

cinema, TV shows, music videos, computer games and books.

Consider the main product placement channels:

1. The film industry, in which hidden advertising (demonstration of the brand) can be visual, sound and storyline. Visual product placement means the display of a product or logo (brand of car, refreshing beverage, chocolates, etc.).

For example, in the James Bond films, you can see the brands BMW, Smirnoff, Martini, Visa, Omega, Heineken, L'Oréal and others. A total of 20 advertiser companies paid about \$ 100 million for hidden advertising in a blockbuster – a record for the history of product placement.

2. TV shows similar to the home industry variation product placement. So, in the culinary programs branded household appliances, such as Pyramida, LG, Samsung, Philips, Braun, Bosh and others are used.

3. The radio focuses on sound product placement. For example, radio "XIT FM" in the morning shows usage such brands as Jacobs, Nescafé, L'OR and many other well-known brands.

4. In press hidden advertising may appear both in texts and in illustrations. For example, in glossy magazines in the pictures of prestigious residential areas you can find a bank sign, store, fitness center, etc. Sometimes such hidden advertising may not be the subject of an agreement.

5. Books, where hidden advertising can be successfully integrated into the plot line of literary works, especially detectives and women's novels.

6. Internet with its almost limitless possibilities of product placement, includes computer games. For example, in the game "Adrenaline" by the company 1C, brands Gillette, Coca-Cola are promoted.

7. Showbiz, integrating visual, sound and storyline product placement. Hidden advertising can be presented in songs (brand name), music clips (logo demonstration or the product itself).

Product placement manipulates the consumers' opinion, can cause people's standards of behavior, consumption, lifestyle and fashion. This is due to objective psychological peculiarities of people, their tendency to copy the advertised living standards, imitation of their idols.

At present, Ukrainian advertising agencies start to use hidden advertising technologies. With the development of the internal advertising market, this trend is changing for the better. Predicting the prospect of hidden advertising, it should be noted that it will develop in line with current marketing trends – more "go" on the Internet, whose number of users in the world is steadily increasing.

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VIRTUAL REALITY: HEALS OR MAIMS

VR is gradually penetrating into the human life. Technology has already gone beyond science fiction and entered into various areas, for example, in medicine.

Young surgeons, before performing operations, usually train on corpses or assist more experienced physicians. Virtual reality allows you to practice on real patients without any risk. With the help of VR-glasses, surgeons can observe operations as if they really manipulated a scalpel. Using a headset instead of the four walls of the hospital ward, patients can see an amazing scenery of Iceland or swim with dolphins in the ocean.

VR can be a useful tool for studying cancer. Developing a human model in VR, using the latest scientific data, microscopic images and animation, now they can immerse in the human body at the cellular level, simply by wearing a headset

Nowadays, in medical practice, pain is an ongoing problem. Specialists have developed the VR-game Snow World for distracting patients with burns and dull pain during the care of wounds. Supporters of VR-treatment claim that virtual reality can relieve the dependence caused by some pain medications.

Dementia is acquired dementia. It is common among the elderly people. A person with dementia is very difficult to learn new information and, moreover, he gradually forgets what he remembered earlier: the faces of relatives, important events of life, which determined his character, dates, even language. For such people virtual reality glasses are used to create a safe environment, where they can safely interact and reconnect to the world. In a quiet environment of virtual reality, they pass through various exercises in the form of "soft" games, the meaning of which is to use different cognitive functions such as memory and language. In addition, patients with dementia are re-taught to plan, organize and prioritize their daily tasks.

Psychiatrists use VR to help patients cope with flight-related fears or claustrophobia.

Thanks to VR people can provide a controlled environment in which patients can face their fears and even practice strategies to overcome them.

Moreover, there are experiments in the treatment of autism, addictions and various forms of eating disorders.

In addition to the advantages of virtual reality, there are some cons. Many people having experienced VR-world complain of dizziness, "seasickness", experiencing stress and anxiety. Permanent use of the headset can lead to a sense of disorientation when, after diving into a VR, a user can stumble upon walls and objects in the room. Virtual reality can lead to emotional and social problems.

There're a lot of opinions that virtual reality (VR) is just an entertainment, but it plays an important role in treating people and developing our world.

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ARTIFICIAL INTELLIGENCE IN ROBOTICS

Mankind achieved ever greater results, because of the development of science, which led to new conclusions and new discoveries. Due to the latest achievements in