

Despite the obvious advantages, using online translators in the language learning process has its limitations. 1. Unfortunately, due to the incomplete development of technology, many of online translators may provide inaccurate or even erroneous translations. This is especially true for complex phrases, slang, and cultural contexts that are difficult to interpret automatically. This can lead to a distortion of the meaning of the text and misunderstanding. 2. Frequent use of online translators can lead to excessive dependence on technology. Students and pupils, relying on a translator, may lose the ability to independently analyze the text and search for the meanings of words in dictionaries. This can slow down the development of language skills, such as intuitive understanding of grammar and sentence structure. Today we can say that online translators are replacing not paper analogues, but foreign language learning in general.

Conclusion. Online translators play an important role in the process of learning foreign languages. They provide convenient and fast tools for translation and vocabulary acquisition. However, such translators cannot replace full-fledged language learning, and their usage must be balanced with other methods such as practical communication, reading and listening, and, of course, they can't replace skilled teachers. Combined with other teaching methods, online translators can significantly speed up the language learning process and become a valuable assistant for students of all levels.

REFERENCES

1. Общая информация о внешней торговле: направления, задачи, итоги за актуальный период // Министерство иностранных дел Республики Беларусь. – URL: <https://www.mfa.gov.by/trade/> (дата обращения: 03.04.2025).
2. Кошечарова Ю. А., Галиева Д. А. Использование платформы Wordwall в обучении грамматике английского языка // Вестник УЮИ. – 2023. – № 3 (101). – С. 152–157.
3. Нижельская Ю. А., Сухорукова А. Д. / Онлайн-переводчики как средство обучения английскому языку // Вестник науки. – 2023. – №6 (63). – С. 638–641.

УДК 338.2

REELS INFLUENCE ON BRANDING: UNIQUE ASPECTS OF IMAGE FORMATION

*А. В. Васильева, студент группы 10503123 ФММП БНТУ,
научный руководитель – кандидат педагогических наук, Л. В. Соловьёва*

Resume – short videos, known as Reels, transform branding by creating sensory associations. Brands use visual, auditory, and rhythmic elements to subconsciously influence the audience's perception. The adaptation of the platform demonstrates the flexibility of the brand and maintains the consistency of the brand's style. This, in turn, helps to integrate the brand into the daily rituals of content consumption. In-

teractive elements engage users and turn them into brand collaborators, as a result, the brand image becomes a live stream of associations in the digital environment.

Резюме – короткие видеоролики, известные как Reels, трансформируют брендинг, создавая сенсорные ассоциации. Бренды используют визуальные, слуховые и ритмические элементы, чтобы подсознательно влиять на восприятие аудитории. Адаптация платформы демонстрирует гибкость бренда и поддерживает постоянство стиля бренда. Это, в свою очередь, помогает интегрировать бренд в ежедневные ритуалы потребления контента. Интерактивные элементы вовлекают пользователей и превращают их в сотрудников бренда, в результате образ бренда становится живым потоком ассоциаций в цифровой среде.

Introduction. In the era of short video dominance, reels are becoming not just an entertainment tool, but a language that redefines the principles of branding. Their uniqueness lies in their ability to encode brand identity through sensory patterns (rhythm, color, sound) and concise micro-narratives, bypassing direct advertising. Social media algorithms enhance this effect, making content recognizable even outside the context of a subscription. Instant feedback allows you to adjust communication in real time, shifting the focus from sales to emotional resonance. This creates a new paradigm where every aspect of reels – from the frame length to the editing transition-becomes an element, signal, and association that shapes brand perception.

Main part. Reels, as a format, relies on instant perception through a combination of visual, sound and rhythm. Brands can create unique sensory “prints” – for example, through repeated color transitions, specific audio tracks (even without words), or rhythmic editing transitions [1]. These elements, without being explicitly branded, form a subconscious association with the brand and increase brand awareness. Yes, reels disappear from your Instagram feed after 24 hours, but saving them to your profile turns your account into a dynamic archive. This allows the brand to balance between relevance (quick response to trends) and long-term positioning (accumulated content as a reflection of image evolution). When the user studies the archive, they see not a static “business card”, but a live narrative. Adapting reels to different platforms (TikTok, Instagram Reels, YouTube Shorts) requires a rethink of the format, but opens up an opportunity to demonstrate brand flexibility. Brands can use the same colors in all vertical videos (for example, in TikTok and Instagram Reels) to maintain a unified style. In addition, you can add a short musical phrase or sound effect that will be constantly repeated-as the “voice” of the brand, which viewers will begin to recognize even without the company's logos. This creates a puzzle effect: the user, meeting content in different places, unconsciously collects a complete image of the brand, even if algorithms break up its presence.

Interactive elements in reels (surveys, QR codes, add sound stickers) transform the brand's monologue into a dialogue. For example, a challenge, where users create content with a product using branded filters, turns the audience into co-authors of the company's identity. This not only increases engagement, but also

redefines the hierarchy: the brand becomes a curator, not a dictator of trends. Interactivity here is a gesture of trust that enhances the emotional connection and turns consumers into ambassadors. Many brands, due to the need to maintain this connection, turn to bloggers for advertising, who, under the guise of their pure recommendation, natively push users/subscribers to place an order, for example, by specifying the article in their Telegram channel, accidentally transferring the audience to another platform. Increasing their reach on another social network also gives influencers a good view base so that other advertisers can reach out to them.

Conclusion. Reels redefine branding as a process of natural integration into the digital environment. Instead of aggressive logo repetition, they work through seamless blending into daily content consumption rituals: morning scrolling, work breaks, evening relaxation. The format's power lies in its ability to be both mass yet intimate. Algorithms deliver the message to millions, but each user feels it's personally tailored. In this paradigm, brand image is not a static picture but a living stream of associations, where even the 24-hour disappearance of a reel becomes an advantage: it sparks anticipation for the next chapter of the digital narrative.

REFERENCES

1. What are Reels and Why are they Important for Business? // Mediana.by – URL: <https://mediana.by/rubriki/soobshchestvo/5647-chto-takoe-korotkie-video-reels-i-poc-hemu-oni-tak-vazhny-dlya-biznesa.html> (дата обращения: 01.04.2025).

УДК 338.2

THE ROLE OF BUSINESS IN MODERNITY

*П. В. Волковыцкая, студент группы 10508122 ФММП БНТУ,
А. Д. Семашко, студент группы 10508122 ФММП БНТУ,
научный руководитель – преподаватель Н. И. Липлянина*

Резюме – в статье рассматривается роль бизнеса в современной мировой экономике. Бизнес является стимулятором конкуренции, что в конечном итоге способствует быстрому развитию общества. В статье рассматриваются такие аспекты, как стимулирование инвестиций, инклюзивный рост и развитие.

Resume – the article examines the role of business in the modern global economy. Business is a stimulator of competition, which ultimately contributes to the rapid development of society. The article covers such aspects as stimulating investment, inclusive growth and development.

Introduction. This article is devoted to the role of business in modernity and also considers its participation in the social development of society by creating a competitive environment. We will explore important aspects of business such as investment activities, social responsibility of entrepreneurs of both small and medium businesses. In this article we will come to the conclusion about how important it is to create conditions for the successful development of entrepreneur-