

SUMMARY

Theme: « Internet advertising as a social phenomenon: contemporary practice»

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Key words: Internet advertising, enterprise competitiveness, the practice of online advertising.

Relevance. The relevance of the problem under study grows because it is necessary to study the preconditions of competitiveness of enterprises in the global networks, a significant factor which is the speed of information processing, is broad and flexible application of marketing. It is important to recognize that the knowledge necessary for technological innovations and increased capabilities in advertising quite often cause the company to enter in the Internet space. Inability to react to increased opportunities of virtual networks can lead to loss of company orientation for sustainable development and to considerable losses. Internet advertising as a social phenomenon offers a large number of potential paths of movement and initiatives. In other words, our society has used and understood the Internet advertising as a constant companion of social development, as businesses have realized the vital need to define their strategic marketing capability through Internet.

The object of research is the Internet advertising as a social phenomenon.

The aim of this work is to identify the specifics and peculiarities of the modern practice of online advertising on the example conceptual model of the online store. **Objectives** of the study:

- to identify the concept, nature and objectives of advertising;
- to analyze the essential characteristics of online advertising as a social phenomenon;
- to consider the stages, methods and strategies of creating an Internet advertisement;
- to analyze the peculiarities of the modern practice of online advertising on the example conceptual model of the online store.

Theoretical and practical significance of the research consists in possibility of application of the provisions and conclusions of the thesis in universities in courses on public relations, advertising and journalism. Theoretical significance of qualification work is that the

prisoner in her theoretical analysis allows to define more precisely the problems of the modern formation of online advertising, including social communication, reflecting socio-cultural processes within society that influence motivational and behavioural sphere of individuals and groups to improve public relations through information exchange.

The research results. we were shown a number of benefits of online services directed at potential consumers, where the online services distinctive features such as:

- ordering of goods or services at any time of day from any geographical location;
- the possibility of patient study of the price sheet and become familiar with any information of interest: price, timing or sending the goods, performance of services, as well as quality and availability;
- the objectivity of selection of procurement of goods or services when the manufacturer or the advertiser does not fully affect the degree of choice of goods or services;
- unlimited opportunities for the development of new market segments and new sectors of consumers and users;
- the availability of tools to better serve the interests of advertisers in order to attract the attention of consumers;
- ability to respond quickly to customer requirements and competitive advantages and the behavior of competitors.