

entry. Consumers do not have any alternative and must pay the price set by the seller. Monopolies are extremely undesirable because market forces become irrelevant. However, a pure monopoly is very rare in reality.

Oligopoly means few sellers. In an oligopolistic market, each seller supplies a large portion of all the products sold in the marketplace. In addition, because the cost of starting a business in an oligopolistic industry is usually high, the number of companies entering it is low.

Companies in oligopolistic industries include such large-scale enterprises as automobile companies and airlines. As large companies supplying a sizable portion of a market, these companies have some control over the prices they charge. Because products are fairly similar, when one company lowers prices, others are often forced to follow suit to remain competitive.

In a perfect competition market structure, there are a large number of buyers and sellers. All the sellers of the market are in competition with each other. Each company's business strategy must be highly creative because the market, not the producers, will set the pricing.

The factors of a competitive environment include number of sellers, product features, barriers to entry and price discovery. All these factors impact the level of competition in a certain market.

It should be noted that competitive environment is good because fosters product improvement, marketing techniques, and innovation.

## **UDC 811**

**Elizaveta Rublevskaya**

(the Republic of Belarus)

Scientific adviser: N.V. Sysova, senior teacher  
Belarusian State Agrarian Technical University

## **LINGUISTICS AS AN INTERDISCIPLINARY SCIENCE**

Linguistics is becoming one of the most dynamically developing fields of knowledge in the modern world due to a variety of reasons. Firstly, learning the language and its role in culture is becoming more popular as a result of globalization and the increased interaction between different peoples and cultures. Secondly, new technologies and research methods allow scientists to gain more and more accurate and in-depth knowledge about

language and its functioning in society. Thirdly, linguistics plays an important role in the development of interdisciplinary research, combining the efforts of scientists from different fields of knowledge to solve common problems.

Interdisciplinarity is a key principle of modern science, especially in the field of linguistics. Language is an integral part of culture, and its study is impossible without taking into account social, psychological, biological and other aspects. The interdisciplinary approach allows researchers to gain a more complete and in-depth understanding of language, its functions and role in society.

One example of interdisciplinary research in the field of linguistics is sociolinguistics. This field studies the relationship between language and society, focusing on issues such as the social stratification of language, language planning and language policy, as well as language contacts and language interactions.

Linguistics as the science of language has long been interdisciplinary. Language is not just a system of signs and rules. It is a reflection of culture, history and social context. Therefore, research in this area requires the involvement of specialists from different fields of knowledge.

It is important for linguists to understand how language is related to other aspects of culture. For example, studying folklore can help to understand how people use language to convey their traditions and values. It is also important to keep in mind that language is changing under the influence of social and cultural changes.

One of the key aspects of linguistics is the study of the relationship between language and thinking. Language not only reflects our thinking, but also influences it. For example, different languages may have different grammatical structures that can influence how we think.

Another important aspect is the study of language contacts. This is a process where two or more languages interact with each other, and this can lead to a change in both languages. For example, English was strongly influenced by French after the Norman Conquest, and this was reflected in its grammar and vocabulary.

But language is not only a means of communication, but also a tool for shaping people's thinking, perception and behavior. It reflects the culture, traditions and values of society, as well as helps us to understand the history, mentality, and also allows us to get an idea of the national culture, views on the world and the place of man in it. For example, folklore is an

important source of information about the culture and language of the people, as it conveys traditions and values through songs, fairy tales, proverbs and other forms of oral folk art.

It is also important to note that linguistics is closely related to other sciences such as sociology, psychology, anthropology and cultural studies. An interdisciplinary approach allows us to see language in the context of these sciences and understand its impact on social and psychological processes. For example, language can shape thinking and perception, as well as influence human behavior, which is confirmed by research in the field of psychology and sociology.

Thus, learning a language in the context of interdisciplinary connections allows us to reveal its versatility and complexity, as well as to see its role as a cultural code and a tool of cognition. Language is a unique system that gives us the opportunity to discover new possibilities. That is why the study of linguistics in an interdisciplinary context becomes the key to understanding the world and revealing its secrets.

Linguistic research is aimed at studying the interaction of language and thinking, and how they can influence personality formation, social behavior and communication. They show how language is involved in the processes of perception, memory, attention and other cognitive functions.

The sociological approach to language learning allows us to analyze its role in social life, education, religion, politics and other spheres. Language is considered as a social construct reflecting the cultural, social and political processes taking place in society. Studies of the interrelationship and interaction of languages in the context of globalization, migration and cultural exchange are of particular relevance.

In general, linguistics as an interdisciplinary science plays a key role in people's lives. Due to this, this field of research is becoming an important tool for studying history, culture, psychology and social processes, allowing us to better understand the world in which we live and ourselves. As a result of this, the study of linguistics is becoming more important and relevant, as it allows us to open new horizons of knowledge and expand our understanding of the world around us.

In conclusion, it should be noted that the study of language and its connection with culture, thinking and social processes is an integral part of linguistics as an interdisciplinary science. Understanding these connections allows us to better understand how language shapes our perception of the world, how it affects our thinking and behavior, and how it reflects cultural,

historical, and social processes taking place in society. A deeper study of this topic can contribute to the development of new approaches to the study of language, culture and social processes, which in turn can lead to a deeper understanding of the world and improve the quality of people's lives.

**UDC 81**

**Sabrina Saveleva**

(the Republic of Belarus)

Scientific advisor I.A. Liubochko, senior teacher  
Belarusian State Agrarian Technical University

## **EDUCATIONAL MARKETING**

According to Philip Kotler, who is widely recognized as “the father of modern marketing” by many experts in this field, marketing should be understood as “a human activity that aims to satisfy needs and desires through exchange processes.” The word “marketing” refers to a mix of methods, techniques and tools that examine the market investigate its factors and adjust the supply accordingly. It also implies a new perspective on the reality of life, and more specifically, a new lifestyle. The goal of educational marketing is “to apply marketing to the service sector” and to focus on the individual learning objectives.

The role of educational marketing is to explore the market; offer suitable products and services that meet the customer’s needs at the right time, place and price; deliver high-quality and reputable educational services to the customers; attract customers by understanding their needs and aspirations.

The functions of educational marketing are: market research to find the main consumers of education; marketing policies that align with the main demands of the education market; adaptation of education services to the needs, expectations and preferences of the consumers of educational products and services; promotion of optimal and effective management, using material and information resources to achieve the set goals.

Educational marketing in Belarus is the application of marketing principles and techniques to the education sector, with the aim of attracting and satisfying the needs of students and other stakeholders.

J. Baker, a renowned educational specialist, valued the marketing mix as “one of the oldest and most useful marketing concepts”. The marketing