

изучении русского языка. Главное, чтобы студенты были настойчивы, постоянно практиковались и не боялись использовать язык в различных ситуациях.

Современные технологии имеют огромный потенциал для преподавания и изучения языков, и они все больше используются в качестве инструментов преподавания русского языка китайским студентам. С помощью технологий преподаватели могут поддерживать социальное взаимодействие и сотрудничество, обеспечивать доступность образования и индивидуализацию обучения, а также расширять возможности для самостоятельной работы и углубленного изучения языка.

Заключение. Одной из ключевых задач преподавателя, работающего с китайскими студентами, является не только передача знаний о русском языке, но и мотивация студентов на изучение и освоение языка. Для достижения этой цели важно использовать различные методы оценки и мотивации, которые помогут стимулировать и поддерживать интерес к языковому обучению. Это могут быть такие методы, как оценка уровня знаний и умений студента в начале и в конце курса, используя тесты, контрольные работы и другие формы оценки; признание успехов студентов, например, через выдачу сертификатов или наград за достижения в обучении; организация соревнований и других мероприятий, которые могут стимулировать студентов на активное участие и достижение лучших результатов; обратная связь от преподавателя, включая регулярные обзоры прогресса студентов и конструктивные комментарии их работы; индивидуальный подход к студентам с учетом их уровня знаний и личных предпочтений; развитие навыков самооценки и самоконтроля; создание комфортной обучающей среды; использование реалистичных и практических заданий; организация экскурсий и мероприятий, связанных с русским языком и культурой.

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HUMOUR, POWERFUL AND COMPELLING WORDS TACTICS IN IMPLEMENTING ADVERTISING STRATEGIES USING MATERIALS FROM BELARUS, EGYPT, AND THE UK

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Ключевые слова. Тактика юмора, мощная и неотразимая тактика, рекламные стратегии
Key words. Humour tactics, powerful and compelling tactics, advertising strategies.

Findings and discussion. In Belarus, Egypt, and the UK, humour tactics are potent tools that can be used to engage audiences, grab their attention, and establish a favourable association with a

product or brand. Humour can be especially powerful if applied correctly and appeals to the intended audience. Humour can be employed in a variety of contexts, including astute conversations, humorous scenarios, and inventive visual components. When it comes to effective word choice tactics, advertisers in Belarus, Egypt, and UK frequently employ persuasion to convey their messages. This can involve employing attention-grabbing language that arouses feelings, conveys a sense of urgency, or emphasizes the advantages of a good or service. It is essential to choose the words and phrases carefully that fit the brand's messaging and appeal to the target audience.

Material and Methods. The study is based on materials from Belarus, Egypt, and the UK. The author utilized content analysis method to analyse the use of humour, powerful and compelling words in advertising materials. This method helped us to identify patterns and characteristics of these tactics and their effectiveness in different cultural contexts.

The aim of this article: to gain a deeper understanding of the role these tactics in effective communication, cultural influences, and successful advertising campaigns in these specific contexts.

The importance of this scientific study. The scientific study contributes to the advancement of advertising research, cultural studies, consumer behaviour, and cross-cultural communication theory. It offers useful insights for academics, advertisers, and marketers looking to make an impact.

Humour: One of the most effective tools in advertising is humour. It can be used to draw in customers, establish a connection with the target audience, raise brand awareness, and increase viewer attention. However, since humour can obstruct communication, it can be used sparingly to avoid impeding persuasion. Using humour in advertising can capture attention and make the brand more memorable. Núñez-Barriopedro et al (2019) assures that advertising is more memorable when it employs humour and fits the message; attention and mood play a mediating role in this interaction [1]. Eisend (2022) argued that using humour can increase the effectiveness of advertising [2]. Humour in advertising requires careful consideration of cultural differences and customization of strategy for each target market. Allow us to examine some instances of how humour could be used in advertising campaigns in Belarus, Egypt, and the United Kingdom:

In Belarus, humour can be a useful advertising tactic since it draws in viewers and fosters a favourable connection with the company. Humour in advertising should be used with caution though, as not all audiences will find it funny. For example, Kommunarcka's Company "*The Sweet Escape*" "Компания Коммунарка «Сладкий побег»," in which Kommunarcka features a character slinking away from their everyday activities, hiding in a covert location, and savouring a piece of chocolate in a television ad. The absurd attempts to locate a peaceful area provide a comical twist that gives the ad a light-hearted feel. Another example, Kommunarcka's "*Chocolate Bar Selfie*" «Шоколадная плитка Селфи», in which Kommunarcka Company promoted the idea of taking selfies with chocolate bars through a digital campaign. Using the hashtag #ChocSelfie, they offered intriguing rewards for the most imaginative and light-hearted photos. Kommunarcka entertains and engages their audience using user-generated content and social media trends. These examples show how Kommunarcka uses humour in its advertising strategies to give consumers a memorable and pleasurable experience while making their brand and goods stand out in a fun and humorous way. *In Egypt:* Humour is valued in Egyptian culture. Funny scenarios or clever dialogue could be used in advertisements. A common tactic in Egyptian advertising is humour, which is meant to draw in viewers and establish a rapport between the brand and them. Here are a few instances of humour utilized in Egyptian advertising: 1) Al-Arousa Tea: This commercial capitalizes on a well-known phenomenon in Egypt. Egyptians frequently pose absurd yet humorous questions that they already know the answers to. 2) (2011) Birell: In this commercial, a man tries to win over his girlfriend's father by consuming Birell, a non-alcoholic beer. The target market for the brand found humor and relatability in the advertisement. 3) Vodafone (2018): In this ad, awful actors Ahmed Fathi and Hegazy, two football players, attempt to act in a commercial. The target market for the brand was struck by the funny and realistic advertisement. 4) Misr El Kheir (2019): In this commercial, singer Hamaki sings the lead vocals. Several Egyptian celebrities can be seen in various angles having fun while dancing and spreading joy to others. In Egyptian advertising, humour is a potent tool that can establish a connection between the audience and the product, boost brand recognition, and raise awareness.

English advertising frequently uses humour to draw viewers in and establish a personal connection with the product. Humour is a key element in British advertising, and the British tend to appreciate dry, sarcastic, and self-deprecating humour. The following are a few instances of humour utilized in English advertisements: 1) John West Salmon 'bear': This is regarded as one of the UK's funniest TV commercials ever. The advertisement opens with a scene reminiscent of a nature documentary, with a gang of bears at a river's mouth catching salmon. However, when a fisherman from John West enters the fight and begins using kung-Fu techniques to subdue one of the bears, things take a very strange turn. 2) Blackcurrant Tango 'St George': This is one of the most hilarious TV commercials ever in the UK. In the advertisement, a man donning Armor charges through a wall and battles a dragon after drinking Tango, feeling exuberant. 3) Old Spice: To promote their deodorant products, this brand uses humour in their advertising campaigns. Among other amusing scenarios, the advertisements show a man playing the guitar and riding a horse backwards. 4) M&Ms: This candy company uses comedy in their commercials to highlight their products. In the advertisements, the candy characters engage in humorous interactions with people. 5) Snickers: To promote their candy bars, this company uses humour in their advertising campaigns. The advertisements display individuals transforming into celebrities or other personas when they are starving, with the slogan "You're not you when you're hungry". In general, humour is a potent tactic in UK advertising, and many effective commercials have employed it to raise awareness, strengthen the connection between the viewer and the product, and increase brand recognition.

Powerful and compelling words tactics: One of the tactics of speech impact in advertising communication is the use of powerful and compelling words. Advertisers carefully choose words that evoke emotions, create desire, and persuade consumers to take action. These words can include adjectives that emphasize the positive attributes of a product or service, verbs that encourage immediate action, and phrases that create a sense of urgency or exclusivity. Powerful and compelling words tactics used in implementing advertising strategies include compliance with the needs of the addressee, increasing brand value in the eyes of the consumer, informing about brand products, influence on the senses, popularization of a healthy lifestyle, demonstration of practical benefits, and informing about brand products [3]. In order to elicit an emotional response from the target audience, advertisers use persuasive words that are powerful and compelling in their copywriting. Advertisers use these words to instil in the audience a sense of urgency, excitement, or trust. Strong and captivating language can build awareness, strengthen brand recognition, and forge a connection between the audience and the product. However, it is crucial to use these terms sparingly to avoid obstructing communication or making persuasion difficult.

Effective advertising campaigns *in Egypt* have made use of power words to build a connection between the audience and the product, raise awareness, and improve brand recognition. Power phrases help Egyptian advertising campaigns succeed in the following ways: 1) This 1980s commercial for Schweppes' Secret (Serr Schweppes) was made with the intention of promoting the soft drink. The advertisement plays on humour and employs strong language, like "amazing," "definitive," and "jaw-dropping," to arouse the viewer's curiosity and desire. 2) Coca-Cola Ramadan Campaign: During the holy month of Ramadan, the campaign aims to foster a sense of community and togetherness by utilizing impactful words like "share," "together," and "family". 3) The "We're All Connected" campaign by Etisalat Misr aims to foster a sense of togetherness and unity among people by utilizing strong language like "connected" and "together".

In Belarus, advertisers use powerful words to create a sense of urgency or scarcity in the audience, which will encourage them to take action and make a purchase. Here are some of the most frequent words used in advertising campaign in Belarus in our opinion. Акцыя (Promotion); Спешыце (Hurry); Толькі зараз (Only now); Акрунь (Limited); Апошні шанец (Last chance); Эксклюзіўны (Exclusive); Адназначна (Definitely); Толькі некалькі (Only a few); Пакуль ёсць у наяўнасці (While supplies last); Спецыяльнае рапанова (Special offer), these powerful words support the brand's message and values by motivating the audience to act and make a purchase. They also contribute to the brand's exclusivity and help set it apart from rivals. Nevertheless, it is critical to use these effective words to prevent obstructing dialogue and making persuasion challenging. Here are a few examples of ads that use potent and alluring wording tactics in Belarusian advertising: 1) Velcom: The company instils a sense of urgency and

exclusivity in their advertising campaigns by using strong language like «эксклюзив», «ограниченное время», «специальное предложение» "exclusive," "limited time," and "special offer". 2) MTBank: In their advertising campaigns, the bank employs strong language like «гарантировано», «легко», «бесплатно» "guaranteed," "easy," and "free" to evoke feelings of trust and convenience. 3) Belshina: To engender trust and dependability in their advertising campaigns, the tire manufacturer employs strong language like «проверенный», «проверенный», «надежный» "proven," "tested," and "reliable". 4) Belaruskali: The fertilizer manufacturer employs impactful terms like «существенный», «жизненно важный», «решающий» "essential," "vital," and "crucial" in their marketing campaigns to convey a sense of significance and requirement. 5) Belshkola: The educational supply company employs impactful terms like «новый», «инновационный», «современный» "new," "innovative," and "modern" to convey a feeling of advancement and inventiveness in their marketing campaigns.

In the UK, advertisers utilize effective and captivating language in their copywriting to persuade the target audience to take actions such as buying the product. English advertisers frequently use "power word," there are numerous examples of using effective word tactics in their advertising campaigns. There are a set of effective words, which are used in the English ads, for example, new, guaranteed, proven, easy, free, exclusive, limited, time, special offer, unique, innovative, refreshing, delicious, enjoy, convenient, fast, local, expert, results. These words have the ability to raise awareness, strengthen the connection between the audience and the product, and boost brand recognition. The following are some examples of power words that are frequently seen in English advertisements: 1) Nike: The company makes use of inspiring phrases like "just do it," "unstoppable," and "limitless" in their advertising campaigns to evoke feelings of empowerment and inspiration. 2) Apple: In their advertising campaigns, the tech giant employs strong language like "innovative," "revolutionary," and "game-changing" to convey a sense of advancement and innovation. 3) Coca-Cola: In their advertising campaigns, the beverage company evokes pleasure and enjoyment with the use of potent words like "refreshing," "delicious," and "enjoy." Strong and captivating language can build awareness, strengthen brand recognition, and forge a connection between the audience and the product.

Conclusion: Humour and compelling words are powerful tactics in implementing advertising strategies in the abovementioned countries. These tactics can be used to raise awareness, strengthen the connection between the audience and the product, and boost brand recognition. Additionally, humour tactics is used in advertising to draw in audiences and make ads and brands more memorable.

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ОСМЫСЛЕНИЕ СУДЬБЫ «ПОТЕРЯННОГО ПОКОЛЕНИЯ» В ПЬЕСЕ БРАТЬЕВ ПРЕСНЯКОВЫХ «ИЗОБРАЖАЯ ЖЕРТВУ»

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Ключевые слова. Русская современная драматургия, авторское сознание, жанровая структура драмы, постмодернизм, реализм, контаминация.

Key words. Russian modern drama, authorial consciousness, genre structure of drama, postmodernism, realism, contamination.

Современная русская драматургия, которая может быть охарактеризована с точки зрения жанрово-стилевой динамики как «новая драма», зачастую рассматривается исследователями в контексте интеграции двух художественных методов: реализма и постмодернизма. Поэтика постмодернизма, опирающаяся на принципы эклектизма, включает