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## **DIGITAL ADVERTISING AS A MODE OF INTERACTION BETWEEN EDUCATIONAL INSTITUTIONS AND CLIENTS**

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Summary. This paper sheds light on emotional appeal, rational appeal, authority appeal and value appeal as tactics that carry out persuasive strategy in educational adverting, as well as verbal and nonverbal means of their manifestation. The aim is to identify the role of this set of persuasive tactics and means in the process of interaction between educational institutions and their clients via digital advertising.

Key words: educational institutions, educational services, digital advertising, persuasive strategy, communicative tactics, verbal and nonverbal means of interaction.

## **ЦИФРОВАЯ РЕКЛАМА КАК СПОСОБ ВЗАИМОДЕЙСТВИЯ МЕЖДУ УЧРЕЖДЕНИЕМ ОБРАЗОВАНИЯ И КЛИЕНТОМ**

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Аннотация. В статье рассматриваются тактики апелляции к эмоциям, апелляции к разуму, апелляции к авторитету и апелляции к ценностям, реализующие стратегию убеждения в рекламе образовательных услуг, а также вербальные и невербальные средства их выражения. Цель работы – определить роль указанного комплекса коммуникативных тактик и средств убеждения в процессе взаимодействия учреждений образования с их клиентами посредством цифровой рекламы.

Ключевые слова: учреждения образования, образовательные услуги, цифровая реклама, стратегия убеждения, коммуникативная тактика, вербальные и невербальные средства воздействия.

Rapid development of information technology has brought our society into the digital era, and digital advertising of educational institutions and

their services is one of the manifestations of people's lives against the background of digitalization.

As a form of advertising, digital educational advertising aims at promoting educational products and services, essentially persuading customers to buy. Therefore, the overall promotional appeal depends on the effectiveness of persuasion. A persuasive strategy is the use of information to influence addressee to believe something, take or not take action [1, p. 65]. Based on its specific manifestations, persuasive strategy can be further divided into different tactics: rational appeal, emotional appeal, authority appeal and value appeal. The first type uses rational persuasion, highlights the content of presentation, and conveys the advantages of products and services. Emotional appeal stimulates the clients' feelings so that they are more likely to respond positively to a message. Authority appeal cites authoritative opinions or authority figures as evidence to support the argument. Value appeal attempts to gain customers' compliance by pointing to common beliefs that guide their behavior.

Digital educational advertising has both – general attributes of traditional advertising, i.e. promotion through verbal means in the first place, and the new features of digital advertising, i.e. enriching the presentation of advertising through nonverbal means. Verbal means are based on oral and written forms of the message, while nonverbal means include gestures, movements, appearance, clothing, hairstyle, makeup, etc. [2, p. 65]. A tight mix of verbal and nonverbal means is used to enhance the interaction between educational institutions and their clients.

The study is based on 30 digital educational advertisements posted on the UK advertising platform *gumtree.com*. The use of verbal means and their combination with nonverbal means are considered in reference to each tactic through the methods of contextual, semantic and quantitative analysis. The results of quantitative analysis are as follows (see table).

Table – Tactics and means of persuasion in digital educational advertising

Means of persuasion	Types of appeal (persuasive tactics)			
	Rational	Emotional	Authority	Value
Verbal	17	19	4	4
Nonverbal	20	23	3	5

As shown above, there are more verbal means in rational appeal and emotional appeal but fewer in authority appeal and value appeal. The same goes for nonverbal means. A possible explanation for this might be that verbal and nonverbal means always appear simultaneously and interact with each other to enhance the persuasive effect of advertising. Another finding

is that the total number of nonverbal means is slightly higher than verbal means, which may be due to the fact that images and their elements convey more information than plain text. Below are some examples.

*GLOBAL KIDS. LEARNING IS FUN WITH US.* This ad illustrates emotional appeal. The verbal message is accompanied with the images of Spanish and British flags, and each letter in *global kids* is a different colour. The verbal marker *fun* appeals to happiness, while the flag images correspond to *global*, and letters of different colours convey the idea of learning with pleasure.

*BACK TO SCHOOL, SALE 50 % OFF.* It is an example of rational appeal. The image that matches the text shows a child getting ready for school, along with lots of stationery. In this advertising, the verbal marker *sale 50 % off* describes the price and appeals to clients' rational thinking, while the image serves to set off the scene of the new semester and echoes the idea expressed through verbal means (low prices, discount).

An example of authority appeal is as follows: *Unlock Your Leadership Potential with Expert Executive Leadership Coach.* Accompanying the text is the image of an expert. In terms of verbal means, the message conveys the coach's expertise. In terms of nonverbal means, a professional's photo is aimed at deepening the clients' recognition of authority.

Last, let's consider a case of value appeal: *Choosing The Right School Is Same Like Giving The Best Future To Your Child.* The image next to the text is of a young boy walking forward with his backpack, aided by his parents. The verbal marker *the best future* reflects the value of success. The font size in *school* and *the best future* is enlarged, implying that the choice of this educational institution is an investment in a child's bright future. The parent's gesture signifies help and support, while the child's steps forward symbolize a successful career path.

It is worth noting that at first sight the interaction between educational institutions and their clients via digital advertising seems to be more of a one-way path, where organizations simply deliver information to consumers. But advertising is actually aimed at triggering the potential customers' train of thoughts as well as evoking their emotions, which may consequently lead to purchase behavior. The use of various persuasive tactics and a specific set of verbal and nonverbal means in digital educational advertising can enhance promotional appeal and thus strengthen bonds between educational institutions and their prospective or existing clients.

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## **ЭКСПЕРИМЕНТ КАК МЕТОД ПРЕПОДАВАНИЯ ЭКОНОМИЧЕСКИХ ДИСЦИПЛИН**

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Аннотация: Раскрыты преимущества эксперимента как метода преподавания экономических дисциплин. Активное вовлечение студентов в проверку теорий, сбор данных, выработку плана эксперимента и создание его дизайна, дает ценный опыт практико-ориентированного знания.

Ключевые слова: образование, поведенческая экономика, эксперимент

## **EXPERIMENT AS A METHOD OF TEACHING ECONOMIC DISCIPLINES**

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Abstract: The advantages of experiment as a method of teaching economic disciplines are revealed. Actively involving students in testing theories, collecting data, developing experimental plans, creating experimental designs provides valuable experience in practice-oriented knowledge.

Keywords: education, behavioraleconomics, experiment

Экспериментальная экономика как отдельная дисциплина начала активно развиваться с 1980-х годов, хотя первые учебные эксперименты начали применяться еще в 1950-х. Наиболее известным примером является связка двух экспериментов, проведенных Э. Чемберлином, а потом его учеником В. Смитом по установлению равновесной цены. Изучая эти два эксперимента, можно увидеть несколько преимуществ, которые дает экспериментальный подход: