

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»,

«breathtaking» and «luxury». If the car has these qualities, people think they have them, too. So it creates DESIRE. If you sit in the car and drive it, you usually want to buy it. So it is the call to ACTION.

To persuade people to buy the product is the main purpose of the advertising. Among such great competition, the producer wants to demonstrate the uniqueness of his product.

According to Angela Goddard [5], slogan is a phrase designed to be memorable, attaching to a product or service during a particular advertising campaign.

Slogans from car industry represent one of the most abundant group because almost every automobile brand is presenting their car models with slogan in English language. Length, form and modality of the advertising slogans are an essential part of the analysis of the advertising text. A slogan can have one word, such as the slogan of «Buick» «Dream Up», «Toyota» «Everyday» or «Volkswagen» «Das Auto» or three words in a row like «Today, Tomorrow, Toyota» («Toyota») or «Think. Feel. Drive» («Subaru») [2]. A review of collected slogans reveals that the most common are slogans with two and three words, e.g., «Drive & Love» («Chrysler»), «Simply clever» («Škoda»), «The Penalty of Leadership» («Cadillac»), «Dodge. Different» [2].

The next feature is modality, i.e. whether the slogan is in interrogative, imperative or indicative form. The most common form is an indicative. The vast majority of all advertising texts are indicative: «Honda. First man, then machine» («Honda»), «BMW. The Ultimate Driving Machine» («BMW»), «Jeep. There's Only One» («Jeep»), «The Car that Cares» («Kia»), «Fuel for the Soul» («Pontiac»), «Passion for the Road» («Mazda») etc [4].

The less common are interrogative slogans, e. g.: «Have you driven a Ford lately?» («Ford»), «Who could ask for anything more?» («Toyota»), «Isn't it time for a real car?» («Buick»), «Plymouth – Isn't that the kind of car America wants?» («Plymouth»), «What will you do with all the money you save?» («Toyota») etc [2]. Interrogative slogans try to engage the attention and generate interest with the question mark. More common than interrogative slogans are imperative slogans, e. g.: «Go Swift – Go Safe – Go Saab!» («Saab»), «Don't dream it. Drive it!» («Jaguar»), «Get the feeling!» («Toyota»), «Eye it – try it – buy it!» («Chevrolet»), «Just imagine what Citroen can do for you!» («Citroen»), «Life is a Journey. Enjoy the Ride!» («Nissan») [4] etc.

Slogans complete several tasks and they are quite straightforward. They must create the interest of potential buyers, hold the audience's attention, create positive associations, give information about the product, and encourage consumers to purchasing goods. The vocabulary must comprise positive meanings, e. g.: «The best built cars in the world» («Toyota»), «What a Luxury Car Should Be» («Lincoln»), «The beauty of all wheel drive» («Subaru»), «Drive Safely» («Volvo») [2] etc.

Advertising or promotion of a firm and its products on the market starts with the company's name and slogan. A well-chosen name and slogan are not just useful information about the company or product. One of their main functions of them is to attract, to compel the attention of potential buyers, and perhaps do not even let the customer see the names and slogans of competitors. In order to create such slogans, specialists first and foremost must be master of literary language.

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FACTORS OF PRICE VARIATION ON THE IDENTICAL MERCHANDISE

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The world we currently live in is characterized by globalization; a process by which 'national and regional economies, societies, and cultures have become integrated through the global network of trade, communication, immigration and transportation' [3]. Thus, one would expect that globalization will lead to equality of market conditions and prices of goods. However, reality demonstrates different patterns.

This paper is designed to contribute to the investigation of the nature of price differences in the

clothing sector, as developed countries are becoming more service-oriented, which implies that more emphasis is put on the retail industry.

The four products used in the analysis are strictly identical in terms of size, color, product ID and material from which it is produced. An identical shopping environment (physical and online stores respectively) is assumed across the 53 chosen countries.

The law of one price is one of the most dated theories in economics. Krugman, Obstfeld and Melitz (2012) define