

great way to manage the project is also to have a regular check in point. At the beginning of a project it is essential to set up two separate meetings – one with the team and one with the clients – to communicate all of the details and processes including scope, timeline, project requirements, important formal documents and any other information discussed during the sales process. Large projects can be also complex that overlap the tasks, and demanding assigning the specific project roles and task responsibilities, while keeping communication flowing. That is why it is so important for project managers, to be a good communicator and facilitator.

Thus, we can assume that effective communication plays a crucial role in managing clients' expectations which leads to success of any project and business. It involves choosing the right communication channels, developing communication skills, and ensuring that clients' needs are understood and met. Communication is essential for establishing trust and building strong relationships between clients and the project team. It also enables to understand the client's perspective and build a shared dialogue; align project timelines, budgets, and deliverables with clients' expectations and keep everyone up-to-date on project status. Project managers must invest in developing effective communication strategies to ensure that their projects are successful. Effective business communication knowledge helps to communicate effectively with clients, helps to earn trust which is a must-have for any successful project. All these lead to satisfying clients' expectations and **project success**.

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THE INFLUENCE OF CULTURE ON CONSUMER BEHAVIOR

In the process of globalization of a business, one thing that stands out is the need to connect with the customers, who all have different tastes, preferences, consumption and buying pattern. These all things play vital role in the present highly

competitive and consumer-oriented marketing. Consumer behavior is the outcome result of various external factors including economic, social, cultural, psychological and personal. One thing that highly affects the way a consumer behaves is culture. Understanding of cultural properties in the analysis of consumer behavior is an important variable in marketing especially in market segmentation.

Culture is an intrinsic part of any society. It is a powerful force that affect the level of market demand for products, consumer behavior and preferences in the local market. The influence of **culture on consumer behavior** is profound, it varies from country to country and if misunderstood, then the product might fail in the new cultural market. That is why marketers have to be very careful in analyzing the culture of different groups, regions or even countries. A marketer needs to be aware of the cultural influences on buyer behavior while promoting and advertising different products.

Culture is considered to be the collective programming of the mind which distinguishes the members of one group or category from those of another. Culture is a complex system of laws, values, beliefs and morals which are associated with a range of acceptable behaviors and are shared by a society and are within that society. Basically, culture is the part of every society and is the important cause of individual wants and behavior. A society's culture is a reflection of its traditions, norms, values, and customs. The shopping habits of individuals are particularly shaped by these factors. Consumer behavior depends on attitudes, motives, experiences, perceptions, values, self-concept, culture, family, profession, and reference groups of society. Culture is the uniqueness and knowledge of a particular group of people defined by everything from language, religion, cuisine, social habits, music and arts. Despite the variety of definitions there are common elements that span all formulations. First of all, culture is learned, it is not inherited. Second, culture consists of many parts that are interrelated. Finally, culture is shared by members of society. These three elements spell out the essence of culture. Culture is an external influence that affects the consumers. The use of colors, symbols, language and message reflect culture. There are large areas where individuals are conditioned by culture, most important is food and clothing, media habits. Food habits are conditioned to a large extent by culture. Clothing is usually conditioned by climate but also depends upon culture and inherited. Cross cultural influences however have influence on clothing habits of people who are exposed to mass media. Mass media has shrunk the world into a global village. People are today interested in luxury goods and comfort products.

Taking into account the information above it must be admitted that culture plays a significant role in shaping consumer behavior. It determines the consumer's experiences, beliefs, and values, which in turn is directly linked to attitudes, emotions, social norms, intentions, and behaviors. Culture is a key pillar of the marketplace. The success of international marketing activities is to large extent driven by the local culture. That is why marketers should have a clear understanding about the culture and its features if they want to succeed in business. These cultural variables may act as barriers or opportunities. Companies that understand the cultural nuances of their target audience can create marketing strategies that resonate with their customers and drive sales.

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WAR SPEAKS A DIFFERENT LANGUAGE

War has a terrible smell.... Ukrainians feel it now.

War has no heart... Ukrainians witness it now.

War speaks a different language... Ukrainians are forced to use it now.

We have never thought about the fact how strongly the language can shape a reality. Never till February 24, 2024 when an awful russia's invasion of our Motherland, Ukraine, began. Everything changed: mood, thoughts, actions, and finally, words people use. An interesting fact is that political discourse of russia–Ukraine war is characterized by strong «masculinity». Metaphor and allusion are the most popular stylistic devices in speeches of politicians of Ukraine and russia. Verbal aggression, intolerant expressions, and negative connotation of some linguistic means are present more often in political messages of russian speakers.

So far we managed to note three groups of was vocabulary in Ukraine caused by the war:

1) **Vocabulary connected with horror and disaster:** «*air raid alarm*», «*siren*», «*missiles*», «*invaders*», «*terrorists*», «*occupants*», «*genocide*», «*shelling*», «*fighter jet*», «*air defense*», «*nuclear weapon*», «*shelter*», «*explosions*», «*disinformation*», «*displaced*», «*refugees*», «*annihilate*», «*danger*», «*smashed kitchens*», «*remnants of bedrooms*», «*silence*», «*tickets*», «*trash*», «*warehouse*», «*bodies*», etc.

2) **Enthusiastic and patriotic vocabulary:** «*Glory to Ukraine*», «*Glory to the Heroes*», «*Be brave like Ukraine*», «*Glory to the Armed Forces of Ukraine*», «*Good*