

Syabro A. V., student of the group MP-191,
Scientific supervisor – **Nikolaienko O. V.**, senior lecturer, FLSP Department
Chernihiv Polytechnic National University (Chernihiv, Ukraine)

21ST CENTURY MARKETING: CHANGES AND CHALLENGES

The nature of work, especially as digital marketers, has continued to evolve at an unprecedented pace. Companies are getting bigger and marketing strategies are evolving to account for new trends and technologies. In recent years there have been four major areas of online marketing change. These areas are Mobile, Programmatic, Social Media Advertising, and most recently Video Advertising.

1. Mobile Advertising. Technology has evolved and so has the world of advertising. Mobile advertising is the buzzword of the day. It is definitely one of the most effective means to reach out to your potential customers.

IAB's internet advertising revenue report for the year 2018 states that "Advertising delivered on a mobile device now makes up 65.1% of total internet advertising revenues". And according to IAB's 2020 report, mobile advertising revenues increased by 24% between the years 2018 and 2019[1].

The term mobile advertising refers to any form of advertising that appears on mobile devices such as smartphones and tablet computers. Companies advertise on these devices through text ads via SMS or through banner advertisements that appear embedded on a mobile website. They may also be found through downloaded apps including mobile games.

2. Programmatic Advertising. Programmatic advertising is the automated buying and selling of online advertising. This automation makes transactions efficient and more effective, streamlining the process and consolidating your digital advertising efforts in one technology platform.

Programmatic platforms have been growing their inventory and database such that any format and any channel can be accessed programmatically today, including mobile, desktop, tablet, audio, digital outdoor and connected TV[2].

To put it short, programmatic advertising is a way to automatically buy and optimise digital campaigns, rather than buying directly from publishers. It's designed to replace human negotiations with machine learning and AI-optimisation. The goal is to increase efficiency and transparency to both the advertiser and the publisher. This is done through real-time auctions where ads are bought at the same as a visitor loads a website.

3. Social Media Advertising.

Social media advertising, or social media targeting, are advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform. In many instances, when target market aligns with the user demographics of a social platform, social advertising can provide huge increases in conversions and sales with lower cost of acquisition[3].

4. Video Advertising. Video advertising is promotional content that plays before, during or after streaming content. Some marketing professionals also expand the video advertising definition to include display ads with video content, such as those that start playing when a person puts a mouse cursor over them and native video ads promoted on digital ad networks[4].

Marketers driving this spike in video ad spend will also be the leaders testing new and previously mentioned formats. We can expect to see more brands adopting vertical, six-second, and non-skippable ads into their online marketing strategy this year. Together, larger budgets and

optimized ads could create the perfect storm for capitalizing on video's exponential growth. We can only imagine the shifts in technology and online advertising this growth will lead us to next.

Everything is changing at an increased rate. Technology for automobiles, homes, and shopping continues to change marketing strategies. Moving forward, the goal is to get in the mind of your primary audience and make their consumer experience memorable.

Utilizing the four tactics above can help create a 21st century marketing strategy that will generate leads through multiple sources and cultivate interest for your business. The days of planning once and being done are over. Today's marketers must be consistent and relevant in the "now."

References

1. What is Mobile Advertising and How Does it Work? - Access mode: <https://www.mobileads.com/blog/mobile-advertising>
 2. What is Programmatic Advertising - Access mode: <https://www.acuityads.com/blog/2017/12/15/what-is-programmatic-advertising>
 3. The 6 Most Effective Types of Social Media Advertising in 2021 - Access mode: <https://www.bigcommerce.com/blog/social-media-advertising>
 4. The Complete Guide to Online Video Advertising - Access mode: <https://www.outbrain.com/blog/online-video-advertising-guide/>
-

Tytenko H. P., a 1st year student, group MSWp-201
Scientific supervisor – **Sikaliuk A. I.**, PhD, associate professor
Chernihiv Polytechnic National University (Chernihiv, Ukraine)

SIGNIFICANCE OF A FOREIGN LANGUAGE IN THE CONTEXT OF GLOBALIZATION

In the modern period of socio-economic and political development it is impossible to realize the importance of a foreign language in the social and cultural spheres of life. It has led to a rethinking of the role of a foreign language and its impact as an important and necessary means of intercultural communication.

A foreign language has become an integral part of the mechanism of socio-economic and political understanding between different members of the world community in different spheres of their lives. In the period of intensification of international relations, there is a tendency of interpenetration not only of languages but also of cultures in different countries.

The era of globalization is characterized by a sharp expansion of trade, financial and cultural relations, their importance in public life, the growing interdependence between countries and peoples which strengthens the role of the individual in economic and political activities of the country, region and world.

Language has a strong influence on the course of socio-political processes and has significant regulatory potential. Along with economic and political factors, language is an important factor in the integrity of the nation and the normal functioning of the state.

Therefore, it can be noted that the process of teaching foreign languages in schools and higher education institutions must meet the requirements of the time. The world is becoming different and the process of globalization covers all spheres of society.

Combining society, a common language stimulates the development of stable political, economic, cultural ties in a world-class community. However, knowledge of a foreign language is