

**Pantikova Z., Vahutko V., Gromova A.
N. Shynkarenko, research supervisor
O. Shvets, language advisor
National Mining University**

INSTRUMENTS OF MODERN COMMUNICATION

QR-code (Quick Response) is a matrix code (two-dimensional bar code), which was first developed in Japan in 1994 by Denso-Wave and was originally used for industrial purposes. Because of its undeniable advantages, it has subdued not only Japan but the whole world.

The main advantages of QR-coding are easy and quick recognizability (including mobile phone camera) and possibility of coding of several times more information than a familiar linear bar code can fit.

To recognize the QR-code, it is sufficient to establish a decoding program on a mobile phone or other device that supports this feature.

It is possible to encrypt everything: data about the company and links to websites and social networks, "business card" of companies (name of the head, phone numbers, names of web sites, etc.) with the possibility to save them after reading directly to memory telephone or other device.

There are a number of fields where the QR-code is used.

1. QR-shopping is a new word in the field of sales. The principle is quite simple: to buy these or those goods or book a service, simply read the code placed under the picture with the image of the item. Usually such QR-shops are placed in locations convenient for the consumer (subway, street or in a simple directory.) After such a momentary order, you are called back from the dispatch service for the exact place and time to receive your item, as well as a convenient way for you to pay.

The essence of the campaign was that the walls were Korean subway styled as the supermarket shelves, and entering the subway, you could make purchases by simply reading the code, which was placed under the picture of necessary goods to the buyer. Ideally delivery service must deliver goods to you at the same time you arrive home. Thus, customers did not have to waste their time wandering around the supermarket during their precious weekend. This idea immediately resonates in other countries, which began to adopt the experience of Korean colleagues. Russia, our neighbor, also plans to launch a network of QR- stores in the Moscow subway.

2. QRpedia is a Wikipedia project, which consists of placing QR-codes in museums, at historical or architectural monuments, etc. During reading, the code leads on Article with a simultaneous inquiry to Wikipedia API to issue articles in the user's language (available in 27 languages).

It is noteworthy that under the auspices of Wikipedia the world's first city-Wikipedia was created, which served as a platform for the town of Monmouth in South Wales. The city has more than 1,000 tablets with QR-codes, each of which leads to an article in Wikipedia.

3. QR-code is used heavily in tourism. In addition to the information about things to do in such "tourist" codes they contain links to google-maps or other information useful for travelers. A similar project was successfully implemented in Lviv, where there were more than 80 plates with travel QR-codes.

4. QR-code. Some companies use the code as coupon codes. To get the discount you only need to show your QR-code scanning.

5. QR-epitaph. In Japan, QR-codes are used in cemeteries, when reading this code you get the information about the deceased.

6. QR-art. This code is used actively by artists who create unusual informative installation, by writers who encrypt their texts or poems and by designers who create unusual interiors and by architects who create entire QR-coded buildings, which are as easy as with the usual written code can be read information.

7. QR-code, in particular, is located on the Japanese visa and contains a friendly greeting.

In Ukraine, the QR-mania is only being developed. During the Euro -2012 all packages of sweets " Svitoch " had a QR- code , which led to the official site and told tourists about Lviv and its chocolate institutions. Free app "Purse 24" by Privat enables cash withdrawals from ATMs of any card on the QR- code. Verkhovna Rada of Ukraine plans to replace the enterprise seal by a QR- code, the bill provides rejection from the mandatory use of seals enterprises. QR- code is implemented to replace tickets in Ukrainian trains.

In Ukraine, there are a few producers who want to put a QR-code on packaging of their products, but the QR-code is an effective tool of communication with the consumer, and marketers will soon appreciate its benefits. In the next three-four years, a QR-code will be placed on packages of 30-40% of Ukrainian products.