3. geduldig sein, aufmerksam sein, aufmerksam dem Gesprächspartner zuhören und keine voreiligen Schlussfolgerungen ziehen;

4. in einer Situation der Unsicherheit die Entscheidungsfähigkeit beibehalten;

5. mich häufig über Informationen und Ratschläge informieren, meine Entscheidungen sorgfältig abwägen und mich zur Kenntnis nehmen, dass dies mehr Zeit in Anspruch nimmt;

6. Neugier auf alles Neue und Ungewöhnliche zeigen;

7. mehr über die kulturellen Besonderheiten meiner Partner erfahren;

8. den Wunsch zeigen, fremde kulturelle Perspektiven zu studieren und zu verstehen;

9. bereit sein, mich vor dem Gesprächspartner zu öffnen, und zu zeigen, wer ich bin und was meine Überzeugungen sind;

10. erkennen, dass ich nicht perfekt bin und Fehler und Missverständnisse nicht immer vermeiden kann.

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THE PROCESS OF WEB SITE DESIGN DEVELOPMENT

Each website is unique. But the overall process of website design development is essentially the same. It consists of five steps: preparation, prototype (the formation of UX), design (creating the UI), the implementation of the design, design testing.

Preparation (the formation of UX). The most important thing at this stage is to get a clear and complete understanding of the purpose of your future site, goals you want to achieve with the help of it and the target audience you want to attract to it.

Target audience is a group of people for whom a certain product or service is intended. All members of the target audience have something in common – for example, the necessity for something, a problem that they want to solve. To conduct an effective analysis, you should know the gender of your clients, their financial and family state, profession – in other words you should have an idea of the socio-demographic and psychographic indicators. You should also imagine where and how target audience spends their free time, what these people are interested in, what social networks they use [1].

Prototype. While creating the prototype it is important for each of

the target groups to make a diagram of the use of the web site based on the requirements of the target audience. Then, based on the functionality necessary for the target audience, a prototype of the website is developed.

Design (creating the UI). All visual content, such as images, photos and videos, is created at this stage. When you are thinking about the design of the site, it is necessary to take into account both the scope of the company's activities and a number of other important factors, such as: creating a unique face of the company, formation of appropriate user's emotions, design optimization, usability.

"Usability is the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use" [2].

The following tasks are solved in the process of design development:

1. Development of corporate identity.
2. Choosing a font design.
3. Selection and explanation of the colour scheme.
4. Development of design elements.
5. Selection and processing of illustrative material.
6. Creating a page layout.

The implementation of the design. Development may not be a part of the design process. All graphical elements developed earlier are used at this stage. Usually, the home page is created first, and then the rest of the pages are added to it according to the hierarchy.

Design testing. After the implementation stage, the website and functionality are tested, but we are interested in the process of design development. And it also has a testing stage. When the site is launched, it is possible to conduct A / B color solution or layout tests on real users. "A/B testing is a controlled experiment where you compare two or more versions of a page or flow in order to optimize a certain result or metric" [3]. It is also easier to conduct usability testing.

Having performed 5 steps we get the final website, where based on the objectives and goals of the business and taking into account the needs of users the right user experience is formed, including an attractive interface, usability, the necessary functionality. A website is a complex product, the creation of which is a time-consuming and complex process. Making a website is only half the work, it must be tested and improved in all aspects.

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LA COMMUNICATION NON VERBALE DES FRANÇAIS

L'actualité du thème choisi est déterminée par l'influence énorme du non verbale à la parole et les connaissances du gestuel des étrangers font la communication plus facile et efficace.

Cette recherche a pour le but de déterminer les moyens typiques de la communication non verbale des français. Pour la réalisation de cet objectif il est nécessaire de résoudre des problèmes suivants :

1) définir la notion de la communication et préciser ses aspects significatifs ;

2) mettre en lumière les propriétés et les moyens de l'interaction non verbale ;

3) caractériser la conduite non verbale propre aux Français;

4) composer un guide pratique sur le gestuel des Français.

L'objet de l'étude sont les signes non verbaux des Français, le sujet est leur signification et les particularités de leur emploi.

J'ai supposé que les moyens de la communication non verbale diffèrent de ceux de notre pays. Cette idée représente l'hypothèse de notre recherche.

Les méthodes appliquées dans ce travail sont suivantes: l'analyse de la littérature scientifique, la généralisation, la comparaison, la synthèse, le traitement quantitatif des informations.

Les résultats de cette recherche ont une valeur éducative et instructive, ils donnent des connaissances pratiques pour développer des compétences linguistiques et socioculturelles. Le tableau des gestes peut être appliqué pendant les cours pratiques de français en classe et à domicile.