

по образцу, а была интеллектуальной, развивала мыслительные способности учащегося, его познавательную самостоятельность и творческую активность. Как только подлежащий усвоению материал вызывает интерес у учащихся, обучение становится привлекательным и эффективным [5].

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THE IMPACT OF THE SOUND FACTOR ON CONSUMER BEHAVIOUR

Neuromarketing is a modern innovative and effective marketing direction [1]. It's a set of methods of psychological influence on consumer behavior through the channels of sensory perception (sight, hearing, smell, touch, taste). The founder of sensory marketing is M. Lindstrom [2].

One of the tools of sensory marketing is the impact on the consumer by means of sound. As you know, music and sounds have a significant impact on a person, his mood and emotional state. If the melody was chosen correctly and applied at the right moment, it can change the train of thought, the view on this or that situation, problem. As a result, the further actions of a person would be completely different if music did not help him. The result of the impact of sounds on the human psyche is obvious. Therefore, the musical design of the outlet plays an important role in the psychological stimulation of the consumer. Scientists have proven that in the presence of two identical outlets with a similar product range, most buyers choose exactly the store in the trading floor of which a pleasant melody plays. This means that in the process of making a purchase decision, the buyer wants to be in a pleasant atmosphere that will allow him to relax, distract from his current affairs and focus on shopping. From this it becomes clear that the music in the store should be played not only for the purpose that absolute silence is not felt, but also because the melody can have a significant impact on the consumer's subconscious. In that situation, when the buyer came to the outlet in

a sad mood, but the musical design of the store was able to successfully cheer him up, he will make purchases there with great pleasure and desire. In addition, the correct musical arrangement of the outlet will not only serve as an incentive for sales growth, but will also form certain associations with the brand. Thus, with the help of music, the consumer can communicate information about the brand, about the proposed product range, and save the associations that have arisen in long-term memory.

When musically designing outlets, the seller takes into account such a factor as the number of people in the store at the moment. The more shoppers on the floor, the more rhythmic the music is played, which encourages consumers to move faster, shopping faster. If there are few people in the store, then calm music plays to keep their attention, make them stay in the outlet for a longer time, choose a few more products.

In addition, music also depends on the time of day. This means that a calmer tune is played in the morning, since there are few buyers, and besides, after a night's sleep, they do not want to abruptly and quickly switch to something rhythmic. At lunchtime, music with a higher rhythm is played, since at this time people go out of their offices for a short time to rest, they are already fully cheered up, active and energetic, so a slow soothing melody is inappropriate at such a time.

The consumer feels uncomfortable if the music played at the point of sale does not correspond to his preferences. It takes into account the fact that musical tastes differ not only among consumers of different age categories, but also among different sexes (female and male). Neutral abstract music is a compromise that can bring positive results later.

In addition, the volume of the played melody is taken into account. At the same time, it is taken into account that too loud, sharp and piercing sound will repel customers, forcing them to leave the outlet faster. The musical accompaniment is aimed at creating comfortable conditions for being in the store, therefore, with proper composition, the melody sounds quietly, quietly and at some distance from the customers, so as not to cause them discomfort.

The main role in determining the musical design of the outlet is played by the product range. For example, if it's a designer clothing store, it will never play the same tune as the supermarket. What's more, the gender factor is also taken into account, and therefore the music in car dealerships is different from the soundtracks played in women's clothing stores.

When the question arises of the need for competent musical design of the store, you must be guided by the following rules:

- for car dealerships, elite beauty salons, as well as for shops of expensive alcoholic beverages, the most suitable are classical melodies with a measured tempo (about 60 beats per minute);

- stores that sell clothes at affordable prices are suitable for energetic modern music (about 90-100 beats per minute);

- in outlets where clothing for teenagers is sold, it would be rational to use such a musical direction as hip-hop;

- shops where natural cosmetics are offered to the attention of consumers, it is necessary to opt for a new age melody;

- as a rule, hits of Russian-language songs are not played in retail outlets for the reason that buyers subconsciously begin to listen to the words, their attention is scattered, therefore, they are distracted from the product;

- in retail outlets, a sharp transition from the music itself to recitative is not used, since, according to studies, the rapid transition in tonality causes negative emotions in most consumers;

- in the event that it is a large shopping center, then the creation of its own musical design in each department will negatively affect the emotional state of the buyer;

- consumers of the older age category often prefer to purchase goods without special sound accompaniment.

It should be noted that playing classical music in retail outlets is undeservedly underestimated and is not the most common tool for psychological stimulation of the consumer. In fact, the influence of classical music on the client is effective: it allows you to relax and get distracted from extraneous matters. It should be noted that a large number of buyers associate such music with luxury, wealth, style and aristocracy, which can successfully complement the image of the brand.

Thus, the musical accompaniment of the store has the following positive impact: creates an individual style, atmosphere and perception of the brand; improves the mood of employees of the trading floor and customers; helps to increase consumer loyalty; stimulates an increase in the number of regular customers.

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ФОРМИРОВАНИЕ РЕЦЕПТИВНОЙ ЛЕКСИЧЕСКОЙ КОМПЕТЕНЦИИ У СТУДЕНТОВ ТЕХНИЧЕСКИХ СПЕЦИАЛЬНОСТЕЙ

Задачей высшей школы является подготовка высококвалифицированных специалистов, поскольку в нынешних условиях общество предъявляет все более строгие требования к качеству образования и профессиональным компетенциям современного специалиста. Такой специалист должен не столько обладать знаниями в определенной узкой области, сколько должен быть конкурентоспособным на рынке труда, свободно владеть своей профессией и ориентироваться в смежных областях, быть готовым к деятельности и профессиональному росту, обладать социальной и профессиональной мобильностью, быть способным «к адаптации в изменяющихся социально-экономических условиях» [1, с. 5].

Чтобы соответствовать современным требованиям, специалисту необходимо ориентироваться в возрастающем потоке информации на иностранном языке, стремиться обновлять и расширять свои знания и творчески их использовать в своей профессиональной деятельности. Поэтому обучение специальности через язык является важным моментом профессиональной подготовки специалиста в условиях неязыкового вуза.