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LEISURE ACTIVITIES OF THE PRESCHOOLERS

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Abstract. In this article the motivational features of leisure activity of preschool children, in particular, preschool children of preparatory group (6-7 years) are considered. The attention is focused on the motivational preferences of preschool children, the formation of motives for the productive activity of preschool children, the expression of the components of motivation for productive activities and the peculiarities of motivation of children with different target content of the motive.

Keywords: development, preschooler, motivational characteristics, leisure activities, productive activities, educational process.

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HUMOROUS SHELL IN PROMOTIONAL PRODUCTS

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Abstract. This article discusses the use of humor in advertising. Attention is focused on the positive perception of the product by the consumer. The color category of advertising goods is analyzed. The necessity and relevance of humorous content shell in sales efficiency are shown.

Keywords: humor and advertising, sales efficiency, advertising communication, the communicative ability of a person, positive content, color category of advertising products, laughter and “funny” in advertising.

(Monro)

(Jonah Berger,

Katherine L. Milkman, 2013),