

Conclusion. In the Belarusian painting of the XXI century an important place is occupied by signs and symbols, as one of the main trends is the confirmation of the metaphor and concept that replaced the thematic component. Artists are increasingly interested in the facts of reality to a lesser extent, and more in their own associative perception. The master turns to the inner meaning of being, expressing his feelings through the reflection of the symbols of the earth, water, bird, world tree, through appeal to mythology and ancient archetypes.

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THE ROLE OF VIDEOADVERTISING IN CAREER GUIDANCE ACTIVITY

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Educational services are considered in modern society as a product that needs effective promotion. Advertising plays an important role in this process. The need to promote their services in the market in a competitive environment encourages universities to seek and apply more effective ways of transferring information. The study of educational advertising and its perception by consumers will facilitate the choice of this way of presenting information to the audience. In addition, the study of this issue will make it possible to conduct advertising campaigns of the university more effectively.

The purpose of the work is to study the main activities for creating an animated career-oriented video for the art-graphic faculty of the Vitebsk State P.M. Masherov University.

Material and methods. In this article, electronic resources and personal experience of the researcher in the field of advertising production were used. As methods of research, the system-structural analysis and the method of comparative - competitive analysis of advertising products in the field of education were used.

Results and their discussion. In the modern world, a person receives a huge amount of information every day. It is becoming more and more difficult to absorb it qualitatively. Most people get information with the help of vision, so the problem of high-quality transmission of visual information is relevant for many areas of human activity, including for science and education.

In order for a person to quickly and efficiently assimilate information, it must be presented in an understandable, convenient for perception and memorization form. This can help visualize information. Graphic way of information, data and knowledge transfer is infographics.

Video advertising is an effective way to promote educational services. Information support in carrying out activities for career guidance on television, radio, via the Internet is the most important component. Social advertising is a powerful ideological tool for the implementation of state orders for professional staff.

For the promotion of universities most often used are types of traditional advertising, such as print advertising (placement of modular and text advertising in the media, advertising printing); outdoor advertising (advertising on the facades of buildings, advertising on transport, posters); sound advertisement (video).

Within the framework of our research, we can distinguish the following functions of advertising educational services:

- Information function helps to inform the public about the range of available educational services and how to obtain them.
- Value-orientation function promotes the creation of patterns that need to be followed if you want to receive higher education; the formation of choice, the recognition of universities and educational services that they offer.
- Communicative function leads to increased awareness of the institution; increase of recognizability, memorability of the university; formation of a positive attitude towards the university; desire to enter the university [1].

It should be noted that for success, advertising should be not only educational in nature, but also prompt to action.

The effectiveness of the advertising activities of educational institutions depends not only on the advertising itself, but also on a number of both controlled and uncontrolled factors, such as the economic situation in the region, the time of year, prices for educational services, the prestige of the institution, its location, and the qualifications of the teachers. It should also be taken into account that the effect of advertising can not come at once and be stretched in time [2].

Depending on the purposes of the advertising campaign, various indicators may serve as criteria for its effectiveness. As part of our study, we have identified commercial and communicative.

In the first case, the effectiveness indicators of the advertising campaign are the increase in the number of entrants, increase of prestige in the market of educational services.

Communicative indicators include increasing the recognition of the university, level of awareness of its units, loyalty of specific target groups [3].

For the role of measurable indicators of the effectiveness of advertising three values are suitable: the level of interest of the target audience to the offer of the university, the level of need for advertised services, desire to enter this university.

To develop an animated career-oriented video for the art-graphic faculty of the Vitebsk State P.M. Masherov University we defined the following conditions:

- creating a video in the form of sound advertising, as the most effective and affordable type of advertising;
- advertising video should be characterized by bright visual images, continuous change of sounds and colors;
- the transfer of information in the advertising video is presented in the form of infographics, as one of the forms of fast and accurate submission of complex information;
- the information in the video must be presented in an understandable, convenient for perception and memorization form;
- an advertising video should form a positive attitude and raise the recognizability of the art-graphic faculty of the Vitebsk State P.M. Masherov University, cause the desire of applicants to enter this university.

Conclusion. In the modern world, the role of video advertising is growing. Animation and videos in the style of infographics have become more popular. Thus, you can attract the attention of the viewer with the dynamics of what is happening, bright visual images, continuous change of sounds and colors. The target audience will again and again view the favorite frames. Namely, this is what is needed to successfully attract the attention of the subject of career guidance.

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