

THE UNEMPLOYMENT PROBLEM IN THE WORLD

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Summary-This article describes one of the global problems of population-unemployment. The aim of this work is to study the concept of unemployment, consider the causes and types of unemployment, identify the main trends and directions of development and state regulation of the labor market. The article also contains statistics on unemployment in various countries of the world.

Резюме - В данной статье описывается одна из глобальных проблем населения-безработица. Целью данной работы является изучение концепции безработицы, рассмотрение причин и видов безработицы, выявление основных тенденций и направлений развития и государственного регулирования рынка труда. Статья также содержит статистику по безработице в разных странах мира.

Introduction. One of the main problems of modern society is that most of it lives dysfunctionally. This is partly due not only to low wages, but also to unemployment. Many underestimate this problem, but it is also global in our time. According to the report of the International Labor Organization on January 21, 2014 "Global Employment Trends in 2014", the growth rate of employment remains low, unemployment continues to grow. This is especially common among young people, and a large number of frustrated potential workers remain outside the labor market.

The main part. The minimum percentage of unemployment is in every country, just some countries have more, and some less. From year to year, unemployment moves with us. Countries grow and develop, new enterprises are created, in connection with which there are more jobs, however, there remains a part of the workforce that is not involved in the production of goods and services. If we talk about the global trend, then in almost all countries "an unacceptably high level of unemployment," Ryder said at the presentation of the study "Short-term labor market prospects and major challenges in the Group of Twenty." He recalled that in these countries 93 million people are sitting without work today. Most of them are in Spain (14.2%), South Africa (29.0%), Italy (9.7%), the European Union and France (8.5%). Least of all - in Korea (4%) and China (3.6%). And in order to return to the pre-crisis level, it is necessary to create at least 60 million jobs. [1] This is due to various past crises. For example, the energy crisis of 1973 hit Spain, because of its dependence on other countries, very strongly, in 1975 unemployment rose to 21%. But the highest unemployment rate recorded on the island of Nauru is 90%. This island at one time had the highest GDP per capita, however, it depended on the extraction of phosphates on the island. Now the deposits are depleted, and only 10% of the population can find work, and 95% of this amount are hired for public service. There is simply no alternative to mines and phosphates. The country is heavily dependent on Australia, which supports the economy of this island nation.

Unemployment arises for other reasons. For example, lack of jobs; low wages in the private or public sectors; economic pre-crisis (crisis), which leads to bankruptcy of enterprises and job cuts; the prohibition to hold certain positions without a higher education diploma.

There are also various types of unemployment.

1. Friction (unemployment, which is associated with the search for a new job and lasts 1-3 months).
2. Registered (unoccupied population who are looking for work and are officially registered).
3. Structural (arises from technological changes in production if the employee laid off from one industry cannot get a job in another).
4. Institutional (this type of unemployment occurs if the labor market is not functioning efficiently).
5. Seasonal, etc.

At the moment, the unemployment rate in Belarus is considered one of the lowest in the world. For example, at the beginning of 2018, official unemployment in the United States amounted to 3.9%, in Germany - about 6.5%, in Poland - 3.6-4%. According to official data, the unemployment rate in Belarus for 2019 amounted to 0.3% of the total number of economically active population (about 12 thousand people). And in 2015, 1%.

Such low rates are explained by the fact that official statistics do not take into account people who are not registered on the labor exchange, but prefer to look for work on their own. A certain part of the population does not resort to state assistance for some reasons: low wages at the proposed enterprises; the need to participate in various social events for free; miserable unemployment benefits.

Consider unemployment in various regions of Belarus:

The lowest unemployment rate is registered in Minsk - 0.1%. While in the Brest, Vitebsk, Grodno and Mogilev regions, it is 0.4%. In the Gomel and Minsk regions, this indicator is 0.3% [4].

This is due to the fact that Minsk is a large city with a large number of jobs. The ratio of unemployed to the number of people in the city is very small. The reason for this is a large number of visitors, especially students who are not considered unemployed. At the moment, there are some ways to reduce unemployment. For a start, professional retraining programs are very influential. People often cannot find work due to the lack of certain skills that are now required for their profession.

Conclusion. The creation of conditions for the growth of demand for goods. Employment will increase, and unemployment will fall if commodity markets show greater demand and additional workers will have to be hired to meet it. Thus, the number of jobs will increase.

By the next century, perhaps there will be more unemployment, because in our world everything is becoming more automated. Cars with automatic control appear, robots are created, which will soon be able to replace people at some enterprises, which, in turn, will lead to a reduction in jobs.

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MARKETING TECHNIQUES IN MODERN ADVERTISING

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Summary - In this article, the main task of modern marketing is formulated - the study of consumption motives. The basic marketing techniques for influencing the consumer are studied. The examples of advertising moves of famous world brands are given.

Резюме – В данной работе сформулирована главная задача современного маркетинга – исследование мотивов потребления. Изучены основные маркетинговые приемы воздействия на потребителя. Приведены примеры рекламных ходов известных мировых брендов.

Introduction. Advertising surrounds us from all sides, being a necessary component of effective business. Modern marketing helps to make the brand recognizable and to increase the company's income several times. In the framework of fierce competition, traditional methods may not be enough, so entrepreneurs constantly use various types of advertising and marketing tricks to attract new customers.

Marketers explore not only the peculiarities of the product presentation, but also the target audience and methods of influence on users of the product. The purpose of this work is to study methods of influence on the buyer in the modern marketing.

Main part. It is known that the main task of modern marketing is to study the motives of consumption. The incentive motives of advertising belong to the field of psychology and are a serious object of research. Motive to buy is always an advertising secret. And to find a solution is most often possible strictly experimentally. Well-known global brands are looking for the real cause of consumer demand for their products by trial and error method, so that then with a little advertising trick to increase sales.

The most effective advertising is the one that operates unobtrusively, on a subconscious level. For example, in IKEA furniture stores, curved paths, which have to bypass the room, are designed so that the buyer can view each product from different sides at least three times. Subconsciously, this increases the desire to buy the goods.

Another essential aspect is that advertising always refers to emotional memory. The advantage of manipulative advertising is to evoke a strong emotion that lingers in the memory on an unconscious level for a long time. An excellent example is the Coca-Cola Company, which managed to associate its brand with New Year and Christmas.

So what impact techniques are most effectively used in marketing? First, the effects of numbers. There are many variants: "non-circular numbers"; "pleasing to the eye numbers"; "order effect"; discount amount. If you give the buyer a choice between a deliberately disadvantageous option and a more attractive one, he will choose the latter. This marketing technique is called "bait effect" or "asymmetric superiority effect".

Advertising has one important property: the inadmissibility of response or further discussion. The consumer may absolutely disagree with the context of advertising, but to challenge it can only in his mind (and here the effect of memorization works even more effectively) or in communicating with someone else [1].

Another technique is the color effect. Thus, the green color is perceived as "natural", so it is used in advertising pharmacological drugs, lines of medical cosmetics. Brown color is used in advertising products, the main advantage of which is traditional.