

language. It includes both oral and written forms of communication, where an important element is the language itself and its rules that allow you to convey thoughts, emotions and ideas. The purpose of the study is to identify specific and universal features of verbal aspects.

Verbal communication has several features that distinguish it from other forms of communication, such as non-verbal (gestures, facial expressions, poses) and paraverbal (tones, intonation, tempo of speech) communication. Firstly, it is straightforward and clear, since information is transmitted through specific words and phrases. Secondly, verbal communication allows you to express a thought accurately and in detail, unlike non-verbal means, which can be more abstract or ambiguous. The third important aspect is that verbal communication includes not only the word, but also grammar, syntax, and spelling, which help to build understandable and logical sentences.

Language is not only a means of expressing thought, but also the basis for the formation of cultural and social ties between people. It helps to establish contact, establish mutual understanding and solve problems. Using language, we convey information, beliefs, and values that are part of our culture. Language allows not only to formulate facts, but also to influence the emotions and experiences of the interlocutor. Therefore, the choice of words, the style of speech and the structure of the sentence play a key role in the effectiveness of communication. For example, in a business environment, it is important to use clear and formal expressions, while colloquial phrases and abbreviations are acceptable in informal communication.

One of the most important areas of application of verbal communication is intercultural communication. Different cultures have their own language features that can affect the perception and understanding of information. Thus, the same words or phrases may have different meanings in different linguistic and cultural contexts. For example, in English, the expression «How are you?» is a polite way to say hello, and not a question about the physical condition of the interlocutor, as it might be in other languages.

In addition, it is important to take into account that the norms of politeness, speech structures, as well as the use of gestures and other non-verbal signs differ in different countries. The research materials may be useful for public relations workers.

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THE USE OF SUPERSTITIONS IN ADVERTISEMENTS

Использование суеверий в рекламных целях

Superstitions became a part of our lives. This fact is really useful for advertising. Marketers are trying to catch people's attention by using something that is already stuck in

their minds. Many of them refer to the current stage of evolution of the behavioral school of management and use it as a means of achieving economic goals by fulfilling emotional needs of consumers (mainly based on their personal beliefs, superstitions and biases). Spit over left shoulder, keeping amulets and talismans next to you – all of the above come naturally when you want to avoid so-called bad luck. Even non-believers often resort to such rituals. They seem to be calming down when it comes to an important event.

In 2014 *Coca-Cola* released an advertisement based on a superstition. Two polar bears were watching a game and one of them crossed fingers for good luck. *Bud Light beer* created multiple advertisements dedicated to the National Football League 2012. The plot was similar, and the slogan was «It's only weird if it doesn't work». Such motto seems to encourage football fans to believe in any kinds of superstitions and use them practically. Also it calls superstitious people not to be ashamed of their habits and small rituals. The ad of *Dr.Pepper*, on the contrary, shows that superstitions won't influence the game. The man in a shirt with the number 13 and a black cat in his arms was supposed to enjoy the game. It is not the case of the man who was really anxious about these signs.

Marketers should explore the statistics. It's a key for creating an advertisement that will definitely attract a lot of people. The data says that only 1 % of respondents admitted to be very superstitious, 24 % – somehow yes, 28 % – not much and 47 % – not at all. Moreover, in some regions laws are against any supernatural things. The Aurangabad bench of the Bombay High Court held that the advertisements by TV channels cannot claim that they have supernatural properties. The HC directed the state government and Centre to create cells in Mumbai to see that no such advertisements are telecasted on TV channels.

It doesn't mean that marketers have chosen wrong tactics. Just the opposite they have taken into consideration the crowd effect which is very important for behavioral economics. We all remember Paul the Octopus known as an animal oracle. It's believed that he predicted the winner of the 2010 World Cup Championship. Even people who didn't believe in mystical things got interested in this phenomenon and started to watch the matches to pro-and-con. This example shows we are just humans and susceptible to the influence of the majority. The eleventh of November used to be a day to mark the fact of being single which oftentimes ended up with a dramatic number of suicides. Marketers turned it into the day of great sales distracting the singles from gloomy thoughts and thus considerably reducing the number of fatal accidents. They took into account the thing that's usually considered as a weakness. Strategic usage of this fact was a key to create an effective advertising campaign.

Behavioral finance examines how psychology affects the actions of investors and financial analysts. Researchers in behavioral law and economics who analyze the growth of financial firms' technology have linked decision-making science to irrational choices made by consumers. It means that as long as people believe in mystical things, the marketers will use it in promotion. We got used to following the majority and something that strongly interests us. That's why behavioral economics still works in our society and we'll continue to see many product launches ridden by superstitions.