

LEXICAL VERBALIZATION OF THE "BEAUTY" CONCEPT IN ADVERTISING TEXTS

The concept of attractiveness of advertising is one of the important advertising variables that have been studied especially in recent years. The persuasive power of advertising has a great influence on the consumer to buy or prefer products and services. In particular, the advertising source is the most effective participant in the persuasion process [1]. It is often used by advertisers to capture personal characteristics such as reputation, credibility or experience, as well as physical attributes such as beauty and charm. It is indispensable for all ads to make beautiful women, men and children playing commercial from past to present.

A good appearance of the source is believed by advertisers to increase the persuasive power of advertising, increasing the attractiveness of the message, its persistence in memory and providing positive emotions to the brand. Today, the use of young and beautiful women as a source of advertising is quite common [2]. "Beauty" is a concept that has been studied by many thinkers throughout history, such as Plato and Aristotle. There is no definite conclusion regarding the point of view of beauty appreciation. There is a wide variety of opinions on whether the judgment about the beauty of an object or a person is objective or subjective.

On the one hand, there is the idea that if something is good, it is clearly visible to the person who is looking at it. On the other hand, it is surprising that beauty is not independent of human values and attitudes, and that the appreciation of beauty is related to a person's faith and moral values. Although beauty often involves the beauty of physical appearance, inner beauty has also been discussed by many thinkers. According to some researchers, such as S. Krylova, physical beauty is a static attribute [3]. Among these qualities are the beauty of the face and body, skin color, body shape, height, weight. According to researchers who argue that physical attractiveness cannot be determined by static attributes alone, physical attractiveness has both dynamic and static dimensions.

Attitude toward advertising depends on whether a consumer will be inclined to buy a product or brand when the product or brand is promoted through advertising. The consumer develops a liking or disliking of the advertisement presented to

him/her and as a result of this feeling he/she reveals a positive or negative tendency to make a purchase, this tendency constitutes the consumer's attitude towards the advertisement. Attractive designs increase the value of product-related features. It also has a positive effect on attitudes towards products and advertising.

Since people with physical charm / beauty are perceived as more charming, intelligent, talented, successful, the use of beauty in advertising creates a halo effect. Message sources with physical attractiveness and beauty communicate the ad itself to many of the positive traits associated with the brand being advertised.

Attractiveness is mainly used in the advertising of cosmetics and the fashion industry. There are other ways to employ it. Because beauty was an element that could influence people in any period of history. It is used in the advertising field, which attracts the attention of beauty and evokes positive emotions in people.

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SPEECH THERAPY IN DIFFERENT AGE GROUPS

Speech therapy is a science that studies speech disorders, their causes, and methods of overcoming them. Given that the formation of speech in children is related to the development of sensory activity, psyche, motor skills, especially small ones, from an early age, it is important to assess the development and determine the presence of speech disorders in the child.

The first stage is early-age speech therapy (from 1 to 3 years). A child listens to the human voice, responds to its different intonation color, humming appears. In the second half of the first year of life, a child begins to understand speech and listens to sounds and words. By the end of the first year of a child's life, the active