family and friends. If a woman is in a public place without a headscarf, she may be arrested. Many Iranians wear the headscarf half-down, showing off their make-up and hair. Men can wear whatever they want. Jackets, shirts, T-shirts - whatever they want. But shirts with necklines that show off the power of your pecs should be avoided. Trousers can be anything, as long as they cover your legs. Both for men and women. Both trousers and tight jeans, and even tights disguised as trousers are worn here. Forget about shorts.

There is a dry law throughout the country. It is not possible to buy alcohol legally in Iran. Food establishments offer beer and some restaurants even offer wine. But don't be fooled - both are alcohol-free. Drugs are strictly forbidden. There are no exemptions for foreigners. Regardless of your background, the penalty for drugs in Iran is death. So think before you take anything from home or accept offers from Iranian "informals". Eastern cunning manifests itself in money matters. Friendliness is often compounded by a desire to profit from the foreigner. But in a restrained manner. There is

no all-encompassing strategy of profiteering from tourists or an abundance of hustlers, as in Egypt.

In terms of legislation, only the Press Law (adopted on 19 March 1986), amended on 18 April 2000, can be found in the public domain. According to Article 19, advertising in the print media is allowed in Iran. It also states that "it is permitted to publish commercial advertisements for goods and services whose quality has been officially confirmed by one of the recognised research centres in the country." [2]. Advertising in Iran is equivalent to full information and is controlled directly by the Ministry of Information.

There is severe censorship of all information in Iran. How censorship is implemented: the government uses mass and arbitrary arrests as a means of suppressing dissent and forcing journalists out of the country. "Iran became the world's top jailer of journalists in 2009, and since then it has been among the countries with the highest number of imprisoned journalists every year. Iranian authorities run one of the world's most brutal Internet censorship regimes, blocking millions of websites, including news and social networking sites." [3]. They are suspected of using cutting-edge technology to create fake versions of popular websites and search engines; the regime also frequently jams satellite broadcasting signals.

But even with all the difficulties, the Iranian market remains attractive and promising. Import and export of local currency is limited to 500,000 riyals; amounts exceeding this amount must be confirmed by a permit from the Central Bank of Iran. Import and export of foreign currency is not limited (declaration is mandatory). Cigarettes and perfume for personal use, as well as gifts and souvenirs not exceeding \$80 are imported duty free. The importation of audio, photo and video appliances, computer equipment and musical instruments for personal use is marked in the passport, which entitles you to take them out of the country at a later date.

It is strictly prohibited to import into the country all kinds of alcoholic

beverages, video products of erotic and propagandistic content, printed materials in Hebrew, berries, fruits, tubers and plant sprouts (including in the form of herbarium or collection), seeds, soil, all kinds of wild animals and birds (including products of leather and feathers), old books and magazines, drugs and weapons. Persons who violate the ban on the import and export of drugs are unconditionally sentenced to death. Personal effects, Persian handicrafts and goods bought in the country are allowed to be exported in quantities not exceeding one or two. The export of any antiques is prohibited.

The most convenient and inexpensive places to shop are bazaars. They exist in every city and are quite clearly divided into food rows, household items, clothing and souvenirs. It is strictly forbidden to take photographs of government offices, palaces, military installations and buildings. Local women may not be photographed and men should be asked for permission to take pictures. Photography is restricted in most public places, ports and border areas.

Iran is an Internet-savvy country, with 61 per cent of the population (45 million people) connected to the Internet. In some parts of the country, the penetration rate is as high as 80 per cent. However, Iran is considered to be a state with a non-free Internet: the authorities are doing their best to restrict the activities of bloggers and shut down access to "bad" sites for its citizens. In the spring of 2012, it was announced that Iran was creating its own "clean Internet". The authorities were supposed to create their own analogues of popular Internet services, ban citizens from connecting from the state network to "unclean" Western resources and deny them access to the World Wide Web.

It all started with the video hosting service. In September 2012, the entire Islamic world was seething with indignation over the appearance on YouTube of a third-rate film, "Innocence of Muslims", which mocked the Prophet Muhammad. A number of countries blocked access to the video hosting site, finding the position of the site's administration, which flatly

refused to remove the scandalous video, offensive. Iran did not lag behind, blocking not only YouTube, but also Google search and Gmail. One week later, however, Gmail was restored to Iranians - the authorities had learned to distinguish mail from video. A couple of months later, in December 2012, Iran launched its own YouTube video hosting service, Mehr. "The goal of the portal was said to be to spread Iranian culture to Persian-speaking users. The site even had a Facebook page that posted links to some videos, such as clips of Iranian singers." [4]. [4] Today, Mehr, which looks and runs very slowly, like some sites from the late 1990s, has all the same content as other video sharing sites: videos with children, animals, sports, and weapons. Only the "sinful" videos are missing, but right on the home page visitors are offered a detailed shot of a surgical operation. A few months later, in April 2013, the Iranian authorities announced their intention to launch an "Islamic equivalent" of the Google Earth mapping service.

Iran, in its desire to create domestic analogues of the world's Internet services, is not a newcomer - even earlier, China successfully started using this methodology. Beijing, like Tehran, does not like liberties, so it tries to strictly control the Net, restricting its citizens' access to Western sites, the visit of which may provoke "wrong" thoughts. That is why the country has its own Twitter (even several, the most popular being Sina Weibo), its own Google Baidu, and its own ICQ Tencent QQ, which are under the authorities' control, and are ultimately more convenient for the bulk of users: no need to bypass the "Great Firewall".

When it comes to newspapers, Hamshahri is the most popular. It has a circulation of up to 540,000 copies a day. The newspaper and its Internet version are published only in Persian" [5]. [5]. The Voice of the Islamic Republic of Iran (IRIB) is the state television and radio company of the Islamic Republic of Iran, which monopolises radio and television broadcasting in the country. It is one of Asia's largest media organisations, a full member of the Asia-Pacific Broadcasting Union and an associate member

of the European Broadcasting Union. IRIB's total annual budget is approximately one billion dollars. IRIB's television channels and radio stations broadcast throughout Iran, a country of some 80 million people. All IRIB TV channels and some IRIB radio stations are also available via satellite and cable television, as well as on the internet to viewers around the world.

All these facts lead to the following conclusions. First, it can be difficult to enter the Iranian market because of the mentality. The Iranians are great at being polite, hospitable and helpful. But they are also quite tricky when it comes to finances. They are people who live by laws that are not familiar to us. Secondly, there is severe censorship of all information in Iran. The authorities implement one of the world's harshest internet censorship regimes, blocking millions of websites, including news and social media sites. Third, Iran is a country with a developed Internet, but it is considered a state with an unfree Internet: the authorities do their best to restrict the activities of bloggers and close citizens' access to "bad" sites. As for the newspapers, the most popular is Hamshahri (Earthmen) with a circulation of up to 540 thousand copies per day. The Voice of the Islamic Republic is the state television and radio company, which monopolises radio and television broadcasting in the country. It would be profitable to place advertisements on these media platforms.

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Chapter 25

Alina SMIRNOVA

The state of the Swedish advertising market

You can get information about trading conditions in Sweden and solve any problems you might have with staying in the country through the Free Trade Gateway programme. They promise not to ignore anyone and will deal with every situation in detail. The difficulties for exporters are caused by the classification of goods, which determines what duties and tariffs the goods will be subject to, and the technical requirements. The European Commission's online platform "Helpdesk" will be useful in this regard - there are conditions for entering 5,000 groups of goods by HS codes. As the Ambassador of Sweden to Belarus, K. Johannesson, says: "Unfortunately, few Belarusian goods are seen in Sweden. So far, textile products and woodworking are at the top of the list, as well as furniture and goods which are purchased by our company Ikea. Such things are well known, while others are poorly known". [1]. Of course, the perception of advertising is influenced by the Swedish mentality. Several distinctive features can be highlighted.

1. Planning for anything and everything. "For peace of mind, it is important to be prepared for the situation and to know in advance down to the smallest detail what will happen. Holidays are planned six months in advance, parties a month or two in advance. Almost every company spends a large part of its working hours on planning" [2]. [2].

2. They like to bask in the sun. The northern climate and long months without sunshine do the trick: Swedes are obsessed with being outdoors and preferably in the sun.

3. Avoiding strangers. Pathologically polite Swedes find it difficult to overstep the boundaries of other people's personal space. A win-win strategy is to talk to the Swede first, keeping a friendly and respectful distance.

4. They love 'fika'. The meaning of 'fika' (from the word 'coffee', where the syllables are reversed) is to drink coffee and socialise, as well as devouring their favourite cinnamon rolls, biscuits and all sorts of baked goods. This is always done in company. Fika works wonders for Swedes: they become more relaxed and more open-minded.

5. Counting the days until holiday. The Swede lives from holiday to holiday. In spring, of course, there's no time for work. No higher power can force Swedes to do business in the summer.

6. Do not punish children. Parents make remarks to their children in a friendly way - and only when absolutely necessary. They only use words to reassure them. No spanking of any kind is allowed: Sweden was the first country in the world to ban physical punishment of children.

7. Eating sweets on Saturdays. Every Saturday, adults and children alike devour sweets in front of the television in a family circle: the average Swedish family eats 1.2 kg of sweets a week!

8. They follow the rules. If a sign says "Do not walk on the lawn", a Swede will never set foot in a forbidden area. If it says that paper packages must be disposed of in a special bin, no one would think of throwing a cigarette butt or a bottle in there. And if a company works from 08:00 to 16:30 with a 45-minute lunch break, Swedes will spend exactly 45 minutes for lunch and not a minute more.

9. Environmentally-minded. Sorting waste and recycling food waste are just the tip of the iceberg. They often go to the supermarket with rag bags or backpacks so that they don't have to buy environmentally harmful plastic bags. Furniture is better to buy second-hand: consumerism ruins the environment. Every package is scrutinised - are there any additives that are harmful to the environment? If a factory or poultry farm is in the news for polluting the air or water or, worse still, for keeping poultry in cramped quarters, they will immediately stop buying its products.

10. They look back on others. Standing out from the crowd, bragging

about achievements or wealth is not common in Sweden. But being inferior to your neighbours or colleagues at work is no good either. That's why advertisements on TV or the underground emphasise: "Already more than 10,000 users have managed to save/get rich on...", "While you're sitting, your neighbours are already winning at the bingo.". When a Swede hears such a call, he'll get up and buy a lottery ticket.

The specific mentality has influenced Swedish advertising. About Swedish advertising. There's a commercial now: the witch won't help Cinderella because she's late. Cinderella gives her a bar of chocolate and the enchantress happily performs miracles. Every promotional product has an educational message - "Do it this way! It's good!". Or here's an IKEA ad: the neighbour pleads for quiet at night. And the neighbours trick her by showing that the noise isn't at their place. It seems like such a quick way to remove the Swedish furniture and fool the neighbour.

The Swedes have a mediocre attitude towards advertising. If advertising is "on", few people watch it and use the advertising time to make coffee, etc. What is forbidden is advertising for tobacco and alcohol. In addition, these companies may not sponsor television programmes. Special rules apply for advertising of foodstuffs and when the term "environment" is used. In these cases, there are clear guidelines even as regards wording. For example, you cannot say that cars are environmentally friendly, because no car is environmentally friendly.

Special rules also apply for children. Swedish television cannot receive and broadcast advertisements for children under 12 years of age. Directly targeted advertising cannot be distributed to children under 16 years of age. The same applies to the distribution of advertising via text messages. It is possible to roughly divide advertising into male and female. Advertisements for women emphasize cleanliness, softness, coziness, freshness, pleasant sensations, such as the touch of a cloth. Men's ads mostly emphasise speed,

simplicity and horsepower. And, of course, cultural values are reflected. In Swedish advertising these are more often aid, familiarity, ease of life, interaction, pleasure. In recent years, advertising series have appeared where the action is played out in the same grocery shop with familiar characters.

It is important to touch on the subject of advertising laws. There is no general advertising law in Sweden. Advertising is regulated in the Radio and Television Act (1 August 2010) and the Marketing Act (1 July 2008). Both laws were amended in 2017.

Law on Radio and Television. According to Chapter 8: advertisements may not be aired for more than twelve minutes per hour. And only the time of a commercial intended solely for the sale of a broadcasting programme on television may reach 15 minutes per hour. "§3 Programmes that include religious services or programmes that are primarily aimed at children under the age of twelve shall not be interrupted by advertising." [3]. Programmes in the field of television broadcasting other than those specified in §3 may be interrupted by advertisements only during a natural interruption in the programme or if the duration of the advertisement and its nature, do not affect the integrity and value of the programme. Before and after each advertisement in television programmes should have a special caption that should clearly distinguish the advertisement from other content. Advertisements in television programmes must not attract the attention of children under the age of twelve. Advertisements for alcohol and tobacco are prohibited. So is advertising for baby food. It is also forbidden to advertise medicines that are prescribed by a doctor.

Marketing Act. Comparative advertising is permissible when "1) it is not misleading and refers to products that satisfy the same needs, or are intended for the same purpose; 2) it does not create confusion between a merchant and another merchant or between their products, brands, company names". [4]; 3) does not discredit or denigrate the business, relationships,

products of another brand, trademark, trade names, other distinctive marks;
4) does not produce a product that is an imitation or copy of a product.

Since things are much more complicated with television advertising, attention must be paid to the press. "Aftonbladet is Sweden's largest evening newspaper, read by 3.5 million people every day. The editorial office is based in Stockholm. Today it is the largest daily newspaper in Scandinavia. Its circulation is 154 900 copies". [5]. The second large paper is Dagens Nyheter, the largest morning paper in Sweden. It is published in Stockholm and it is a part of Bonniers, one of the leading media enterprises in Northern Europe. Its circulation is 282,500 and its website has about 1.5 million unique visitors. [6].

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Chapter 26

Alina SMIRNOVA

Features of the Azerbaijani advertising market

Azerbaijan's culture is known to be multiethnic, but it is influenced by Shiism, one of the branches of Islam. However, in the context of globalisation, sociologists have begun to note the emergence of socio-cultural problems. "As a result of the combination of Western culture and national culture, a hybridization of culture is taking place in the country. Needs in Azerbaijani society begin to be regulated not by the system of customs, traditions, norms and values, but by the standards of the 'modern way of life' spread around the world". [1, c. 12]. The problem is that the younger generation is susceptible to this trend, which significantly increases its gap with the older generation. That is why it is important for exporters to clearly represent their consumers: the younger they are, the more susceptible they are to the influence of Western culture.

One of the peculiarities of the Azerbaijani mentality is generosity. They give generously to the poor, even to those who look and dress better than they do. The desire to help others is a special feature of the Azerbaijani character. This even applies to strangers in the street. In Azerbaijan, the elders are particularly respected. "There is a line in the public consciousness which should not be crossed - for example, if a young person uses swear words towards an elderly person, this will cause people to reject it, so strong that such things happen very rarely [2]". Therefore, it is possible to use the image of a "wise elder" who leads the way in advertising.

A woman is treated with awe. In order not to embarrass a girl, five men will let her get into a lift alone and wait for the next one. This attitude is easily explained in terms of religion. The best indicator of a woman's status in Islam is the Koran and the Sunnah of the Prophet Muhammad, which present the

true situation of a woman: once, while travelling, the Prophet Muhammad saw several women riding on a camel. The herdsman drove the animals too fast, forgetting that such a ride caused great discomfort to the women. Then the Prophet said to him: "You are carrying crystal caskets, be careful with them!"

Despite the special treatment of women, in most families they face prejudices and stereotypes (about not being able to get a good education, to arrange their personal life on their own, to work on an equal footing with men). It is important to understand that this trend is losing its relevance due to globalisation. Therefore, advertising should not only target men, but also women.

The guests here are also treated with respect: in Azerbaijan, they do not ask the guest if he or she is going to drink tea. This is a traditional welcome in this country. Everything else is if the guest is in no hurry. Azerbaijanis want to prove themselves at any cost. They are not intimidated by credit, as an expensive phone and a villa with a swimming pool say more about the status of its owner. Offer an Azerbaijani what no one else has, something exclusive, new, able to raise his authority in the eyes of others. Or try to convince him that it is your product that can raise his authority in the eyes of others. The Azeri has an excessive infantilism in his character. For you, the main word might be 'care': care for your skin, care for your loved ones, care for your car.

Azerbaijanis, for all their openness and goodwill, love to discuss and judge others. Here too, you can find a way to gain a foothold in the market. Offer the consumer along with your product an antipode that will evoke negative emotions in them. In contrast, your product will be much more successful.

When it comes to mentality, it is worth mentioning that people in Azerbaijan love and know how to sing. On different occasions and occasions, sometimes amusingly so. The poet, a native of southern Azerbaijan, Sohrab

Tahir, in a conversation with Emil Agayev, a writer and publicist, once said: "In the Soviet years, the Azerbaijanis found an original way to communicate with their relatives on the other side of the Araks River, which divides some villages and towns in Azerbaijan. They would approach the river and sing, listing the village news as they sang. The border guards did not pay any attention to this - a man sings, so let him sing" [3]. In advertising, it is very effective to use songs that are easy to remember.

As far as advertising legislation is concerned, it is necessary to rely on the Law of the Republic of Azerbaijan "On Advertising". It was adopted on 3 October 1997. On 15 May 2015, a new Law on Advertising was adopted, which was amended throughout 2017. There are no particular differences from the legislation of the Republic of Belarus, but a few points are worth highlighting. According to Article 4, Paragraph 9: "Only units of measurement permitted in the territory of the Republic of Azerbaijan shall be used in advertising, and prices of goods shall be indicated in the monetary unit of the Republic of Azerbaijan (except for duty-free shops). [4]" Therefore, you will have to follow the exchange rates of the National Bank of Azerbaijan, or not indicate the price at all. 8.2 Hidden advertising is not allowed. Why is it important to consider this point? In fact, many companies use hidden advertising. In the Azerbaijani market, it is worth thinking about other ways of placing your advertising.

When it comes to bans, it is worth paying attention to Article 11, paragraph 1. It is prohibited to advertise goods whose presence in civil circulation is not allowed, as well as goods and actions that negatively affect the morals, physical and psychological health of the advertising consumer, instill harmful habits, pose a potential threat to public safety and the environment. The list of goods whose advertising is prohibited is determined by the relevant executive authority and is published in the periodical press. This list is approved by the Cabinet of Ministers of the country.

Much space is also given to advertising time, particularly on television.

According to Article 20, Paragraph 4, in television and radio programmes, in sports programmes, broadcasts from events and shows with interruptions, advertisements may only be given between independent parts and breaks. In individual programmes, the time interval between the end of one commercial and the beginning of the next commercial should not be less than 15 minutes. The situation with film broadcasting is also interesting. If a film is longer than 45 minutes, it can only be interrupted after 45 minutes. Another commercial insertion is only allowed if the film is at least 20 minutes longer. This is detailed in Article 20, point 5.

And one more block about the length of advertising: according to Article 20, paragraph 7, the total volume of advertising may not exceed 12 minutes per hour. Alcoholic products may be advertised, but there are a number of restrictions here too. The following are prohibited in the advertising of alcoholic drinks: 1) To form an opinion about gaining prestige in society, sports, profession, improvement of physical or emotional condition by drinking alcoholic beverages; 2) To discredit in any way persons who do not drink alcoholic beverages; 3) To address minors in advertising alcohol products; 4) To use famous people, animated film characters and animals as alcohol advertisements; 5) To broadcast advertising of alcohol beverages that are stronger than 5% in TV programmes from 7.00 to 23.00 hours. When advertising alcoholic beverages above 5% strength, the advertisement must be accompanied by a warning about the health hazards of excessive consumption. This warning must occupy at least 10% of all advertising space. This is stipulated in Article 27. As for advertising of tobacco, tobacco products and their accessories, as well as pipes, hookahs, electronic cigarettes, cigarette papers and lighters, advertising is prohibited.

In addition to legislation, the vector of development of the modern advertising market in Azerbaijan is worth considering. In an interview with the independent socio-political newspaper Ekho, Vugar Bayramov, chairman of the Centre for Economic and Social Development, said that the Azerbaijani

advertising market was not large compared to other countries even before the fall in oil prices. Now there has been a noticeable decline. "It is impossible to compare the domestic advertising market with, say, neighboring Russia, and what's more, even in Georgia the volume of the advertising market was somewhat higher than in Azerbaijan. Electronic media and television account for 80 percent of advertising in our country, radio for 10 percent and print media for the remaining 10 percent. [5].

Advertising in Azerbaijan is present in all the main means of marketing communications. Approximately half of the total advertising budget of all domestic market players still goes to television and radio, channels with national coverage. The internet, until recently, received a token percentage, but has been growing rapidly in recent years. "Many international and multinational companies have reduced their advertising budgets by 15-20% and smaller domestic companies have been placing their advertising on the internet and social networks in recent years. This market situation has put advertising agencies in a difficult position" [6]. [6].

More than 600 newspapers and magazines are published in Azerbaijan, there are 9 AM stations, 17 FM stations and one shortwave station. There are a total of 47 TV channels, of which 4 are public TV channels and 43 are private, of which 12 are national TV channels and 31 are regional channels. Despite this, the internet is becoming a popular platform. Banner advertising is showing its effectiveness, followed by contextual and video advertising.

Let us summarise. Firstly, Azerbaijan's modern advertising market is shrinking. Internet advertising is becoming more widespread and has almost supplanted print media. It is worth focusing on the internet as an inexpensive and effective platform for advertising. Secondly, radio advertising will not lose its relevance, as 50% of the country is mountainous, where the radio signal travels with less interference. One can look at radio stations that broadcast on the internet. Following global trends, young people in Azerbaijan prefer the net to the broadcasting we are used to. Third, the Law

of the Republic of Azerbaijan on Advertising does not differ much from the advertising legislation of the Republic of Belarus. However, there are clear differences in the mentality. This fact underlines the need to study the peculiarities of the national culture in order to effectively disseminate the products supplied in the country.

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