

References

1. Об утверждении концепции формирования и развития инновационно-промышленных кластеров в Республике Беларусь и мероприятий по ее реализации [Электронный ресурс]. постановление Совета Министров Респ. Беларусь, 16 янв. 2014, № 27. — Режим доступа: <https://economy.gov.by/uploads/files/Kontseptsija-klastery.docx>. — Дата доступа: 06.05.2023.
2. Министерство экономики Республики Беларусь. Карта кластеров Республики Беларусь [Электронный ресурс]. — Режим доступа: <https://clusterland.by/2019/12/11/karta-klasterov-respubliki-belarus/>. — Дата доступа: 06.05.2023.

УДК 338.46

N. P. Bulanova, A. A. Kvach

Belarusian National Technical University, Minsk, The Republic of Belarus

ADVERTISING BUSINESS AS DIRECTION OF SOCIAL SPHERE DEVELOPMENT IN MODERN CONDITIONS IN THE REPUBLIC OF BELARUS

Introduction. In the modern world, advertising plays an increasingly important role in shaping consumer behavior and promoting goods and services. In the Republic of Belarus, the advertising industry has been developing rapidly in recent years, becoming an important direction for the development of the country's social sphere. Advertising agencies and companies are actively engaged in creating and implementing advertising campaigns, helping businesses of all sizes to reach their target audiences and grow their brand awareness [1, p.157].

The advertising industry in Belarus is a dynamic and vibrant sector, with a diverse range of companies offering a wide variety of advertising services. In this article, we will examine the current state of the advertising industry in Belarus, the main trends and challenges it is facing, and the potential opportunities for its further development. We will also analyze the impact of advertising on the country's economy and on the society as a whole.

The main part. Advertising is an essential component of the development and promotion of the social sphere in contemporary Belarus. Social advertising campaigns are effective to create awareness and change public attitudes and behaviors of people towards social issues. For example, some campaigns address such issues as drug addiction prevention, traffic safety, promoting healthy lifestyles, and others.

Advertising has proven to be an effective means of promoting social issues. It helps to create a positive image of social institutions and organizations in the mind of the public. Moreover, creative advertising serves as an effective tool to create awareness about government-related initiatives and programs designed to address social needs [2, p. 156—161]. Advertising does not only create awareness but can generate engagement and support of social issues.

Social advertising can be achieved in various forms, including traditional platforms such as TV and radio, as well as digital platforms such as social media. Social advertising campaigns must abide by certain regulations in Belarus to ensure that only legally accepted products or activities are advertised. The advertising law also governs the use of misleading or unfair advertising practices.

The growth of the advertising market in Belarus has been driven by the increasing demand for high-quality advertising services. Advertising agencies, production companies, outdoor advertising providers, and publishers are among the different players in the industry. The government encourages innovation in advertising, recognizing its value in promoting economic growth.

The advertising business is an important element of the economic infrastructure of the Republic of Belarus, which has many advantages for the development of the country and improving the quality of life of its citizens.

Boosts economic growth. The advertising industry in Belarus has the potential to generate significant revenue for the country's economy by promoting local businesses and attracting foreign investment. The growth of the advertising industry may create new job opportunities and contribute to the overall growth of the economy [3, p. 61—70].

Enhances brand awareness. Advertising agencies in Belarus can help local businesses to promote their products and services, increase brand awareness, and gain a competitive advantage over their rivals. Advertising campaigns can reach a wide audience across various media channels, including traditional print and television advertising, as well as social media and digital marketing.

Helps to support social causes. Advertising can be used to support social causes, such as promoting healthy lifestyles or charity fundraising. Many businesses in Belarus already use their advertising budgets to support social causes and help to improve the wellbeing of the population.

Facilitates communication. Advertising can help businesses to communicate with their target audiences more effectively, regardless of geographic boundaries or language barriers. Through advertising, companies in Belarus can share their messages with a diverse range of people, who may not otherwise have heard about their products or services.

Also, in addition to the advantages in the advertising business in the Republic of Belarus, there are disadvantages that make the advertising vulnerable.

Costs and budget constraints. Advertising can be an expensive process, particularly for small businesses in Belarus with limited budgets. The cost of advertising may limit opportunities for some businesses to participate in the market, and the high costs may also be passed on to consumers in the form of higher prices for products and services.

Ethical concerns. The content of some advertising campaigns in Belarus may be perceived by some as unethical, overly commercial, or manipulative. The use of subliminal messaging or emotional appeals in advertisements may be seen as an attempt to influence consumers' decision-making processes.

Cultural barriers. Cultural differences and language barriers may pose challenges for companies in Belarus aiming to launch international advertising campaigns. Careful consideration must be given to cultural norms and sensitivities to ensure that the campaign message is received in the intended manner.

Impact on society. There are concerns that advertising campaigns may promote values that are not beneficial to society or may be misleading. Some advertisements in Belarus may inadvertently promote a shallow materialistic or consumerist culture that is not in line with the values of Belarusian society. There may also be concerns about the impact of advertising on vulnerable groups or individuals, such as children or those with mental health issues.

Conclusion. To sum up, the advertising industry can also contribute to social and economic development through job creation and innovation. As the industry continues to expand in Belarus, it offers increasing opportunities for employment and entrepreneurship, particularly for young people. Additionally, advertising firms are constantly innovating, seeking new ways to reach audiences and communicate messages effectively. This innovation can have positive spillover effects across other sectors of the economy, driving technological advancement and competitiveness.

References

1. Колеснева, Е. П. Рекламная деятельность : учеб. пособие для студентов высш. учеб. заведений по экон. специальностям / Е. П. Колеснева. — Минск : ТетраСистемс, 2009. — 157 с.
2. Черемисина, А. С. Развитие сферы услуг как важнейшее направление трансформации отраслевой структуры экономики Республики Беларусь / А. С. Черемисина // Проблемы управления. — 2009. — № 4. — С. 156—161.
3. Худякова, И. В. Тенденции, проблемы, перспективы развития сферы услуг в Республике Беларусь / И. В. Худякова // Эконом. бюллетень НИЭИ М-во экономики Респ. Беларусь, 2010. — № 7. — С. 61—70.

УДК 339.137.22

N. Y. Drobov

Educational institution "Belarusian national technical university", Minsk, Republic of Belarus

NEURAL NETWORKS AS A MODERN TREND

Introduction. The article contains the ways of using neural networks in management, marketing and the tourism industry, the main methods of machine learning, the pros and cons of using neural networks in various activities, a description of the development and areas of application of neurotechnologies in the Republic of Belarus at the present stage.

The main part. Looking through the news on various websites, social network groups and on YouTube, we constantly come across entries about neural networks. The topic of neural networks is undoubtedly a trend now. The boom causes apprehension among some and enthusiasm among others. Humanity has again created a technology that can change the world, it is even difficult to guess how much. But I can assume that humanity is ready for the appearance of real artificial intelligence, since for more than a century humanity has been discussing its appearance.

To train neural networks, an unimaginably large amount of information was required, which was not available at an older stage.

There were no powerful supercomputers that could train neural networks fast enough.

Now scientists have much better understood the learning process, which made it possible to create "deep learning" neural networks, which expanded the scope of their application

The fundamental advantage of neural networks is that they can be self-learning. This means that they do not need to be programmed using the traditional method, but at the same time they will learn from past experience and make fewer and fewer mistakes in the future. This is expressed in the ability of neural networks to learn and remember, including informally, like a real brain. There are two ways to train a neural network: "learning with a teacher" is a controlled method, and "learning without a teacher" is an unmanaged method. Two types of algorithms are selected for network training: managing, "training with masters", and unmanaged, respectively, "Training without masters". Training data is taken from all existing sources. Most often, it is training with a master that is used [1, p. 78].

Mathematical statistics are necessarily involved in the training. At the same time, the principle of operation of neural networks is fundamentally different from conventional algorithms. The activity of neural networks is so far a severely curtailed programmatic expression of the activity of the real human brain. They easily solve complex tasks that require intelligence, and the algorithm only performs the necessary sequence of actions. As a result, we get a convenient tool with which you can partially or fully automate many tasks that a company may face.

The system of neural networks is particularly interesting in the management of organizations and in the creation of strategies. Economic, social, financial systems are very complex systems, I think it is unrealistic to create a math-