

**Korobeinik A.
V.T. Vechev, research supervisor
National Mining University**

ADVERTISING IN OUR TIME

Advertising has already more than one thousand years. For example, all the known fact that God has called John the Baptist to proclaim the coming of the Messiah. Is not this advertising?

Advertisement existed in any system in any society, state, and will always exist! In the Soviet Union, for example, advertising posters, "Mother Russia is calling!" and "You enlisted?" called on to defend the fatherland. Examples of advertising can bring great variety.

In some cases, advertising has played the role of bullying (the Inquisition, mass executions and so on.). In today's world advertising - is one way of promoting goods and services, but this is not a complete list of advertising opportunities. For example, the so-called scandalous advertising, which has received tremendous dissemination of policy and show business in Russia and abroad.

With the development of civilization and the emergence of new technologies advertising options constantly expanding, new advertising media, new challenges and technologies. I'll tell you about them in general, as there is no way to enumerate all without exception methods and techniques of modern advertising and the strange shapes, which sometimes takes advertising.

Advertising firms, agencies and enterprises are significantly different from each other. This souvenir vendors and printing products, design studios and of Video Studio, producers of advertising on transport and outdoor advertising, simply intermediaries in the placement of advertisements in the media and, of course, the large showcase associations and holding companies that combine all of the above in advertising.

In addition, the constantly expanding opportunities in advertising and difficulties in determining its effectiveness led to what appeared firm specializing

in market research, conducting an analysis of the effectiveness of different methods for different types of advertising.