

sell almost anything given a 60-second ad, a free phone number and a price point of \$19.95.

Advertising on Billboards

Here's one that gets overlooked pretty often, but can be very effective if you do it right. Billboard ads are relatively expensive, but they do generally stay up for a long time, and they can be very specifically targeted to an area - the one where they're physically located. You'll have the best results with this if you can put one near enough to your business that it could say 'turn left at the next junction', or something like that. Phone numbers are, again, pretty useless, although you could have some luck putting a website address up there.

Advertising at the Movies

Finally, here's one that often gets overlooked. If you turn up to the cinema early, you might have seen that before the big-budget ads, ads for local businesses are run. This can be a great place to advertise relatively inexpensively in quite a high-profile way, and it works especially well for takeaway food businesses.

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SOCIALIZATION

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Socialization is the process by which children and adults learn from others. We begin learning from others during the early days of life; and most people continue their social learning all through life.

Sometimes the learning is fun, as when we learn a new sport, art or musical technique from a friend we like. At other times, social learning is painful, as when we learn not to drive too fast by receiving a large fine for speeding.

Natural socialization occurs when infants and youngsters explore, play and discover the social world around them. Planned socialization occurs when other people take actions designed to teach or train others -- from infancy on.

Natural socialization is easily seen when looking at the young of almost any mammalian species. Planned socialization is mostly a human phenomenon; and all through history, people have been making plans for teaching or training others.

Both natural and planned socialization can have good and bad features: It is wise to learn the best features of both natural and planned socialization and weave them into our lives.

Positive socialization is the type of social learning that is based on pleasurable and exciting experiences. We tend to like the people who fill our social learning processes with positive motivation, loving care, and rewarding opportunities.

Negative socialization occurs when others use punishment, harsh criticisms or anger to try to "teach us a lesson;" and often we come to dislike both negative socialization and the people who impose it on us.

There are all types of mixes of positive and negative socialization; and the more positive social learning experiences we have, the happier we tend to be – especially if we learn useful information that helps us cope well with the challenges of life. A high ratio of negative to positive socialization can make a person unhappy, defeated or pessimistic about life.

The many people receive far more negative socialization than they need and fewer people will need to be trained for battle, torture and hardship.

We all have an enormous human potential, and we all could develop a large portion of it if we had the encouragement that comes from positive socialization and the wisdom that comes from valuable information about living.

Information about both natural and planned socialization can be especially useful. Our prior socialization helps explain a gigantic chunk of "who" we are at present – what we think and feel, where we plan to go in life. But we are not limited by the things given to us by our prior social learning experiences; we can take all our remaining days and steer our future social learning in directions that we value.

The most people learn to influence their own socialization as they gain experience in life. It takes special skills to steer and direct our own socialization, and many of us pick up some of those skills naturally as we go through life.

We all come into life with a variety of psychology systems that foster self-actualization and favour the development of our human potential.

These are the biosocial mechanisms that underlie natural socialization. We can see and study natural socialization by examining the socialization of mammals. Once we understand the natural biosocial processes, we can try to build strategies of self-actualization that are compatible with the natural biosocial mechanisms we are born with to make self-development as easy and rewarding as possible.

The study of behaviour principles in everyday life is crucial to this. If we understand the ways to create positive socialization experiences, we can take our human potential and develop the happy and creative sides of that potential.

If we had too much negative socialization in the past and have learned to be too sad or inhibited, knowledge about positive socialization can help minimize some of the pain and allow us to build toward a more positive and creative future.

S. V. Podolkova, *EL Adviser*