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## **MARKETING COMMUNICATIONS DURING CRISIS**

International relations are getting closer every day. A difficult situation, a political or economic crisis in one country will undoubtedly affect business in the neighboring countries. In this case, the old methods of communication with the audience become irrelevant; they need to be changed.

In a difficult situation, consumers become especially sensitive to the information they receive. Therefore, it is important for a brand to monitor its “Tone of voice”. “Tone of voice” is the tone that a brand adheres to in communicating with its customers [1]. They represent the rules of interaction with the target audience, including the style of speech, design, presentation of information. These rules are used in all communication channels: social media accounts, website, electronic mailing, etc.

The way information is presented has a huge impact on brand reputation. When times are tough, people need care and support from both friends and business.

While creating a new communication strategy, it is important not to go to extremes. It is inappropriate to increase the amount of entertainment content, but silence is not the best option too. You need to try to get balance in several important points.

Commercial advertising. It is better to refuse from bright advertisements with the use of emotional coloring. During such period, it looks out of place. It is better to simply present only the main information with dimmed colors or temporarily give up commercial advertising at all [2].

Style of speech. It is worth refraining from humor or the use of ambiguous expressions. As in advertising, it is worth abandoning the emotional coloring.

It is necessary not to forget about staff. The company’s reputation is affected not only by the website, social media accounts and advertising. Employees also make a contribution. It must be explained to them how to communicate with customers in a new situation.

Accessibility of information. During a crisis, people become especially nervous. They are afraid of losing their jobs. It is a good idea for the CEO or manager to inform

employees and customers about the future plans of the company. When we know what awaits us, we feel more confident.

Care for employees. If the general mood in the company is on the decline, employees may need the help of a psychologist. Company can also invite a specialist (for example, a political scientist or economist) to competently explain the current situation in the country and business development prospects. Knowledge of the situation makes people feel the ground under their feet [3].

Taking care of clients. Psychological help is needed not only for your staff. In collaboration with psychologists, brand can help clients, for example by publishing an article on how to manage stress.

Black PR. Nobody should use people's suffering as a way to get rich. Company's reputation will be permanently damaged.

Thus, it is possible to make a conclusion that in crisis situations, it is very hard to determine what is right and what is wrong. It is always the right choice to support generally accepted human values. But if a company fails to build competent marketing communications in a difficult period, it is better for a business just to keep silent and share only the most important information.

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#### **HOW SOFT SKILLS WILL HELP TO ESCAPE FROM GLOBALIZATION AND ROBOTS**

Soft skills, or “flexible” skills, are something that has been talked about a lot in the last ten years and it seems that they are not going to stop at all. To understand why this trend will not fade in any way, I studied the reports of the Organization for Economic Cooperation and Development (OECD) Future of Education and Skills 2030 and Skills