

нет ресурсы для обучения языку, видео- и аудиоматериалы.

На занятиях по иностранным языкам используются информационные технологии, которые формируют, развивают и улучшают общеобразовательные умения и навыки; расширяют языковой материал; мотивируют обучающихся к самостоятельности в работе над учебным материалом. Улучшение технологий обучения занимает одно из первых мест среди многочисленных новых направлений развития образования. Использование новых технологий позволяет разнообразить не только формы работы, но и активизировать познавательную деятельность обучающихся, обеспечить высокую степень дифференциации обучения.

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BRAND ARCHETYPES IN DESIGN

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Archetypes are universal, inborn models of people, behaviors, or personalities that play a role in influencing human behavior. They represent universal patterns and images that are part of the collective unconscious. Archetypes – characters defined by generic traits that explain what they stand for and what motivates their actions. Brand archetypes give brands a character that makes them accessible and relatable to audiences who share those same values. What is it that attracts people to these brands? Why do people welcome them into their family or show loyalty towards them? The answer? Brand Archetypes. The relevance of the topic is that archetypes have a huge impact on the target audience and brand sales. Knowledge of archetypes helps to properly build the concept of design of the future product and increase consumer loyalty.

They were introduced by the Swiss psychiatrist Carl Jung. Jung believed that the human psyche, or the body, mind and soul, was made up of three parts – the ego, the personal unconscious and the collective unconscious.

The personal unconscious, which is unique to each of us, contains suppressed memories. According to Jung, the collective unconscious contains ancestral memory – imagery, symbols and themes that are hereditary.

It's Jung who believed that each archetype played a role in personality, but felt that most people were dominated by one specific archetype. These four archetypes reflect human ambition, beliefs and motivations. The Jungian persona defines the different masks we wear in a social context. The shadow exists as part of the unconscious mind and is composed of repressed ideas, weaknesses, and desires. The anima represents femininity in

a man's psyche while the animus represents masculinity in a woman's psyche. The self is the whole representing Jungian individuation.

Margaret Mark and Carol Pearson projected Jung's approach for marketing and branding purposes. In their view, an archetype is a set of symbols that encourage the consumer to have certain feelings about something. There are twelve brand archetypes: The Innocent, Everyman, Hero, Outlaw, Explorer, Creator, Ruler, Magician, Lover, Caregiver, Jester, and Sage.

The Magician archetype rarely fits a buyer persona but appeals to different personas with their ability to transform. Creator brands leverage their audiences' imagination and their desire to create and innovate. Ruler brands must provide their customers with a sense re-affirmation that they are at the top of the ladder of success and are part of an exclusive club. For Lover brand archetypes, the focus is on improving connections with the people and things that really matter. A Caregiver brands aim is to make their customers feel secure, protected and cared for. Jesters are rarely a buyer persona but can be a perfect archetype for brands in the business of entertaining or wanting to associate themselves with good times. The Sage Archetype is driven by the desire for truth and knowledge and use them to make the world a better place by sharing their findings. The Explorer has a palpable inner drive to push themselves outside their comfort and conformity of everyday life; into the rugged environment they feel at home in. They are brave, adventurous and love a challenge. Rebels inspire the strongest brand loyalty as their countercultural message resonates beyond just the product and into their customers' lifestyles and philosophies. The Hero turns a brand into a story of triumph over adversity. The Everyman values hard work, common sense, reliability and authenticity. The innocent Archetype associate your brand with safety and will feel a connection when their inner beauty is recognized.

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GREEN ECONOMY AS A CONDITION FOR ACHIEVING THE GOALS OF SUSTAINABLE DEVELOPMENT IN THE REPUBLIC OF BELARUS

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Increasing attention is grabbed by environmental issues in the Republic of Belarus. Therefore, cooperation with foreign countries and international organizations in this sphere is a great importance to the country. The Republic of Belarus is an active participant in international agreements. It doesn't only increase the country's authority in the international