

prospective and prosperous. It broadens the horizons of ones who have chosen this specialization. Besides economic sphere, it also increases our knowledge in cultural, political and social aspects of life.

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УДК 659.441.8:316.647.5

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THE PRINCIPLE OF TOLERANCE IN MODERN ADVERTISING

The goal of advertising is to reach people who are most likely to pay for a company's products or services and entice them to buy [1]. First, you need to identify three key points:

- you need to determine what audience the ad is aimed at;
- where to place the ad;
- the creation of effective advertising itself.

Advertising forms an opinion about the brand, so it draws quite a lot of attention. It has gone through quite a long history and continues to amaze. It is very important to make not only commercially profitable advertising, but also to give it meaning. Many people call the 21st century the century of tolerance. Modern advertising provides support and shows indifference to certain topics and even to global problems. As an illustration of such tendency, I will tell you about 3 brands:

In the summer of 2020, the world-famous fashion house GUCCI published an advertising campaign for Obscur mascara on its Instagram account, which starred an unusual model-18-year-old British Ellie Goldstein with Down syndrome. Subscribers of the Gucci page warmly received the advertising campaign with the participation of Ellie.

Western civilization has turned its face to people with special needs, who also have the right to self-realization and simple human happiness.

Another example of an interesting ad that touches on the topic of nationality, skin color, different body sizes and abilities. This is an advertisement for the brand's underwear Nünude [2].

Joanne Baban-Morales launched her own brand a few years after discovering that the word «nude» was defined in the Oxford Dictionary [3] as «pale, pinkish and beige». Nünude sells lingerie in five different shades, because not all women want «pale, pinkish-beige» underwear. Such a limited definition of what «nude» means reinforces the racist notion that white skin is better than other skin – that it matters more, or deserves more. Not only that, but «nude» isn't even a color; it's a state of undress. Anyone, no matter what color their skin is, can be nude.

At the moment, the brand produces underwear for women with any type of figure and skin color. In addition to underwear, the brand's range includes home clothing, bodysuits and jumpsuits. For shooting in advertising campaigns, instead of models, the designer invites buyers of Nünude.

In March 2017, alongside Nünude petition and viral campaign, they successfully changed the definition of the word «nude» in the Oxford dictionary.

Another giant of the fashion industry, Calvin Klein, in 2019, starred in a new campaign of real models without photoshop. The goal of the campaign is to show the beauty of the human body in all its diversity.

The new photo shoot, in particular, starred model and blogger Elyanna Sanchez, who openly shows off unshaven armpits in the pictures. The heroes of the ad also became an oversized model Kumari Seshasai who is not shy about creases and stretch marks on her body, as well as a representative of the LGBT community, blogger Parker Kit Hill and others.

The ad caused a mixed reaction from users of social networks: some admire the courage of the brand, which has moved away from the standard canons of beauty, while others call such pictures «unsightly».

In my opinion, tolerant advertising is important in our world and in our time. Sometimes it is important not to remain silent, but to address issues related to the individual and society as a whole.

It is essential for brands to show their attitude to social problems and provide a kind of support. It is also important that people see and understand why this is done.

However, such advertising should be done wisely; otherwise, it can bring quite the opposite effect.

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УДК 005.93

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THE EFFECTIVE MANAGEMENT SYSTEM

A **management system** is a system for managing various types of resources: human, financial, technical, and others in order to solve business problems. An effective management system is based on an effective strategic management system. Strategic management is the management of achieving a goal, the development of policies that guide and limit activities. Hence, we can distinguish the following main points that determine the effectiveness of the strategic management system. I will compare these goals with the activities of some of the largest car producing companies in the world, Ford Motor Company and Chrysler.

Setting the maximum achievable goal. Setting a high goal is a vision of the result, a vision of what and how a high economic result will be achieved. I.e., the main goals are not only the goals of producing and creating new products, but also the goals of developing and implementing effective methods and procedures for effective management, labor organization, goals that help to achieve the greatest effect, without requiring significant capital investments, but requiring major organizational changes.

It makes sense to say that before Ford, cars were a product of artisanal production, and therefore they were unreliable and expensive. Ford set out to turn the car into a simple, reliable and inexpensive item of daily necessity. The challenges facing Mr. Ford were the following:

- to open and implement the pipeline
- to establish mass production,
- to form a scientific system of labor organization.

Only these achievements could make it possible to produce good and relatively cheap cars.

A clear system of management accounting, a clear system of corrective measures. For example, if we compare the planned and actual interim results and see that there is a possibility of not achieving the certain result within the specified period, then we need to re-organize our activities