

композицію, налаштовану на реалізацію основного завдання – підвищення попиту на рекламовані товари завдяки маніпулятивним можливостям мови.

**THE MOST UNUSUAL HOTELS AS HIGHLIGHTS  
IN THE FIELD OF HOSPITALITY  
(НАЙБІЛЬШ НЕЗВИЧНІ ГОТЕЛІ ЯК РЕАЛІЗАЦІЯ  
ОСНОВНИХ НАПРЯМІВ В ІНДУСТРІЇ ГОСТИННОСТІ)**

**Шатохіна О.О., гр. ГРС-30м**

Наукові керівники: канд. психол. наук, проф. **А.О. Борисова**,  
ст. викл. **О.М. Муравйова**

Харківський державний університет харчування та торгівлі

*Предметом дослідження є інноваційна діяльність в індустрії гостинності в напрямі підвищення конкурентоспроможності сучасних форм готельного бізнесу.*

When you travel the world, you begin to realize that most hotels are actually pretty boring and conventional.

From plush pillows and flat screen TVs to mini bars and continental breakfasts, most decent hotel brands basically offer the same amenities. The only thing that really changes is the view. But every once in a while you'll visit a unique hotel that truly stands out.

The Austrians made hotel rooms from concrete tubes. A young painter Thomas painted the walls of the rooms. Inside there are electric wall outlets. There is no reception there. Any person can pay a room online. So there is no fixed price for the room. A system «pay-as-you-wish» works there.

It is fantastic to have a night in a working dock crane hotel. The price is as high as the height of the crane. But there are a lot of volunteers to book a room in this hotel. The crane moves but people say that's not a problem as the construction is solid and there is a great view of the sea.

The photographers from Belgium Ann and Jacque-Luck Lalu were specialists in taking photos of architecture. Then they decided to remake an old school in a village into a stylish hotel with unusual furniture / the rooms are called like this – a Maths classroom, an Architecture classroom. People don't live there, this hotel is for different conferences and meetings.

The Tree Hotel is in Switzerland. There six different types of houses in the trees there. The most attractive one is a mirror cube, reflecting the forest, so it is practically invisible. One more interesting house is like a flying saucer. Another one is like a bird nest decorated with many branches.

Whether new or old, traditional or modern, boutique or 100-plus rooms, independent or corporately owned, in luxury it's about creating a unique magical experience like no other.

## **ADVERTISING IN MARKETING (РЕКЛАМА У МАРКЕТИГУ)**

**Шестопалов А.С., гр. ГРС-47**

Наукові керівники: канд. фіол. наук, доц. **І.В. Удовенко**,  
ст. викл. **Л.А. Подворна**

Харківський державний університет харчування та торгівлі

*Реклама – мова ринку, за допомогою якої бізнес спілкується з потенційними клієнтами. Щоб бізнес був прибутковим, важливо знати особливості цієї мови.*

The average person sees an estimated five thousand ads per day. From commercials on television and pop-ups on the Internet to advertising on bathroom stalls and subway platforms, the messages are endless. That's why effective communication to a specific target audience is the key to making advertisements stand out and get results.

In modern advertising management, the main emphasis is on integrated communications related to this brand. A trademark (brand) is something that is the subject of promotion. A brand can be a company, organization, product, service, problem, idea or person.

Thanks to advertisements, promotions and sales promotion, the communication process is carried out. Depending on a particular brand, the prospective buyer has relatively stable associations, which are called communication effects. With their help, the brand's position in the market is created, and the consumer is inclined to think about buying. They can be partially or completely the result of any form of marketing communication - advertisements, promotions, sales promotions and presentations.

For advertising to motivate customers to take action, it must have communication effects. To do this, it is necessary to determine what effects, ie associations associated with the brand, should arise in buyers and what position in their eyes should take the brand for people to start acting. For this purpose the purposes of communication which are defined for each campaign separately are established. As a rule, the goals of communication are selected from the following set: the need for the category, brand awareness, attitude to the brand, intention to buy the brand and customer support. Usually advertising communications promote awareness of the