

a village, it was hard to imagine what he/she had to do in order to get to a city. In the former USSR, for example, there was obligation to work for collective farms, which was under the pressure of the government. It is known that even urban people were forced to work there, then what could be said about the villagers? The latter had no chance to move out of the countryside to a big city. Even if they were extra talented and ambitious, it was not in the government's interests. But now, after the collapse of the USSR, we can feel more liberty. Now, with the help of the Internet, everyone has a lot of opportunities, so moving to the city from the countryside is not a problem today. How it happens? The easiest way is to go to study in a city. All universities are predominantly in cities, so after finishing school children move to cities, which promotes the intellectual growth of population and larger social diversity. As a result, more and more opportunities open up for everyone. It makes us "dream big and to act big". The information above is not universal for every person, village, city or country. Rather it just reveals some common facts and our personal view on them.

## **PRINCIPLES OF SUCCESSFUL PRESENTATIONS**

**Anastasia Bogdan**, student

**Natalya Naumova**, Associate Professor, Research Advisor  
*Zaporizhzhia National University*

One of the best options for launching information is a presentation. A person receive 80-90% of information by sight. It can be argued that the use of this type of training provides clarity. Let's consider at some of the principles behind a successful presentation.

Firstly, gesturing. The science of gestures is very interesting. After all, by them we can determine the person feelings. On the other hand, gesticulating speaker draws attention to his speech. Secondly, silence. Many speakers masterly use this technique to attract the attention of listeners. Thirdly, general questions to the audience. Asking the listeners something and getting an answer, you also increase their involvement in the discussion. Fourthly, enumeration or numbering. This simple technique helps to structure the performance.

In addition to this, the principle of clarity and evidence. Representation crashes into memory much faster than the information being heard. Experienced speakers know that we remember 40% of what we saw and only 10% of what we perceive. The principle of emotional stress.

Creating an impressive effect is important when speaker use presentations. The principle of simplicity. «Every block of stone has a statue inside it and it's the task of the sculptor to discover it – brilliant words that are relevant in all areas – I have only to hew away the rough walls that imprison the lovely apparition to reveal it to the other eyes as mine see it». The «10/20/30» principle. PowerPoint presentation should contain 10 slides, continue no more than 20 minutes, should not

contain a font less than 30 point. The «smorgasbord» principle. The desire for a ten-minute presentation to use all the features of the program can be compared with the desire to try all the dishes offered to guests in a five-star all inclusive hotel, in one sitting. Oddly enough, it can lead to a loss of individuality.

Moreover, a thorough preparation provides excellent results. The use of high-quality presentation and informative speech will not leave the listener indifferent. Correct using of modern technology helps improving the performance. In addition to this, new systems have a strong effect on listeners, allowing them to digest the material deeply.

#### **References:**

1. Аминов И. Б. Применение средств мультимедийных технологий как условие повышения качества обучения / И. Б. Аминов, Д. Ф. Ходжаева // Молодой ученый. – 2015. – №21. – С. 759–761. – [Электронный ресурс]

Режим доступа: <https://moluch.ru/archive/101/22998>

2. Голованова И. И. Методика публичного выступления: учеб. пособие / И. И. Голованова. – Центр инновационных технологий, 2009. – [Электронный ресурс]

Режим доступа: <https://kpfu.ru/docs/F505762328/Gotovanova.I.I>

3. Янковская Т. Законы презентаций, которые работают / Т. Янковская // Журнал HRMagazine и HR-блоги. – 2011г. – №1–2.

Режим доступа: [http://www.hrm.ua/article/uvidet\\_i\\_poverit](http://www.hrm.ua/article/uvidet_i_poverit)

UDC: 796.5:338.48:005.57:004.77

## **SOCIAL NETWORKING AS TOURISM PROMOTIONAL ENGINE**

**Anna Boiarchuk**, student

**Natalia G. Naumova**, Associate Professor, Language Consultant  
*Zaporizhzhia National University*

In the context of the tourism industry development, the social media has changed the consumer behaviour of active consumers as marketers' tourist destinations. Within social media, Instagram is currently one of the fastest growing, that's why its value for tourism industry is constantly increasing.

Social media are successfully used in the tourism industry as a medium of promotion. Its great power is as follows that: it made possible for one person to communicate with people around the world to share information of tourism product. So people consider it as their reference for travelling. Particularly, Instagram elaborated the power of visualization, individual response, and the additional facility like geotagging, video posting and Instagram direct. These facilities enable to act as low-cost of promotion channel to develop tourism destination. [1] Thus, it creates great opportunities and can be used by countries to cultivate tourism industry. The U.S. Department of the Interior (@usinteroir) shares