

The structure of each country has individual sales channels. When consumers buy organic products they overpay an average of 40 - 60% more than for similar products which are grown on intensive technologies.

Current global trends have led to a situation where competition between ordinary stores and online shops are very sharpened. It is a common belief that the popularity of organic products is dependent on the level of development of a country or region. Thus, a resident of Switzerland spends on organic products 103 euro per year, Sweden - 47 euros, Germany - 38 euro, France and the UK - 27 euros [2].

Nowadays there are about 70 online shops, located on the territory of Ukraine, which sell organic production. It should be noted that not in every region has registered an Internet store that implement organic products. Most of them offer the delivery of organic products in the region during the day. So, about 53% of online stores along with retailers carry through wholesale distribution network. This service makes available using organic products for people in all regions of Ukraine.

Almost all of the online stores have their own trademarks. So, 16 shops (22%) sell organic products excluded Ukrainian brands, 6 online stores (8%) - only products of foreign brands and the range of most shops (46 or 66%) is represented both Ukrainian and foreign trademarks. The two online stores brand of products is not indicated.

In conclusion, the functioning of the online stores, as one of the channels of the implementation of organic production, will positively influence into development of the market of organic products. A further development of communication services allow online stores offer consumers of organic produce fresh, high-quality organic products from producers at a price lower than in ordinary stores.

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## SEXISM IN ADVERTISING AS AN ADVERTISING PROBLEM

*Key words: marketing communications, advertising, sexism*

The word "sexism" in most cases makes people imagine very lewd associations, thereby causing one immediately fall into confusion, and others - to lead the troubled brow and skeptical chuckle. Under sexism one understands gender-based discrimination. It is an ideology that claims to different rights and the unequal position of men and women. Unlike other forms of discrimination (eg, racism),

sexism uses more subtle methods of cultural influences: the formation of stereotypes of proper social behavior, methods of education, indoctrination of consciousness through language and cultural images, including those offered by the media.

From one to other commercials of popular products use gender stereotypes, but even they use it really badly

Advertising, undoubtedly, should work. However, advertising catching exclusively with blatant rudeness and offensive promise is not a good marketing move but banal manifestation of unprofessionalism.

Firstly, it is the objectification of women. Sex sells, perhaps better than anything else: the beautiful girls with magnificent breasts from all sides sell loans, houses, cars - really anything. Companies without hesitation leave the conventional beauty on the poster - and voila! Now everyone will pay attention to advertising. It is surprising that no one thinks that this attitude can cause as much damage to the image, as good: a lot of women as well as adequate people regardless of sex do not like this approach to advertising of the product.

Meanwhile, the experiment, where men behave as women are made to act in commercials, causes discomfort so it's time to think over it.

The next aspect is demonization of the female physiology. The social stigmata associated with the body and imposed on women in the modern world are known to every child: sweat, hair everywhere, except the head, bad mood and no smile, and, of course, monthlies. This is not to say directly, but it has been decided to pretend that they do not exist. Indeed, women all over the world should feel flawed because they are biologically able to make a new life - how could we think different?

The need to sell your product has led to the advertisers to the win-win situation: if we cannot explain that our product is better, we are intimidating our buyers to such a state that the society itself will start to blame them, and they are forced to buy it. The girl in the commercial designed for products Always doubts if she can sit in a taxi with her friends during the monthlies - as if our society is a kind of the caste system which prohibits it.

And the final issue is gender stereotypes about women. One gets the impression that the washing powder and mayonnaise are the main pillars of the modern advertising industry. It seems that it sells mostly with the help of family and women's images: who, after all, washes and cooks, if not a docile housewife? Men are engaged exclusively in the force majeure situation and secretly, if you believe the advertising.

There are a lot of examples including the flirtatious wife who "has been caught" on the fact that she has bought a new thing without asking. Mayonnaise is not far behind: "Sloboda" believes that everything must be traditional and "as home". According to this advertisement, the woman should ideally flow into the stereotype of subordination, since she wants to get married and do not go beyond the "purely feminine" interests. The TV channel "U" fully supports this approach as in its advertising campaign, whose posters have flooded the subway in the past year, the heroines "do not want about politics", sports and bandits because they are girls. The fatal tendency of exploitation of the image "I'm a girl, I do not want to think" or "I'm a girl, I can do it" has been persistently supported by many "female" franchises. How is it possible then to speak of equal rights at work and in everyday life, when women

are beginning to believe that such self-abasement as normal?

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## **INTERNET SEARCH ENGINES: WHICH ONE TO CHOOSE**

*Key-words: information technologies, Internet services, search engines, poll, statistics*

Nowadays, when information technologies are used in nearly all the spheres of human life, people often apply to the Internet for any help and/or consultation. A search engine is one of the resources usually used for this purpose. There is variety of search engines worldwide. That is why it is rather problematic to decide which one suits best to be used in Ukraine. This paper describes the results of the marketing research done in the area of the Internet services, in general, and search engines, in particular. The research explores modern trends in using search engines with the overall aim: to determine a leading corporation.

To obtain data a poll was designed and spread within the students of the National Mining University (Dnipro, Ukraine), Year of study: 1-2 chosen randomly. This poll was designed with the help of Google Forms – the resource which helps to create different votes and polls. Five most popular search engine corporations represented in Ukraine were chosen: Google, DuckGoGo, Mail.ru, Yandex and Yahoo. Students were asked to vote for a search engine corporation they use more often and choose its products they use in their daily life.

The results obtained demonstrate that Google is the most popular (100% respondents) within Ukrainian students. All students use this search engine and prefers to use the majority of its services. The second place goes to Yandex which is popular on the territory of Southern Europe in such countries as Ukraine, Russia, Belarus etc. Google and Yandex are two main corporations competing in the Ukrainian market of the Internet services, but Google is more popular among Ukrainian students than Yandex. It could be explained by the fact that Google is popular all over the world and much more qualitative than Yandex, if to look at them