

priés, clairement formulés. Dans la publicité, les arguments doivent être non seulement donnés, mais aussi prouvés. Par exemple, démontré, testé. Cela donnera une plus grande chance à la publicité de gagner l'attention de l'acheteur.

En outre, le nombre d'arguments est important, car plus le consommateur a de raisons d'acheter un article, plus il est probable qu'il l'achète encore.

La publicité a le plus d'impact sur le consommateur en comparaison avec des produits similaires d'autres entreprises.

Impact émotionnel de la publicité.

Puisque la personne a une mémoire émotionnelle, il est très important de laisser une impression agréable de la publicité, car d'abord le consommateur aime la publicité, puis aime le produit, et ensuite il veut l'acheter. Cette exposition vise à ce que même la chose qui n'est pas nécessaire apparaîtra nécessaire.

Attirer l'attention du consommateur.

L'une des tâches les plus difficiles de la publicité est d'attirer l'attention du consommateur sur lui - même. Le plus souvent, la publicité, qui est sur la première page du magazine ou va au début d'une pause publicitaire, il est mémorisé par le consommateur le plus. Beaucoup de gens qui regardent la télévision ont le désir de changer de chaîne lorsque la publicité apparaît, de sorte qu'il devrait intéresser le consommateur.

Il est impossible de nier l'impact de la publicité sur la vie de la société. Elle est également un exemple d'une famille idéale, d'un mode de vie sain, car elle modélise des situations similaires. La publicité attire le consommateur avec son image agréable, encourage à acheter des marchandises. Parfois, elle lui offre une chose inutile, et parfois aide à faire le bon choix.

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PLASTIC BAG SAND THE ENVIRONMENT

One of causes of environmental concern that affects us all is the use of plastic bags. Although plastic bags, such as plastic grocery bags, are used extensively around the world. They are very popularly applied by the people for shopping purposes because of their ease, cheapness and conven-

ience of use. But their negative impact is never highlighted or, at the very least, openly discussed in a more serious tone.

Tons of plastic bags are produced by plastic factories all over the world .The production of plastics has reached 11.5 million tons in 2018 with a growth rate of 8% over the previous five years. The growth rate is expected to be 10% over the next five years. It is estimated that between 500 billion and 1 trillion plastic bags are used each year worldwide.

In the simplest form, the plastic bags are made out of petroleum (oil). Nearly 10 percent of all oil consumed each year goes towards making plastic. During the production of plastic bags the petroleum must be extracted, refined, and shaped. Each of these processes requires a lot of energy and this energy comes from burning fossil fuels, like oil. That contributes to the depletion of natural resources.

Besides non-compostable plastic bags can take up to 1000 years to decompose. Plastic shopping bags are in most cases not accepted by standard curbside recycling programs; though their composition is often identical to other accepted plastics, they pose problems for the single-stream recycling process, as most of the sorting equipment is designed for rigid plastics such as bottles, so plastic bags often end up clogging wheels or belts, or being confused as paper and contaminating the pulp produced later in the stream. Plastic bags are proved to be 100% recyclable. They need to be taken to a location that recycles plastic film, usually a grocery store or major retail chain [1].

However, most of the littered plastic waste worldwide ultimately ends up at sea. Swirled by currents, plastic litter accumulates over time at the center of major ocean vortices forming “garbage patches”, i.e. larges masses of ever-accumulating floating debris fields across the seas. The most well known of these “garbage patches” is the Great North Pacific Garbage Patch. Fish, turtles, and ocean birds are the largest groups affected by plastic debris. Nearly 100 million marine animals die each year directly from the consumption of plastic waste. These animals often eat plastic, which their bodies cannot digest. This blocks their digestive tract, leading to death. sea turtles are at particular risk from plastic bags, as they often mistake them for jellyfish – a popular food for many sea turtle species. Approximately 52 percent of the world’s sea turtles have eaten plastic debris – much of it undoubtedly originating in the form of plastic bags.

Plastic shopping bags also represent a large part of plastic pollution on land. Single use plastic bags are easily blown by wind and carried long distances getting stuck in trees or going into storm drains. If plastic bags do end up in storm drains they are carried out to sea or they contribute to

clogging them. On land plastic bags are consumed by animals, just like in the ocean. Animals eat food wrappers, waste, and plastic bags leading to digestive problems that can cause death. A significant number of cows, for example, die each year after eating plastic bags that end up in their grazing grounds. Upon surgical examination, many of the cows injured by this plastic plague are found to have 50 or more plastic bags in their digestive tracts. Furthermore, animals can get trapped with bags around their heads causing them to suffocate [2].

Even in urban areas, where wildlife is relatively scarce, plastic bags cause significant environmental harm. Blocked sewer pipes can starve local wetlands, creeks and streams of the water they require, which can lead to massive die-offs and in some cases, total collapse.

Nowadays there is been a global movement towards the withdrawing of plastic bags. Many methods are used to reduce the harmful effects.

The simplest, yet highly effective, action is the manual clean up of the beaches, coasts, rivers and lands. More and more awareness and preventive programs are promoted. Also already more than 40 countries have abandoned plastic bags. As for me one of the best solutions is the displacement of plastic bags by less harmful alternatives like paper bags, cotton bags and basket bags. Being made from natural renewable resources they are more beneficial for the environment. I hope in the near future the government of our country will taking the same action and we will be one step closer to the eliminating of this problem.

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DIÁLOGO INTERCULTURAL

El tema de este trabajo es el diálogo intercultural en el mundo moderno, en el mundo de la globalización, y los fundamentos éticos de esta comunicación [1].