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## **PUBLIC RELATIONS AND ITS IMPROVING AS A GUARANTEE OF COMPANY'S SUCCESS**

Public relations (PR) is the planned and sustained effort to establish and maintain goodwill and understanding between an organization and its publics. The main goals of PR are to create, maintain, and protect the organization's reputation, enhance its prestige and present a favorable image [3]. Studies have shown that consumers often base their purchase decisions on a company's reputation, so public relations can have a definite impact on sales and revenue.

Roshen Confectionery Corporation – is one of the largest manufacturers of confectionery products in the world. It is one out of the few Ukrainian companies that clearly understands the concept of «public relations». Company's PR activity is not only generating sales, but also generating goodwill.

Nowadays the main objectives of the «Roshen» corporation are: maintenance leadership positions in terms of total volume of production and sales of confectionery products in Ukraine; new markets conquest, expansion of geographical and financial capabilities of the corporation; strengthening the emotional connection with customers and employees. In our opinion, these objectives can be achieved just by improving PR in the corporation's activity, as ROSHEN products already meet all domestic and international standards.

One of the most relevant proposals for public relations improvement in the corporation's activity is strengthening the role of the brand «Roshen» in the life of Ukrainians by restyling the company's logo and slogan. It is well known that the 2014<sup>th</sup> year became special for Ukrainian nation, rising its patriotic spirit and importance of veneration of Ukrainian national symbols. That is why it will be appropriate to frame the old logo with yellow-blue colors or make underlines in national ornament. A new slogan can be: «European values in Ukrainian traditions».

In order to implement the international brand strategy, it will be relevant to use the global brand. It means adapting main company brand to local peculiarities [2]. For example, the Russian language should prevail on the candy wrappers for export to Russia, but at the same time, it has to emphasize the Ukrainian manufacturer of high quality products. This tactics will point to strong competitiveness of Ukrainian products on Russian market and call attention of the Ukrainian diaspora that is always glad to buy such products. In order to promote ROSHEN products on European,

American and Asian markets, it is possible to conduct an extensive PR-campaign in the press and on television with the assistance of well-known Ukrainian celebrities and sportsmen, who became symbols of Ukrainian nation.

The third objective of the Corporation (strengthening the emotional connection with customers and employees) can be implemented by using such PR-method as «4-D Branding». Its author, Thomas Gad, in the book «4-D Branding» offers a revolutionary four-dimensional model for understanding brand strengths and weaknesses. The model enables companies to create their own unique «brand code» or «mindspace». The brand code represents an organization's unique corporate DNA, which can be used to drive every aspect of the business – from product innovation to recruitment. 4-D branding argues that in an era of transparent markets, branding has four dimensions: functional, social, mental, and spiritual [1]. If «Roshen» company understands these four dimensions, it will be able to create the brand of the future.

It would also be appropriate to offer «Roshen» to pay more attention to online advertising, as today the Internet plays a very important role in products and services promotion. The company's official website is well designed and contains a lot of information about company and its products, but still faces lack of visitors. Therefore, the main functions of web advertising should be: attracting users to the website, stimulating interest to the company, identifying consumer behavior, grabbing and holding visitor's attention to company's website, supporting individual relations with the consumer. The corporation also can use different forms of web banners, contextual advertising and advertising in the form of games, which are an unobtrusive way to help internet users learn about «Roshen».

The other way, that becomes very popular in the world and can be effectively used by the «Roshen» corporation, is non-standard advertising – animation advertisements inside the subway tunnel. With this method, when a train passes by the tunnel, optical images will form on the tunnel wall and passengers will have possibility to see those images. This optical image can be a movie that can show a large volume of advertisements. Moreover, since advertisements in this animated form are relatively new, it will be easy to catch people's attention and advertise your products.

The «Roshen» corporation uses PR tools not only for commercial purposes, but also for charity and sponsorship. However, taking into consideration current situation in Ukraine, one of the most essential recommendations for improving public relations in the corporation's activity can be a change of sponsorship direction. For example, «Roshen» has to finance charitable and voluntary organizations that help Ukrainian soldiers and their families. As the owner of «Roshen» is directly related to the policy, such actions of the corporation will strengthen positive image of the company and increase the trust to its owner at the same time.

To sum up, we can state that the «Roshen» company is the most successful Ukrainian confectionery manufacturer that confidently gains its positions on the international market. From product and technical perspective, the corporation has done everything possible that is why all new goals «Roshen» can achieve by improving its PR-activities. Namely, restyling the company logo or slogan, creating the global brand, using non-standard methods of advertising, the concept of «4-D Branding», focusing attention on charity and sponsorship activities which would take into consideration the political situation of the country.

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## ТРАНСКРЕАЦІЯ ЯК ЗАСІБ МІЖКУЛЬТУРНОЇ КОМУНІКАЦІЇ

Глобалізаційні економічні процеси та посилення конкуренції на міжнародних ринках указують на необхідність пошуку ефективніших засобів комунікації з представниками інших культур. Це актуалізує питання адекватного донесення етноспецифічної інформації.

Загальновідомо, що для відтворення культурно-специфічних особливостей тексту оригіналу почасти використовуються не лише вербальні засоби. У зв'язку з цим великої популярності набуває термін транскреація. Коротко зупинимось на її визначенні.

В. Габальо визначає транскреацію як інтра/ітерлінгвальну реінтерпретацію оригінального твору, підлаштованого під цільового читача (аудиторію), що вимагає від перекладача створення нових концептуальних, лінгвістичних і культурних конструктів, які б компенсували відсутність або нестачу існуючих [2, с. 95].

Тейлор і Френсіс обмежують транскреацію до креативної адаптації відео ігор та рекламної продукції [1, с. 9].

У книзі «Як отримати нові ринки через транскреацію» (Reaching New Markets through Transcreation) сформульоване ще одне визначення цього терміна: «транскреація – це процес створення і адаптації нового контенту для певної цільової аудиторії, який превалює над прямим перекладом оригінальної версії» [3, с. 2]. Н. Келлі та Р. Рей відносять транскреацію виключно до сфери маркетингу. На їхню думку, цей термін використовується для маркетингового і рекламного контенту, що має резонувати з місцевими ринками з метою здійснення такого ж впливу, як і оригінал. Як зазначають автори, цей термін може бути використаний у випадку, коли відбувається адаптація прямого перекладу чи коли зміст повністю переписується так, щоб відобразити оригінальне повідомлення. У більшості випадків – це поєднання нового і адаптованого контенту, сукупності зображень і прямого перекладу [3, с. 2-3].