

the world financial markets, reduce interest rates on loans, and improve the banking and monetary system of the country, foreign investment.

The downside is the rise in public debt and the blocking of borrowing, as well as the undermining of the economic stability of the national economy. That is, all the problems that cause cooperation with the IMF can be combined in one word – dependency. Therefore, when attracting more and more international loans from the IMF, one must take extra care not to be left with nothing.

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CURRENT TRENDS OF ECONOMIC DEVELOPMENT OF NORTHERN EUROPE

Introduction. The Northern Europe region covers developed countries characterized by economic stability, a developed tax system, and resilience to crisis situations. During its period of existence, the countries of Northern Europe developed dynamically, exceeding the economic growth rates of other EU and OECD countries.

Northern European countries are an example of a productive model for a socially oriented and competitive economy, which are also taking into account the humanitarian perspective on citizenship. In recent years, Northern European countries have become a powerful tourist region of the world, attracting a large number of tourists every year due to its amazing nature, historical and cultural sites. The relevance of Northern European countries research is conditioned by their significant importance in the development of the world economy.

Review of recent publications. Some aspects of the economic development of the countries of Northern Europe are covered in scientific works and publications of such scientists as: V. Bezugliy, L. Voronkov, A. Golikov, O. Grigorieva, S. Kozynets, V. Maksakovsky and others.

Objectives of the paper is to study the trends of economic development in Northern Europe, their role and place in the world economic system.

Results of research. Most well-known assumptions are in favor of a single solution: Northern Europe concentrates Denmark, Norway, Finland, Iceland and Sweden in its composition [1]. Northern Europe is a region of exceptional nature, ancient history and distinct national features. There are significant commonalities in the historical development and geographical location of Northern European countries [1]. The historical features of the past years, which formed the basis for the further development of the region's countries, played an important role in shaping the modern features [4]. In general, Northern European countries are characterized by high levels of industrial development, a significant indicator of GDP.

International trade has a significant place in the system of foreign economic activity, which includes the export and import of goods and services. The specialization of the countries economies of Northern Europe in the process of international division gives rise to the export orientation of their production and determines the importance of intra-economic ties for the development of the economy.

Exports and imports of goods and services of Northern Europe 2007–2017 are presented in Figure 1 and 2.

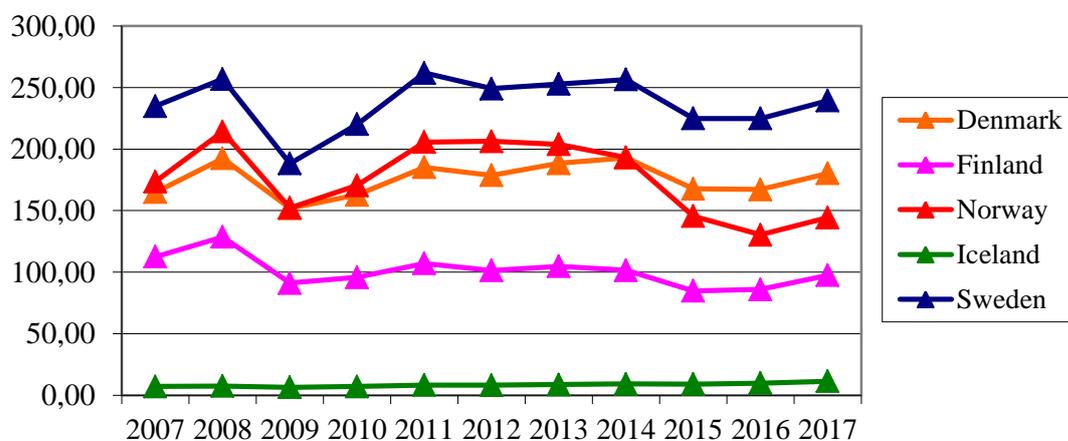


Fig. 1 Export of goods and services of the countries of Northern Europe (2007-2017, billion USD USA)

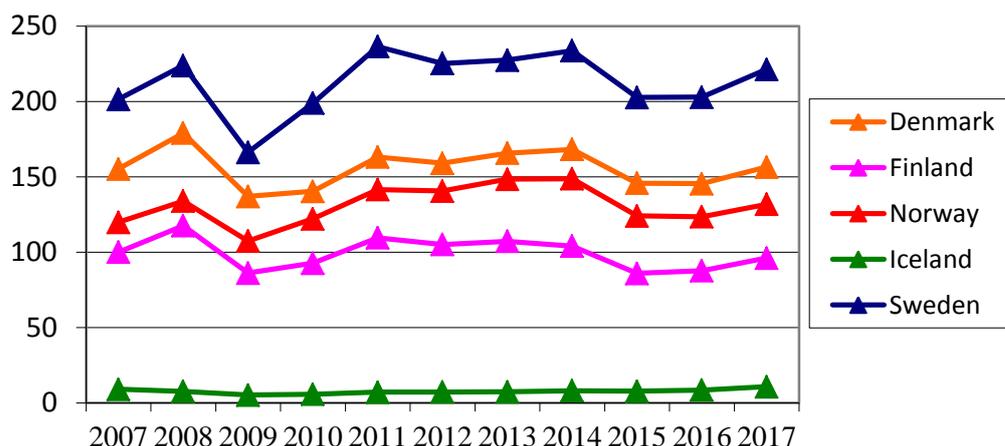


Fig. 2 Imports of Northern European Countries (2007-2017, billion USD USA).

The availability of natural resources and favorable geographical location has caused the economic uplift of the countries of the region. Each country, in the direction of state regulation, focuses on financing and supporting key sectors of the national economy, on financing education, health care, social security [3]. Northern European countries carry out scientific and technical cooperation, create a favorable investment climate for foreign investors. Northern European countries are developing and striving for the transition to renewable energy. Strategic development guidelines are aimed at improving the competitiveness of the economic sectors. Modern information technologies create the conditions for a broader implementation of strategic planning in the practice of various entities and in the whole country.

Conclusions. Despite the fact that there are some distinct positions in all countries of Northern Europe, they have many common interests, thanks to geographical proximity, close economic, political, cultural and scientific ties. Northern European countries are characterized by high levels of economic development and innovation. Each of the countries is focused on its own development strategy, the implementation of which can bring significant results in the nearest future. In order to achieve even higher indicators of economic development, the innovation policy of these countries should be aimed at harnessing the huge potential of interaction between the economic, social and environmental factors of the region as a whole.

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NONVERBAL COMMUNICATION OF COMMERCIAL ADVERTISING

Introduction. Communicating messages through commercials has always been a challenge due to the complex nature of one-way communication. Since television became available to households, it has been used as a mass medium for entertainment news and advertising, the latter being a key success factor in brand awareness and increasing profits. Due to the development of neuromodern advertising affects both the senses and consciousness, and the human subconscious. The relevance of the chosen topic of the study is due to the growth the role of advertising today. Advertising like element of social communication, reflects the cultural characteristics of a nation, its values and desires. On the other hand, advertising is a means of influencing and creating new needs, which allows it to shape society in a certain direction.

Review of recent publications. The problems of non-verbal communication of commercial advertising have been of great interest to such leading scientists as Sidney Hecker, David W. Stewart [1], John F. Sherry and others. Nevertheless, taking into consideration the current situation in this range, non-verbal communication, there is a need for a comprehensive analysis of new trends in the advertising. Moreover, nonverbal communication of commercial advertising has been studied by such Ukrainian and Russian researchers as Nina Valhina [2], Mykola Kohtev, Yuriy Kryvobok, Olena Mosienko.

Objectives of the paper. Results of research. According to M. Rijavec and D. Miljković, “nonverbal communication for the majority of people is the communication that is accomplished with other means besides words” [3].