

The textbook *Management in Healthcare. English in the Field of Professional Communication (Medicine, Dentistry, Pediatrics, Preventive Medicine)* presents a business game for students of various faculties at the classes of the foreign language [1].

Students perform the roles of a chief doctor, his deputy, the head of one of the hospital's departments who asks the permission to leave his working place, a medical representative of a pharmaceutical company, a journalist from a medical journal, a foreign colleague interested in the peculiarities of a Russian hospital, a medical student who has practice at this hospital, the dean of a Medical Faculty, and a patient dissatisfied with the treatment and his doctor's bad bedside manners.

The chief doctor is in a hurry to attend a meeting at the Department of Health, but he is approached with various requests by the aforementioned visitors. The students have limited time. The student playing the role of the chief doctor, does not know in advance what requests the visitors will make him. Observing the ethics of business communication and using polite speech patterns is crucial for visitors and the chief doctor in order to maintain professionalism. The main task of this game is to improve the students' communication skills and control their mastering. The students acquire the skills not only in professional communication, but also in managerial decisions making. The students get to know the idea of delegation of power, learn how to use professional vocabulary, and get the ability to use it in the future professional activities.

References

1. *Razdorskaya O.V. Management in Healthcare. English in the Field of Professional Communication (Medicine, Dentistry, Pediatrics, Preventive Medicine)* / O. V. Razdorskaya. – Kursk: KSMU, 2023. - 104 p.

V. Yudenok

В.В. Юденюк

БГЭУ (Минск)

Научный руководитель А.Ю. Шубович

VISUALIZATION AND IMPACT ON THE PERCEPTION OF ADVERTISING

Визуализация и ее влияние на восприятие рекламы

In the modern world, a person is immersed in information. On every pillar, on every package and fleeting second of the video, we unwittingly collect bits of information about something. In my opinion, any information carries a little advertising, because one way or another we find out what we didn't know before.

Therefore, it turns out that people often deceive themselves. Just about this self-deception will be discussed.

To begin with, what is «visualization». These are techniques for presenting various information and actions in a convenient and comfortable format for the individual. I think many people associate various marathons, self-development courses and so on with this word. These are the «magic methods» when your task is just to imagine what you want to get. And it's yours! This is a game with our visualization. Since it is clear from the concept itself that «visualization is personal for everyone», then for the most part we allow ourselves to be «fooled». We give ourselves the opportunity in the «eternal utopia» according to what is in our head, even if it does not carry value.

After reading various articles, including medical ones, I would say that visualization is a modern «disease» of society. Our brain, shattered by the realities and requirements of the real world, is much safer and more reliable to «create» the world in which «our scenarios of perception of situations are played out». Each of us has our own reactions based on our experiences and preferences. Accordingly, the same number of visualizations can exist. As I noticed, many people even lose the line between their fantasy and what reality has prepared for them, leading to psychological disorders.

And advertisers fit well into this «wonderful» space of constructed dreams. It is only necessary to add one word that will hook a person so that the product «settles» in his brain. And visualization helps him in this. Moreover, many do not suspect that they have «built» this or that for themselves. Yes, even advertisers themselves may not know what kind of visualization they have focused on.

As I have already said, the modern world is extremely traumatic, dangerous and cruel for the human psyche. «Your own fantasy world» saves you from this. Moreover, it certainly has an impact on how we see advertising.

In fact, it's very easy to fall into the trap of seeing ads. We cannot force our brain to stop thinking and remembering, analyzing and guessing. Because of this active activity, often avoiding important but difficult moments, we immerse ourselves in what we imagine. A simple example: after a laborious day, we imagine how we will drink coffee and go home light. The thought comes to us: «I remember there was a coffee shop in the next building. And even on the Internet they advised ...». It's all. Our brain doesn't need more. With joy, we go to this coffee shop with thoughts of what a beautiful cup will be and what kind of dessert (with already set needs and desires) we will take. And on arrival – the usual coffee, the usual dessert. And we get nothing but disappointment because of the «visualized».

It's very funny that it's much easier for the brain to face the fictional than the real. But advertising can be completely ordinary – without any subtext, semantic load and unnecessary information. But one word that has hooked a person can, by its presence in his imagination, build a separate segment that affects the actions and

actions of the individual. As an advertising analysis, it gives us the opportunity to feel how we will use this or that, in what situations we could find ourselves. And as our enemy, it takes reality away. Advertising uses this to «settle» in society as effectively as possible.

My conclusion is that it is impossible to lose the line with reality. You cannot rely only on your «feelings» and «assumptions». There is nothing wrong with «creating a fantasy for yourself». But when we perceive advertising, those small but bright throws of information through its prism, we willy-nilly become its hostages.

НЕМЕЦКИЙ ЯЗЫК

P. Lavrinovich
П.Д. Лавринович
БГЭУ (Минск)

Научный руководитель Е.В. Молчанова

DIE ROLLE DER ORGANISATIONSKULTUR IM HOTELBETRIEB

Роль организационной культуры в деятельности гостиницы

Die Organisationskultur als Instrument zur Verbesserung der Effizienz von Geschäftsprozessen ist in der gegenwärtigen Phase der gesellschaftlichen Entwicklung sowohl bei Wissenschaftlern als auch bei Unternehmern von großem Interesse. Dies liegt daran, dass die positive Dynamik ihrer Entwicklung es ermöglicht, die Verwaltbarkeit des Unternehmens und die Effizienz der Tätigkeit erheblich zu verbessern. Von besonderem Interesse ist die Untersuchung der Organisationskultur im Bereich der immateriellen Produktion, insbesondere in der Hotellerie.

Die Organisationskultur (Unternehmenskultur) ist ein integraler Bestandteil jeder Organisation und kann als ein Element ihres Lebenspotenzials betrachtet werden. Heutzutage ist sie der Hauptindikator für ein gut organisiertes Management: Sie hat einen erheblichen Einfluss auf die Mitarbeiter des Unternehmens, indem sie eine angenehme Arbeitsatmosphäre schafft, die Qualität der Arbeitsaufgaben, die Förderung der Entwicklungsideen der Organisation, die Entscheidungsfindung und die Interaktion zwischen ihnen und den Gästen beeinflusst.