

Based on the above, it can be concluded that the business cultures of the countries in question have significant differences. It is because of these differences that there are difficulties in building business relationships.

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## **SPECIFIC FEATURES OF ENGLISH ADVERTISING**

### **Специфические особенности английской рекламы**

English is the most common language used in advertising all over the world. It is easy to say that the foundations of advertising techniques were laid in English advertising, because Great Britain was one of the leading countries in terms of economic development for many centuries, before the advent of the United States. Even the USA has adopted from them already developed advertising techniques. Below you will read about the most popular.

The first method is called "emotional advertising" and involves the free distribution of product samples to users. The products are offered at trade fairs, marketing events and advertising campaigns in order to attract the attention of buyers.

The second one is "advertising on the bandwagon". This type of technique involves convincing consumers to join the number of people who have purchased this product and be on the winning side. For example: a recent advertisement for Pantene shampoo, which states: "15 million women trusted Pantene, and you?"

The third is "facts and statistics". Using this technique, advertisers use figures, evidence, and real-life examples to show how well their product works. For example: "Lizol floor cleaner removes 99.99 % of germs" or "Colgate is recommended by 70 % of dentists around the world" or Eno — in just 6 seconds.

The fourth function is "unfinished ads". Promoters try to play with words when they say that their product works better, but do not answer how much more than a competitor. For example: Lace — no one can eat only one or Horlicks — more nutrients per day. The advertisement does not say who can consume more or how much more nutrients.

The fifth is "approvals". Advertisers use celebrities and real stars in the media to promote their products. Celebrities or stars approve the product by talking about their own experience with it. Recently, in an advertisement for diamond jewelry, superstar Amitabh Bakchan and his wife Jaya advertised this product. The advertisement showed how he impressed his wife by making a reasonable choice in favor of acquiring this brand. Once again, Sachin Tendulkar, the cricket star, supported the shoe brand.

These are the main methods that advertisers use to promote their product. Several different methods are used for online advertising, such as: web banner advertising, in which a banner is placed on web pages, content advertising that uses content to advertise a product on the Internet, link advertising that provides links to various sites for direct visits to the product's website, etc. Definitely, all these functions are being used more and more in different parts of the world due to the politics of globalization, but the root of the methods is based on the island of Great Britain and its colonies, which are now lost.

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## **SOCIAL AND CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS**

### **Социально-культурная среда международного бизнеса**

The purpose of the research is to consider the main differences in national cultures, the problems of international business communication and their solution.

Culture is a system of beliefs, customs, values and prevailing attitudes. People's behavior is determined by their culture. The relationship between two business partners or other persons from different countries takes place at the intersection of two cultures. They may have problems as a result of misunderstanding or insulting the feelings of the opponent, because what is accepted in one culture may not be permissible in another.

Among the main elements of culture are: religion, education, means of communication (language, facial expressions, gestures), social structure, science and art. Before a business meeting with foreign persons, it is recommended to study the peculiarities of religion in a given country in order to avoid mistakes and make the right decision.

In the peculiarities of the behavior of people of different nationalities, the following can be distinguished: time and punctuality, etiquette and ethics, the permissible distance between people.

In the communication of people in the international business system, problems often arise, for example, language barriers: experience shows that mastering national languages is a useful and integral part of multinational companies. To make a good impression and feel comfortable, international managers learn the intricacies of non-verbal communication. Sometimes people perceive people incorrectly based on their own culture and succumbing to stereotypes. To avoid this, which happens due to different clothes, shoes, behavior before eating and other things, it is necessary to study the culture and customs of different countries,