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### THE ROLE AND AN EFFICIENCY OF ADVERTISING

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*Резюме – в статье рассматривается реклама, ее основные функции и главная цель. Так же определяется ее эффективность.*

*Resume – the article discusses advertising, its main functions and main goal. Its effectiveness is also determined.*

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

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

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

Advertising should evoke emotions, so if you take into account the various characteristics of the human psyche, you can achieve excellent results in its promotion. From here, a number of advertising functions can be distinguished: 1) information and educational; 2) Propaganda; 3) communicative; 4) language; 5) attractive; 6) campaign; 7) confidential-image; 8) argumentation and guarantee; 9) competitive; 10) creative and recreational; 11) regulatory; 12) ideological [1].

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

External - this is what happens and is around us.

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

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

Methods of influencing a person with advertising are divided into:

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

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

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

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

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#### PROTECTIONISM

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*Резюме – в научной статье рассматривается тема протекционизма. Связь его с мировой экономикой и важность на сегодняшний день.*

*Resume – the scientific article discusses the topic of protectionism. Its connection with the world economy and the importance of these areas today.*

**Introduction.** In contemporary economics, international economics is one of the most influential topics. International economics deals with many ideas, however its main focus is on the trade between countries. The idea of protectionism is very important while discussing the trade, as it is the number of policies that restrict free trade in order to protect the domestic economy. Therefore, to understand international economics better in general, one has comprehend the logic of protectionism.

**Main part.** Understanding of the protectionism policy is very crucial to anyone involved in international economics. In order to get acquainted with the idea of protectionism, the reasons for its implementation need to be pointed out at first.