

**The attraction is a place.** Almost every city strives to create such attractive locations for tourist attraction. As a rule, such places are designed as photo zones and are located in popular, iconic places for tourists. There is also an attraction in Belarus that «brings good luck». This is a monument to the beaver in Bobruisk. The sculpture was presented to the city for the Dozhinki festival, and now the statue is a symbol of the city. There is a beaver on the busiest street in Bobruisk at the entrance to the Central Market. It is believed that if you touch the Beaver chain, then a person will gain wealth and good luck.

**The attraction is a souvenir.** Grodno has one of the oldest pharmacies in Belarus. Now in the pharmacy you can not just visit the museum, the exposition of which is dedicated to the history of the pharmacy in the 18th and 20th centuries, but only here you can buy a special herbal drink «Garadzenskaya garbata». This is not just a tribute to the long-standing tradition of healing with medicinal fees, but a delicious and healthy drink designed specifically for the guests of Grodno and packed in boxes with views of the city. Garadzenskaya Garbata today not only complements the brand of the city, but actively participates in shaping the image of the pharmacy and the museum.

A variety of culinary products are used as an example of a souvenir attraction. So in Novogrudok, the tourist information center offers gingerbread cookies with the image of Adam Mickiewicz, in Golshany in a souvenir shop you can buy and try souvenir cookies with the image of the Golshansky castle. This form of attraction is both in the form of a souvenir and has a specific applied meaning.

**The attraction is a sign.** These are, as a rule, urban sculptures and installations that do not have direct historical significance, but are symbolically connected with the space of the city and this attracts tourists. For example, there is a monument Ў in Polotsk. Polotsk is the birthplace of Francisc Skaryna, who was the first to print books in the Belarusian language. The commemorative sign of one of the most unusual letters of the Belarusian alphabet connects the city not only with the traditions of ancient book printing, but is also a pleasant addition to any excursion in the urban space of Polotsk.

Conclusion: Urban attractions play an important role in shaping the tourist attractiveness of Belarusian cities.

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## **VERBAL COMMUNICATION**

### **Вербальная коммуникация**

Verbal communication is the process of exchanging information through words. This is one of the main ways of communication between people, which is based on the use of

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