

les différentes filières animales. Nealia possède les marques Copam, Cadsar et Étienne.

Le Groupe Roullier est une société fondée en 1959 à Saint-Malo par Daniel Roullier. Elle est spécialisée dans la production et la transformation chimique de nutriments et d'aliments pour les plantes, les animaux et les hommes.

Le Groupe Roullier s'organise autour de cinq types d'activités : l'agrofourmiture (en particulier les fertilisants), les phosphates alimentaires, la magnésie, les produits industriels et l'agroalimentaire.

Il assure ainsi la production de produits minéraux industriels, de produits pour le jardin, de phosphates alimentaires, les biotechnologies marines ou encore dans l'exploitation et la transformation de algues.

Le groupe Bigard est une entreprise d'abattage et de transformation du bétail de l'industrie agroalimentaire française spécialisée dans la viande de porc, d'agneau, de veau et de bovin. Fondé par Lucien Bigard en 1968, il contrôlait 23 abattoirs français en 2010. Ses filiales comptent notamment Charal et la Socopa.

Tereos est un groupe coopératif sucrier français de dimension internationale. Les activités du groupe reposent sur la transformation de trois principaux produits agricoles : la betterave sucrière, les céréales et la canne à sucre. Le groupe transforme également de la pomme de terre féculière et du manioc en produits amylicés ainsi que la luzerne. Tereos transforme des matières premières agricoles en sucre et produits sucrants, alcool et éthanol, électricité, amidon, nutrition animale et protéines végétales.

L'industrie alimentaire en France joue un rôle important. L'alimentation pour les Français n'est pas seulement une occasion de satisfaire la faim, mais également un élément important du style de vie qui caractérise une personne de tous les côtés.

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ADVERTISING

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Advertising is communicated through various mass media, including

traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages.

The goal of advertising is to reach people most likely to be willing to pay for a company's products or services and entice them to buy.

Commercial ads often seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known as direct-response advertising. Non-commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement. Advertising may also help to reassure employees or shareholders that a company is viable or successful. Modern advertising originated with the techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays, considered the founder of modern, "Madison Avenue" advertising. History. We can't but mention that Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in ancient Greece and ancient Rome.

In the 18th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after. However, false advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.

In the 19th century Thomas J. Barratt of London has been called "the father of modern advertising". Working for the Pears Soap company, Barratt created an effective advertising campaign for the company products, which involved the use of targeted slogans, images and phrases. One of his slogans, "Good morning. Have you used Pears' soap?" was famous in its day and into the 20th century.

Barratt introduced many of the crucial ideas that lie behind successful advertising and these were widely circulated in his day. He constantly stressed the importance of a strong and exclusive brand image for Pears and of emphasizing the product's availability through saturation campaigns. He also understood the importance of constantly reevaluating the

market for changing tastes and mores, stating in 1907 that "tastes change, fashions change, and the advertiser has to change with them".

As the economy expanded across the world during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising.

20th century. Advertising increased dramatically in the United States as industrialization expanded the supply of manufactured products. In 1919 it was 2.5 percent of gross domestic product (GDP) in the US, and it averaged 2.2 percent of GDP between then and at least 2007, though it may have declined dramatically since the Great Recession.

Industry could not benefit from its increased productivity without a substantial increase in consumer spending. This contributed to the development of mass marketing designed to influence the population's economic behavior on a larger scale. In the 1910s and 1920s, advertisers in the U.S. adopted the doctrine that human instincts could be targeted and harnessed – "sublimated" into the desire to purchase commodities.

The tobacco companies became major advertisers in order to sell packaged cigarettes. These companies pioneered the new advertising techniques when they hired Bernays to create positive associations with tobacco smoking.

At the turn of the 20th century, advertising was one of the few career choices for women. Since women were responsible for most household purchasing done, advertisers and agencies recognized the value of women's insight during the creative process.

The rise of mass media communications allowed manufacturers of branded goods to bypass retailers by advertising directly to consumers. Firstly ads were on radio, then on TV and on the Internet. Nowadays people spend most of their time in network, so ads appears on sites that we visit, social networks, online-shops, you tube, video resources and so on. And usually this ads are made on our recent google requests. Advertisers may also deliver ads based on a user's suspected geography through geo-targeting.

A user's IP address communicates some geographic information (at minimum, the user's country or general region). The geographic information from an IP can be supplemented and refined with other proxies or information to narrow the range of possible locations. For example, with mobile devices, advertisers can sometimes use a phone's GPS receiver or the location of nearby mobile towers. Cookies and other persistent data on a user's machine may provide help narrowing a user's location further.

But of course there are some unpleasant ads like spam. This spam-ads come from different resources to our e-mail, and in a big quantity can make us annoyed and angry. Although nowadays it can be filtered automatically and send to special spam folder and we can even forget about spam.

All in all we think that online advertising is the future of all ad industry and it will only develop to the new, more convenient and useful level.

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LE SYSTÈME DE TRANSPORT EN FRANCE

Le monde entier connaît le système ferroviaire français et ses trains à grande vitesse TGV. Et la vérité que vous puissiez vous déplacer très rapidement entre les villes.

Cependant, ces avantages devront être assez coûteux à payer, bien sûr, le coût du billet dépend de l'âge du passager, de la distance, de l'heure du voyage, etc.

Maintenant, je voulais parler un peu du train TGV. Beaucoup de gens, se déplaçant de ville en ville, pouvaient voir différents trains devant eux.

Les trains sont à un et deux étages. Les wagons sont souvent équipées d'une petite table et d'une prise de courant, et parfois vous pouvez voir le café. Et s'il n'y a pas de tels avantages, alors vous devez monter au deuxième étage.

Également en France, personne n'a de question: où s'arrêtera la troisième wagon? Sur le moniteur personnel accrocher, qui a marqué votre position par rapport au train. C'est très confortable.

En TGV, vous pouvez aller de ville en ville, mais toujours besoin de se déplacer dans la ville. Deux options sont disponibles: taxi et métro.

Vous trouvez les taxis sur un parking spécial ou commandés par téléphone. Prendre un taxi dans la rue est presque impossible.

Et bien sûr, tout a ses inconvénients. Utiliser un taxi aux heures de pointe est très coûteux. Vous êtes dans la circulation et le compteur fonctionne. Dans ce cas, le métro est la meilleure option.