

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

vocabulary reaches about 15 – 20 words. If a speech therapist works with the child regularly, the number of words will increase to 25-30 words [1].

The second year of life is special in the development of speech. An essential feature of this period is the lack of generalizations (the child knows separate words but does not understand their meaning).

In the third year, the child's speech life begins to acquire a coherent character. The child begins to say not only individual words, but also sentences. The child's vocabulary begins to grow rapidly: by the beginning of the third year, the child uses more than 200 words. One of the most important components of speech therapy work is early diagnosis and early complex psychological and pedagogical assistance to a child with speech disorders, the effective organization of which to a certain extent depends on the prevention of the occurrence of secondary deviations in the process of the formation of psychophysical functions [4].

At the preschool age (from 3 to six years), all types of speech disorders can be divided into two large groups depending on which type of speech is impaired: oral or written. Disorders of oral speech include dysphonia (absence or disorder of phonation due to pathological changes of the vocal apparatus), bradylalia (pathologically slowed pace of speech), tachylalia (pathologically accelerated pace of speech), stuttering (violation of the tempo and rhythmic organization of speech caused by a convulsive state of the muscles of the speech apparatus), dyslalia (sound-speech disorder with normal hearing and preserved innervation of the speech apparatus), rhinolalia (voice timbre and sound-speech disorders caused by anatomical and physiological defects of the speech apparatus), dysarthria (pronunciation disorder caused by insufficient innervation of the speech apparatus), alalia (absence or underdevelopment of language due to organic damage to language areas of the cerebral cortex in utero or early during the child's development) and aphasia (complete or partial loss of speech due to local lesions of the brain), dyslexia (partial specific disorder of the reading process) and dysgraphia (partial specific disorder of the writing) [2, c. 170].

Speech therapy of school age is of great importance. Quite a large percentage of children come to school with speech disorders. The speech therapist of the school starts working with the children having speech disorders, the presence of which leads to failure in learning educational material. In some cases, children with severe speech pathology, hearing impairment, delayed mental development, and cerebral palsy need the help of a speech therapist [3].

In this age period, the child's speech is already fully formed, his vocabulary is rich in words belonging to different parts of speech. Children can explain the meaning of words. Their speech is elaborate, common sentences prevail; they use complex syntactic constructions expressing temporal, spatial, causal relationships, etc. A child can freely talk about the events of his life, retell a story or a fairy tale, invent a sequel to them. It is not difficult to describe an object or phenomenon (for example, the seasons).

Speech disorders in adults are fairly common and widespread, they are not always easily cured. Violations of tempo, rhythmic features and fluency of speech are manifested by peculiar spasms that occur in many segments of the entire structure of the speech apparatus. A person may not control it, but involuntarily when pronouncing sounds, their forced repetition occurs. Stuttering and speech retention in adults can begin due to various physical, psychological or mental injuries.

We can come to the conclusion that it is necessary to notice the first signs of a pathology and contact a specialist as soon as possible.

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COMPETITION FOR INTELLECTUAL SUPREMACY: THE IMPACT OF MODERN TECHNOLOGY ON MENTAL HEALTH

Introduction to Modern Technology's Impact on Mental Health:
The article introduces the pervasive influence of technology on daily life and its implications for mental health. It highlights the rapid evolution of artificial intelligence (AI) and virtual reality and their transformative effects on human experiences.