

ния, факты или ограниченное предложение, чтобы убедить потребителя сделать покупку. Например: «Покупайте наш холодильник, он прослужит вам 25 лет без ремонта».

6. Прямота и ясность. Рекламный текст должен быть простым и понятным, чтобы быстро донести информацию до аудитории без лишних сложностей. Например: Изолированное изображение товара. Привлекает внимание за счет отсутствия дополнительных деталей – особенно если товар расположен на нейтральном фоне.

7. Вызов к действию. Реклама обычно содержит явный призыв к действию (СТА), который мотивирует потребителя совершить определенное действие, например, сделать покупку, посетить веб-сайт или подписаться на рассылку.

Эти особенности помогают рекламе привлечь внимание аудитории, вызвать у нее интерес к продукту или услуге и мотивировать к дальнейшим действиям.

UDC: 811.111:33

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THE IMPORTANCE OF ENGLISH FOR STUDYING ECONOMICS

Nowadays it is difficult to imagine a sphere of human activity where the English language would not be applied. Learning English is a key factor for successful study of economics. Several important reasons account for its popularity.

First of all, English is the international language of business communication and the language of the world economy. Most large companies and international organizations communicate in English. Comprehension and competent use of English allows to interact with international partners effectively, participate in negotiations, develop international strategies and present the ideas and projects globally. This opens great opportunities in the field of economics.

Secondly, learning English allows access to the rich and diversified sources of information on economics. Most significant economic publica-

tions and studies are published in English. Having the opportunity to read and understand these publications and studies in the original language allows to get a deeper and more complete understanding of the subject, as well as to trace current trends and changes in economic processes.

Thirdly, English opens doors to international career opportunities in economics. Most highly demanding jobs in economics require English language skills. An ability to communicate fluently in English enhances competitiveness in the labor market and increases career opportunities.

In addition, learning English promotes critical thinking, analytical reasoning and communication skills, which are also valuable skills for researching and analyzing economic data.

Learning English is important for the "4Ps" (Product, Price, Place, Promotion) marketing strategy and for the economy as a whole for the following reasons:

Product: International positioning of the product: Knowledge of English enables effective communication and promotion of the product in the international market, which is important for a successful international marketing strategy.

Market Research: Successful marketing requires market research, monitoring trends and analyzing competition. Knowledge of English helps to better understand and utilize available data and research.

Price: In the global economy, many financial transactions are conducted in English. Knowledge of the language helps in conducting international financial transactions, determining prices and pricing strategies.

Place: Successful international distribution of products requires effective communication with partners and customers around the world. Knowledge of English facilitates communication and supply chain management.

Promotion: International marketing and advertising strategies must be effectively utilized to successfully promote products in the international marketplace. Knowledge of English helps in creating effective advertising campaigns and communicating with audiences internationally.

As a result, English language skills play an important role in the successful implementation of the "4Ps" marketing strategy and provide a sustainable competitive advantage in the international market in the field of economics and business.

Finally, we can summarize that learning English greatly enriches economic knowledge, opens up new prospects and enhances professional competitiveness. It is essential for those who want to work successfully in the field of economics and act effectively in the international arena.