

big, too hot and too extensive – so we settle on the middle option being just right for us.

Conclusions. If we apply loss aversion theory to this problem we would conclude that a better solution is to discount all cars by the eco rebate amount, lets say \$1000

and then make anyone who buys a non eco friendly car pay \$1000 to the government after they purchase the car. People hate losing money so this technique might help convince people to be more environmentally friendly with their purchase.

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CHANGES IN THE CAPITALIST SOCIETY: A SHIFT TO POSTCAPITALISM

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During the period of globalization which is meant to lead to collaboration in various social spheres, development of trade, better chances for businesses and culture, however there are phenomena that seem to affect the market greatly and hinder its sustainable development. As it turned out, globalization did not play the positive role to some countries that were initially not ready to compete and make more effort to survive. The Greek crisis, plus the expectation that the banks would be nationalised, revived briefly a 20th-century dream: the forced destruction of the market from above. Despite the expectations of the left to build the economy beyond capitalism, the market destroyed the plan; individualism replaced collectivism and solidarity; the hugely expanded workforce of the world looks like a “proletariat”, but no longer thinks or behaves as it once did.

The reign of capitalism turns out not to be abolished by forced-march techniques. It will be abolished by creating something more dynamic that exists, at first, almost unseen within the old system, but which will break through, reshaping the economy around new values and behaviours. A lot of scientists have already come up with theories of a new social stage of development which will follow capitalism. They call this postcapitalism.

They consider postcapitalism possible thanks to the rapid development of information technology for the past 25 years:

1. it has reduced the need for work,
2. blurred the edges between work and free time,
3. loosened the relationship between work and wages.
4. First, the coming wave of automation will hugely diminish the amount of work needed – not just to subsist but to provide a decent life for all.

Second, information is corroding the market’s ability to form prices correctly. That is because markets are based on scarcity while information is abundant. As we know, the system’s defence mechanism is to form monopolies. But by building business models and share valuations based on the take over and privatisation of all socially produced information, such firms are constructing a fragile corporate building and don’t really care about the most basic need of humanity, which is to

use ideas freely. Monopolies will no longer exist due to the information based economies.

Third, we’re seeing the spontaneous rise of collaborative production: goods, services and organisations are appearing that no longer respond to the dictates of the market and the managerial hierarchy. The biggest information product in the world – Wikipedia – is made by volunteers for free, abolishing the encyclopedia business and depriving the advertising industry of an estimated \$3bn a year in revenue.

Many scientists believe it is the start of a new economy. In Greece, when a grassroots self-governing organization mapped the country’s food co-ops, alternative producers, parallel currencies and local exchange systems, they found more than 70 substantive projects and hundreds of smaller initiatives ranging from squats to carpools to free kindergartens. To mainstream economics such things seem barely to qualify as economic activity – but that’s the point. They exist because they trade in the currency of postcapitalism will be free time, networked activity and free stuff. It seems a meagre and unofficial and even dangerous thing from which in a global meaning, but so did money and credit in the age of Edward III.

We’re surrounded not just by intelligent machines but by a new layer of reality centred on information. Consider an airliner: a computer flies it; it has been designed, stress-tested and “virtually manufactured” millions of times; it is firing back real-time information to its manufacturers. On board are people looking at screens connected to the internet.

Nowadays the computer has acquired a multiple role: it has become a working place, a tool, a data base and a laborer. It has an information content and is adding “information value” as well as physical value to the world. On a packed business flight, when everyone’s peering at Excel or Powerpoint, the passenger cabin is an information factory. People on the plane

But what is all this information worth? A study for the SAS Institute in 2013 found that, in order to put a value on data, we must not think about the future income. A new era of accounting is at the door. It is the form of accounting that includes non-economic

benefits, and risks, and companies actually will explain to their shareholders what their data is really worth. This form of accounting breaks the traditional logic. The great technological advance of the early 21st century consists not only of new objects and processes, but of old ones made intelligent. The knowledge content of products is becoming more valuable than the physical things that are used to produce them. The exchange or asset value will be replaced by the value of usefulness. In the 1990s economists and technologists began to have the same thought at once: that this new role for information was creating a new, "third" kind of capitalism – as different from industrial capitalism as industrial capitalism.

Taking these aspects into consideration, there arises a question if it's utopian to believe we're on the verge of an evolution beyond capitalism? We live in a world of homosexual marriages, working mothers, feminism. Why do we, then, find it so hard to imagine economic freedom? Scientists believe that postcapitalism will be brought about by commonplace people and will be sustained by them. However, millions of people are reluctant to believe its benefits. Therefore they retreat to capitalism and tear the world apart. We need more than just a bunch of utopian dreams and small-scale horizontal projects. We need a project based on reason, evidence and testable designs, that cuts with the grain of history and is sustainable by the planet. And we need to get on with it.

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SEMANTIC AND PRAGMATIC PECULIARITIES OF CAR SLOGANS

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Advertising is an inevitable part of our modern consumer society whose outstanding feature is its competitive fight. It is everywhere around us: in newspapers, in magazines, on billboards along the streets, on television, in radio, in means of public transport and any place the sponsors pay to distribute their message.

In last decades, the market glut of advertising caused the increased intention and interest in linguistic aspect of advertising. Advertising texts are of great value for the analyses from linguistic, sociologist, sociolinguistic, psychological, ethnologic and marketing point of view. Linguists are interested in language of advertising because they want to know how particular language works in this type of discourse, which linguistic means are used here and how advertising language is changing in the course time. Specific linguistic features of advertising have already drawn the attention of many linguists (Cook G., Goddard A., Leech G., Mueller B., Schudson M., Schroder K., Vestergaard T.).

The aim of the research. Following the footsteps of Geoffrey Leech, Torben Vestergaard, and Kim Schroder, this paper aims at studying the linguistic techniques of automotive advertising. Through the analysis, some similarities are found between auto advertisement and other types of advertisement. But car advertisement has its own distinctive characteristics. The results of the study and analysis are useful for familiarizing and understanding the main issues connected with technique of writing advertising texts.

To consolidate the terminology, we must define the concept of slogan. Slogan is «a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly» [6]. It is the advertising phrase, which in the compressed form communicates the promotional offer, which associates the name, the legend and the merits of the goods or services [7]. It is a short, memorable

advertising phrase: Examples include «Unlike any other» («Mercedes-Benz»), «Volvo. For life» («Volvo»), «Born to perform» («Jaguar»), «Shift expectations» («Nissan»), «Moving forward» («Toyota») [2] etc.

Several advertising formulas are in existence today but one of the most commonly used is the acronym AIDA. The model talks about the different phases through which a consumer goes before going to buy a product or service. Marketers use this model to attract customers to purchase a product [1]. The acronym AIDA stands for Attention, Interest, Desire and Action [1]. These are the four stages that a consumer goes through when watching or viewing an advertisement. First and foremost, the role of an advertisement is to attract the customers. After creating an interest, the ad has to bring desire in consumers mind to buy the product.

Given below is an example of an advertisement that has used AIDA model to present the message elements. The advertisement is about the new BMW 6 Series Gran Coupé, a car [3]. First, let's look at the contents and the structure. There is a big picture. You can see the moon, mountains and clouds on the sky. In the middle you can see the car. It expresses a romantic atmosphere. On the top left you can see the name of this car: «The all-new BMW 6 Series Gran Coupé» and the website of BMW. Under the picture you can read the slogan of the new BMW 6 Series Gran Coupé in capital letters: «SOME SIGHTS YOU NEVER FORGET».

On the bottom right you can read: «BMW Efficient Dynamics – Less emissions. More driving Pleasure».

Now let's analyze how the AIDA model works. The romantic atmosphere catches the women's attention, because a lot of women are romantic or love romantic things. For the men only the car is enough to catch their ATTENTION. The slogan: «Some sights you never forget» creates INTEREST. In the text you find such luring words as: «elegantly», «beauty», «power»,