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ТАВРІЙСЬКИЙ ДЕРЖАВНИЙ АГРОТЕХНОЛОГІЧНИЙ УНІВЕРСИТЕТ
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COMPUTER SCIENCES AND TECHNOLOGY

HYDROGEN FUEL CELL CARS

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Since automobile internal combustion engines invention and until now, traditional petroleum products have been used for them: gasoline and diesel fuel.

Around the world, there is a growing interest in alternative types of automotive fuels: more economical, environmentally friendly and efficient. They are produced from inexhaustible reserves and generate less emissions into the atmosphere. Developing countries are increasingly abandoning traditional fuels and are striving to switch to a more environmentally friendly one - hydrogen.

A hydrogen vehicle is a vehicle that uses hydrogen fuel for motive power. Fuel cell cars and trucks combine hydrogen and oxygen to produce electricity, which runs a motor. Since they're powered entirely by electricity, fuel cell vehicles are considered electric vehicles — but unlike other electric vehicles, their range and refueling processes are comparable to conventional cars and trucks. Refueling a fuel cell vehicle is comparable to refueling a conventional car or truck; pressurized hydrogen is sold at hydrogen refueling stations, taking less than 10 minutes to fill current models. [1]

Hydrogen fuel cells could have a huge impact on our planet and how we produce our energy, so there some advantages of using this type of fuel:

1. Energy efficient. The efficiency of a hydrogen-fueled electric motor is much higher than that of an internal combustion engine
2. Zero emissions. When fossil fuels are burned, CO₂ is produced. If fuel cell technology was used instead of traditional fuel in our cars, we could greatly reduce the amount of CO₂ that's being created. The water that's formed during this process is drinkable, too. In fact, NASA has been using fuel cell technology for years to power its space shuttles and the water is used by the crew to drink. People are becoming more interested in fuel cells and the technology they could provide us with because they don't create CO₂ or other gases that are harmful to our planet. [2]
3. Easy to store. When hydrogen energy is stored, less energy loss occurs than in batteries. This means that fuel cell energy is good for use in backup generators or emergency lighting, as it could be stored for years but still work just as well.
4. Almost no noise pollution. Unlike a standard engine, fuel cells don't have any moving parts, which makes them completely noiseless.
5. Hydrogen is the most common element on the planet, so there are no worries about shortages.

Among the companies that produce hydrogen cars are Toyota, Honda and Hyundai. Daimler, Audi, BMW, Ford, Nissan and others are also involved in the development of hydrogen-powered vehicles.

Hydrogen fuel cells are a promising alternative to current automobile fuels. They essentially combine the energy density and the convenience of liquid fuels with the clean and efficient operation of electric vehicles. Although certain aspects of the technology such as efficient on-board storage still require some improvement, there are no reasons why hydrogen couldn't become an equally convenient and attractive transportation fuel as diesel or gasoline are today.

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THE WORLD IS DOMINATED BY COMPUTER TECHNOLOGY

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Today it is safe to say that there are almost no industries left without dependence on constantly evolving technologies. The tourism industry is also keeping up with this trend. Tourism is one of the most lucrative and most dynamic sectors of the world economy. The successful development of tourism has an impact on such key sectors of the economy as transport and communications, trade, construction, agriculture, production of consumer goods. Tourism – both international and domestic – is a growing application of information technology.

Today, the activities of a travel agency necessarily include the use of the Internet. The Internet is used in almost all main processes within a travel agency, from searching and attracting customers, as communications and marketing, and ending with the formation of a tourist product, provides a large amount of information necessary in the work of travel agencies.

Tour operators and travel agencies form the basis of the tourism industry. They provide accommodation and catering services, purchase and booking of tickets, sale of tours. They monitor advertising, information and customer demand.

In order for travel agencies to improve their performance and income, expand the range of clients, they are prohibited from ignoring technological management software in their activities.

The software can be divided into sections such as conducting tours, working with clients, service modes, maintaining payments and documents, maintaining reference books.

This area would have stopped developing if it had not interacted with computer technology. Thanks to development, booking tours, tickets, communication between employees and customers became possible with just one click.

Thanks to computer technology, plans and designs must answer questions such as: main problems of travel agency development, which main directions are more popular, where and what is better to invest money, how to attract tourists more efficiently. Only then computer technology will be useful. Now people do not have to leave the house.

In addition to contacting travel agencies, travelers can find their favorite place themselves, buy tickets, book a hotel room and a table in a restaurant for dinner only using a computer or telephone and the Internet.

If people have any doubts about where to go, feel free to use information resources on the Internet to compare.

The development of technology does not stand still. In this age, the age of digital technology, progress has created the opportunity to experience virtual reality. If people do not want to go to the other end of the world, but look at the next miracle of the world, buy or rent virtual reality glasses. It is not as expensive as going to the Caribbean or any other place. This could be considered a type of tourism, in a way.

Computer technologies make life much easier for people. They are everywhere and play an important role especially in the tourism sector of the 21st century.

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VISUALIZATION OF THE LIGHT INTERFERENCE PROCESS

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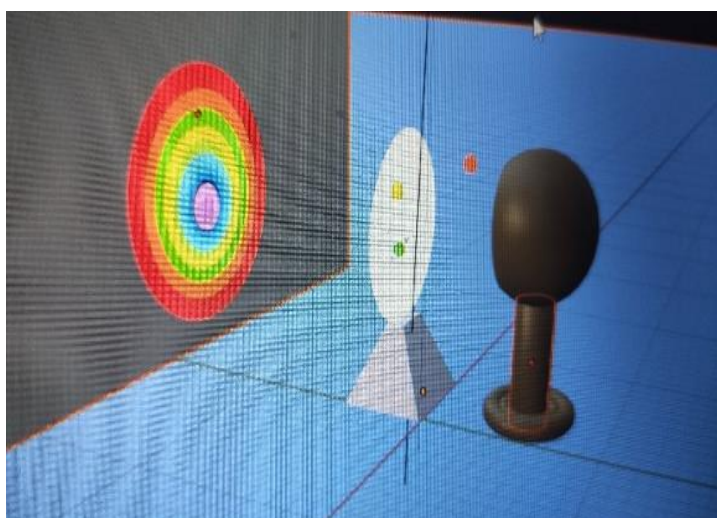
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Visualization is an important tool for understanding the patterns of the studied physical processes. The proposed method allows not only to see the processes invisible to the naked eye, but also to obtain the values of physical quantities that change during these processes.

The complexity of the study of parietal processes lies in their many parametricities, three-dimensionality and non-stationarity, which significantly complicates the use of computational modeling methods. An initial body (ball) was created for the work, which was cut off and four rows of faces of geometric points remained.

With the help of a radiation modifier, a simulation of light passing through a lens was created. A plan was created with the lens and light source. The light source was an imitation lamp. A plan is created that simulates a screen that is at a perfect distance from the lens.

Then with the help of a sphere an imitation of ionizing photons is formed. A color modification of the radiation was created for each of them (see on Figure 1). With the help of animation we see on the screen the redistribution of light energy in the form of Newton's rings.



During this work, the knowledge gained in the study of physical laws and acquired skills in working with Blender Foundation software version 2.8 was consolidated. Using this version is free, simpler, allows you to create a more complex model of visualization of the physical process, the program runs on a PC.

Figure 1. Visualization of the light interference process

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PARALLEL WORLD HYPOTHESES IN PHYSICS

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The problem of parallel worlds is one of the most speculative and controversial in modern science, philosophy and the media. Basing on the studies by Nikolai Kuzansky (Krebs), J. Bruno, H. Huygens, G. Leibniz, S. Hawking it is sensible to believe that such worlds exist. Most people professing a materialistic worldview, Cartesian rational science and philosophical materialism, prefer to estimate tangible evidences on their own rather than trust clever theories of symplectic geometry or exalted incantations. One remarkable idea known as the many-worlds interpretation of quantum mechanics postulates that all the outcomes that can possibly occur actually do happen, but only one outcome can happen in each universe. It takes an infinite number of parallel universes to account for all the possibilities, but this interpretation is just as valid as any other.

A stable parallel world is possible if connected (closed) structures (atoms, bodies) and interactions between them are possible in it, as in our world. The physical cohesion of the structural elements is provided by the holding (centripetal) forces of interaction of the elements themselves or some central body (core). For the atoms of our material world, these are electromagnetic (mainly electrostatic) forces of interaction between the nucleus and electrons, for planets – the force of attraction of the central star. The viability of structures is determined by the ratio of centripetal and centrifugal intrastructural forces. In an atom, centrifugal forces are the forces of inertia of rotating electrons, in a planetary system.

The joint action of centripetal and centrifugal intrastructural forces (taking into account the laws of conservation of energy and angular momentum in a dimensional Euclidean space) was first studied by the Austrian-Dutch physicist P. Ehrenfest in 1917 for the electrostatic interaction of two charges (nucleus and electron) and gravitational interaction of two bodies (stars and planets). The Pythagoreans, Aristotle, I. Kant, A. Poincaré, A. Einstein, G. Minkowski, G. Weil, P. Uryson and others were engaged in the problem of the dimension of space in various aspects. But it was Ehrenfest who obtained fundamental results in the field of physics of dimensional Euclidean spaces. So, Ehrenfest's theory is functional within the boundaries from the atom to the solar system in Euclidean space. And outside these boundaries? In the submicroworld, strong and weak intranuclear interactions do not obey the inverse square law of the three-dimensional macrocosm, and, accordingly, several hypotheses of the multidimensional microcosm have been proposed, the fact that there are no free quarks has led to the emergence of a hypothesis about the one-dimensionality of space inside microparticles. At the same time, the currently known laws of deep space do not yet give serious refutation of the three-dimensionality of macrospace, and, accordingly, there are no serious theories of stable multidimensional macrocosm. Scientists like Stephen M. Feeney claimed to find evidence suggesting that our universe collided with other (parallel) universes in the distant past. Nobel laureate Steven Weinberg in his last work suggested that if the multiverse existed, too. B. Greene, the author

of The Elegant Universe and The Fabric of the Cosmos, tackles the existence of multiple universes in his latest book.

To conclude, modern science has quite a sphere of action. On the other hand, people know too little to make hasty conclusions based on sensational hypotheses and theories.

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ALTERNATIVE SOURCES OF ENERGY IN UKRAINE

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Nowadays alternative energy has become an important part of the modern world. Due to the reduction of traditional energy sources, rising prices for them, concern about environmental issues, Ukraine as the world economy is increasingly paying attention to the search and development of non-traditional and renewable sources. But the development of alternative sources of energy is constrained by:

- lack of scientific elaboration of this issue;
- lack of material and technical base;
- organizational and administrative reasons.

The most interesting and renewable source is the Sun. The intensity of solar radiation in Ukraine shows that almost all its regions are suitable for the development of solar energy. South regions of our country have the most convenient conditions for the use of solar energy. But current situation can be characterized as the initial stage of development of this process. Solar energy is used in grain dryers, desalination plants, in power plants of space stations and so on. It can be obtained in different ways: by thermoelectric converters, photoelectric converters, and steam turbines.

Thermoelectric converters work in the following way: the direct conversion of the thermal energy of solar radiation into electricity is based on the Seebeck effect – if you solder the ends of two conductors of different chemical composition and place the joints in environments with different temperatures, then between them there is a thermal energy.

Photoelectric converters work by the principle of knocking out electrons from semiconductor materials by light. Radiant energy will be converted into electricity.

Steam turbines. The tower with the receiver is located on the southern edge of the field of heliostats rotating after the Sun. Mirrors reflect the sun rays on the heat sink, which produces high-temperature steam (500-600 ° C), which is fed to a steam turbine that rotates the generator. Usually steam turbines also contain solar batteries for producing more power.

In conclusion it should be pointed out that if a person wants to get one of solar panels for himself, he or she can actually sell energy that they do not use to the state. This is called green tariff. In Ukraine it is a mechanism that stimulates the use of renewable energy sources. You are installing a solar power plant in a private house or in another territory. Thus, in 4-7 years the cost of the equipment is fully paid off, and then the net income can be received.

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ADVANTAGES AND DISADVANTAGES OF DISTANCE COMMUNICATION SOFTWARE

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It's no secret that the world is shrouded in a terrible pandemic. In this regard, the quarantine regime was introduced everywhere, which affected the format of studying in all educational institutions. Distance learning has become an inherent aspect of the student today. But here, in Ukraine, opinions differ regarding distance learning. Some believe that this is the best thing that happened to the education system of all time, for others it only brings inconvenience.

In Kiev, a group of journalists conducted a survey among students regarding their attitude to distance learning. About 64.5% of capital students are happy with this regime and they consider the lack of live communication with participants in the educational process as a disadvantage. In this regard, students are less motivated to study further and self-discipline worsens [1].

We'd like to say that the issue of distance learning had interested us very much, so that's why we want to go through the list of programs used by students in Ukraine in order to choose the best communication software for distance learning.

ZOOM advantages are: it is one of the most popular apps for studying in Ukraine, because it's plain and cozy; host can control every person, adjusting their volume and video. Free version's conference can't be longer than 40 minutes. ZOOM disadvantages are: free version's conference can't be longer than 40 minutes. It means that teacher needs to restart a conference 2-3 times per lecture; secure system is weak and this is not the first time you can hear that some trolls screwed up someone's conference; moreover, students can't adjust other members, which could be loud. This function available only for the host, it can bring inconvenience.

GOOGLE MEET advantages are: Google provides browser's communication service and it means you don't need to install it on your PC or phone; one-click connecting; this system provides secured connection; real-time subtitles powered by Google speech recognition technology; unlimited meetings. GOOGLE MEET disadvantage is: there is no microphone and video fine-tuning tools [3].

ADOBE CONNECT advantages are: you don't need to install it; it is possible to play multimedia files, flash animation, mp3 and many others. It means as files in 100% quality, unlike other services, where the broadcast information transmits through a microphone or screen directly by the teacher, which significantly spoils the quality. ADOBE CONNECT disadvantages are: many functions that will surely be difficult to understand for both the teacher and students; inconvenient interface, especially on mobile devices [2].

DISCORD advantages are: it's handy and cozy for young people, initially for gamers, but now it's focused on distance learning too; it is one of the most stable and secured app for communication now. It counts a big number of difficult algorithms which protect us from hackers or trolls. DISCORD

disadvantage is: you can't capture your video call using built-in tools. You need to use third party screen recorders.

From this we can conclude that the best online-platform for up-to-date young teachers is DISCORD. For elder lectures, it would be easier to use GOOGLE MEET service. And for those, who prefer functionality to simplicity, we propose to work with ADOBE CONNECT.

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ANALYSIS OF ALTERNATIVE ENERGY SOURCES

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In Ukraine, the so-called alternative energy sources have been actively used for the last 5-10 years. Nowadays, several types of energy production from renewable sources are used: Solar power plant (SPP), wind power plant (WPP), hydroelectric power plant (HPP). Providing the country with natural resources is the most important economic and political factor in the development of the national economy. The second factor, and perhaps the first in importance, is the impact on the ecology of the planet. Greenhouse gas emissions from burning minerals disrupt the climate balance. The impacts of climate change have become more tangible over the past decade. The only way for people to reduce the rate of climate change is to switch to more environmentally friendly energy sources, including renewable or alternative ones: sun, wind, water, biogas.

To solve the problem of fossil fuel shortages, researchers around the world have been working to create and implement alternative energy sources. It is only recently, that algae began to be considered an alternative source of energy, but the technology according to experts is very promising: from 1 hectare of water surface occupied by algae 150 thousand cubic meters of biogas could be produced per year. This is approximately equal to the volume of gas produced by a small well, and this is enough for the life of a small village. In order to preserve ecology, new methods of rational use of natural resources should be introduced. What are the benefits of using natural resources? Firstly, the risk of the temperature increase in the atmosphere is reduced by almost 50%. Secondly, the emission of toxic gases, thick smoke is reduced to a minimum, and thirdly, the cost of using natural resources is much lower than the cost of oil, gas, etc.

The advantages of alternative energy have already been assessed by China, the USA, Germany, Italy, Spain, Japan, India, and Nordic countries. They account for about 75% of the world capacity. In some countries, the cost of generating electricity from solar energy has already reached the level of retail electricity prices in the residential, commercial and industrial market segments. Therefore, alternative energy can already be profitable without any additional support. Until now, renewable energy sources do not occupy a significant market share in Ukraine, but their development prospects are doubtless. The share of renewable energy sources has almost doubled since the beginning of the

decade to 4%, taking into account losses across the country. The energy of the sun, wind and biomass is optimal for Ukraine. The production of equipment for SPP and WPP in Ukraine is also developing. In February 2019, the KNESS PV plant was launched in Vinnitsa – the first large-scale industrial production of panels for solar power plants in Ukraine. The commissioning of the KNESS photovoltaic installation allows us to speak of Ukraine as a manufacturer of 100% components for solar energy. According to the company, since the plant’s launch, 12 industrial photovoltaic stations with a total capacity of 70.66 MW have been built in Ukraine using solar modules of their production.

Thus, for the rational use of natural resources and the transition to sustainable development of the regional economy, it is necessary to carry out the introduction of new engineering designs, to rationally use the natural resources; to control the usage of flora objects.

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PROSPECTS FOR THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE

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Today, artificial intelligence and machine learning have begun to be applied in almost all areas of human activity: from the simple technology of blurring the background in photographs to the analysis of genetic predisposition to serious medical diseases by supercomputers.

Incredibly, nowadays artificial intelligence brings enormous benefits, and also has a significant potential in the development and expansion of the range of its applications. At the end of January 2020, CB Insights conducted an annual analysis of global trends in investing in artificial intelligence and reported that in 2019, specialists in such technologies attracted a record investment of \$26.6 billion, having concluded more than 2,200 deals worldwide. For comparison, in 2018, about 1900 agreements were concluded for a total of \$22.1 billion, and in 2017 - about 1700 for \$16.8 billion (Fig. 1).

Let us look at the potential areas of AI more closely.

Artificial intelligence in the agricultural sector. In agriculture, artificial intelligence is used in processing and harvesting equipment. Work in this area is carried out by foreign engineers.

Artificial intelligence in everyday life. Home robots are expected to become common by 2030. They will not be able to completely free a person from household duties, but they are able to provide the most favorable living conditions, automate a number of basic

The \$1B+ AI unicorn club is getting increasingly crowded
 Number of AI startups reaching \$1B+ valuations for the first time

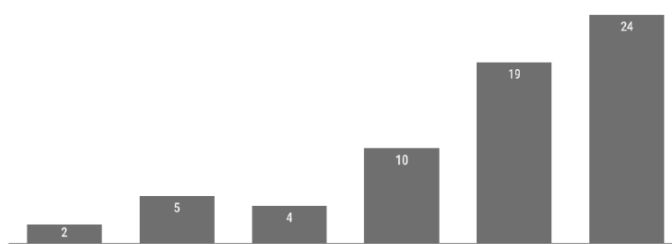


Figure 1. Number of AI startups worth more than \$ 1 billion, retrieved from CB Insights.

processes, predict and prevent housing and communal accidents, be responsible for the safety of property, etc.

Artificial intelligence in healthcare. With the help of artificial intelligence, it is planned to diagnose cancer in the early stages. The developers of Behold.ai report that the remedy for this disease will not have the usual form of medication. Their goal is to teach AI to detect malignant tumors on X-rays as early as possible, which is not to cure, but to prevent the development of the disease.

So, the field of AI, which has become a mature science, is developing gradually, slowly but steadily moving forward. Therefore, the results are quite well predictable, although on this path, sudden breakthroughs associated with strategic initiatives cannot be excluded. For example, in the 1980s, the US National Computer Initiative took a lot of AI out of laboratories and had a significant impact on the development of the theory of high performance computing and its application in many applied projects. Such initiatives will most likely appear at the intersection of different mathematical disciplines - probability theory, neural networks, fuzzy logic.

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INNOVATIVE PROGRAMS AND APPS FOR LEARNING ENGLISH

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Nowadays, English became a must for everyone who wants to have an advantage in many spheres of life, from cultural exchange to business and science. To be more specific, popularity of English language can be measured by countless researches and statistics which indicate that in 115 countries from 200 existing, people speak English.

English is quickly growing into overall using link between different countries around the globe. Still, not everyone has an opportunity to learn it freely. Then, the century of technologies and innovation comes. There are a lot of programs and apps worked out to help people with learning English in Internet without going outside the house.

Besides, as long as, this decade of network developing offers so much more unimitable, unique and diverse interfaces, functions and software, so these apps are available for every age category of users.

Among the most popular programs which are specifically connected with living in English speaking countries are: FLEX, Global UGRAD, Canada's Mitacs Globalink Research Internship Program for Ukraine and others. All of them are offering an incredible nine month in a host English speaking family, studying in school with a scholarship and, some of them, traineeship in a company. These programs are used to broaden one's horizons, exchange some traditions and knowledges. What is more important the main aim of these program is giving a chance to erase the language barrier between different countries.

Speaking about technological progress, training online apps can't be ignored, table 1. They have interesting and catchy forms of learning English for kids and useful, practically verified daily phrases for adults. Here are presented five the best English teaching apps.

It is one of the best solution to learn English from very beginning and not fall asleep during the process.

Also, such devices can be so much help in connecting people worldwide, without leaving their own house.

Name	Advantages
Lingualeo	Everything is interesting with the game.
Duolingo	Short time period of learning.
Hello Talk	It is possible to be a teacher by sending a message in a correct form.
Memrise	Learning new words through the spy adventures.
Easy Ten	Only ten new words a day, very easy.

Table 1 – TOP 5 English teaching apps

In conclusion, last two decades has improved in the sphere of innovation to make our life more comfortable and interesting. The mentioned programs and apps give an opportunity to know something particularly new about various nationalities, traditions, music and art by learning extremely popular and interesting English language.

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AIR CLEANING WITH THE USE OF ELECTROSTATIC PRECIPITATORS

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Air purification is of vital sanitary, hygienic, ecological and economic importance. Dust collection, if properly organized, solves the problem of ensuring the maximum permissible concentration standards in the air of the working area. However, with the lack of a dust cleaning system all harmful substances are released into the atmosphere, polluting it. Therefore, the dust cleaning stage should be considered an integral part of the dust control system of an industrial enterprise.

One of the most advanced methods of cleaning gases from dust and liquid particles is cleaning in electrostatic precipitators. The process of electrically trapping particles consists of the following stages: charging suspended particles; movement of charged particles to the electrodes; deposition of

particles; removal of particles. Since the dielectric strength of the gas gap with a negative corona is higher than with a positive corona, a negative rectified voltage is applied to the corona electrode in industrial emission treatment systems. However, a significant amount of ozone is formed in the negative corona, which can initiate many reactions in the atmosphere, leading to its secondary pollution.

The characteristics of the corona depend on many factors: the configuration of the electrodes, the distance between them, the gas composition, pressure, temperature, dust concentration, particle size, the presence of a deposit on the electrodes, and the electrical conductivity of the deposited dust. At the same time, electric dust cleaning is inherent in some selectivity in relation to the particles extracted from the gas. A charge is accumulated on the layer of deposited dust both due to the flow of ions of the main corona discharge and due to the deposition of charged particles. Runoff is very slow due to the high electrical resistivity of the dust.

Among the parameters of the gas flow, humidity and temperature have the greatest influence on deposition. With a decrease in temperature, the viscosity of gases decreases, as a result of which they have less resistance to the movement of a suspended particle to the electrode. With decreasing temperature, the stability of the corona discharge increases, which makes it possible to work at higher electric field strength.

Electrostatic precipitators of various capacities differ from each other in the height of the electrodes, the active length of the electric fields along the gas path, the active section area, the deposition area and the active length of corona elements in the apparatus. Flat electrodes have good electrical characteristics. However, particles are repeatedly carried away from them. Tubular electrodes create conditions for more even gas distribution, which improves cleaning and increases productivity. Corona electrodes are available with smooth and fixed discharge points. The most widely used are needle tape-tubular electrodes.

Thus, one of the most effective ways to solve the problem of high-quality purification of air masses is the use of systems of electronic-ion technologies, namely the use of electrofiltration.

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THE RETROSPECTIVE OF THE SILICON VALLEY PHENOMENON

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The retrospective of the Silicon Valley is under the consideration in the article. The historical factors as well as the process of professional networks formation were presented and analyzed for the purpose of realization success of the place and prediction of its future development.

Silicon Valley is a place where almost every startup and programmer dreams of working. It is not marked on the map, but it is one of the largest centers of development of world innovative technologies. "They built innovative companies that became huge technology corporations, all because where everyone saw risk, they saw opportunities," venture capitalist Tom Perkins said of the Valley's pioneers.

The world's leading center for high-tech companies, located in southwestern California. The largest cities in Silicon Valley are San Francisco, San Jose, San Manteo, Polo Alto, Fremont, Santa Cruz, Scotts Valley, Livermore and Pleasanton. Stanford University has become a kind of intellectual center of the Valley, which annually accepts about 7,000 students and 8,000 graduate students.

Now there are leading manufacturers of microprocessors, software, mobile devices, biotechnology and more. And it all started in the middle of the 19th century, when the first research laboratories for shipbuilding, both military and commercial, were built on this territory. It should be added that the US Navy contributed to the formation of the Valley: in 1933, the Navy purchased Moffetfield, a plot of land in Sunnyvale to service military airships. Subsequently, the area became the center of the aerospace industry. During World War II, radars and artillery designs were produced here. One of the fathers of Silicon Valley is considered to be physicist William Shockley, who invented Bell Labs and his colleagues invented the first germanium bipolar transistor. For this, researchers in 1956 received the Nobel Prize in Physics. Shockley later moved to California, where he founded Shockley Semiconductor Laboratory in Mountain View. The main goal of the new company was to develop methods for using silicon in the manufacture of transistors (which replaced the more expensive and less resistant to high temperatures semiconductor material, germanium). Shockley brought together a team of 8 talented young researchers who, after the death of their mentor, continued the business and established the successful production of silicon transistors. These employees went down in history as the Treacherous Eight.

The name *Silicon Valley* was first used in 1971 in his report on the development of the semiconductor industry by journalist Don Hefler. In 1972, financiers Eugene Kleiner and Tom Perkins set up the first venture company in Silicon Valley for young entrepreneurs. After that, inventors and scientists from around the world began to seek happiness in the Valley. Let's add that ordinary residents, who had a piece of land in southwestern California, immediately became billionaires after the sale of land.

The retrospective of the Silicon Valley phenomenon shows its quite long history of successful technology development. The cooperation of young scientists, manufacturers and investors make the uniqueness of the place, which is going to keep the positions of the innovations leader in the foreseeable future.

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COMPARATIVE ANALYSIS OF VIDEO GAME CONSOLES

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In the age of digital technologies consumers face the problem of selection. It's quite difficult to make a decision whether to pick one device or another. Therefore, people who want to buy a video game console also wonder what would be better to buy and often approach this question with high attention. In this study two most popular consoles of the new generation are compared: PlayStation 5 and XBOX Series X.

First of all, some technical characteristics should be researched. The primary analysis of both consoles demonstrates that they don't have obvious differences but the complete investigation reveals all advantages and disadvantages between the consoles. The first research object is PS5. As it was said at the manufacturer's presentation this console will have CPU AMD Zen 2 with 8 cores and 16 streams with nominal frequency 3,5 GHz. Graphic adapter AMD RDNA 2 will be provided with 36 calculation units (2304 cores) with frequency up to 2230 MHz. Also this console is provided with 16 GB of GDDR6 RAM with throughput up to 448 GB/s. And the main advantage is SSD storage device with the capacity 825 GB that allows to work with data on impressive speed of 5,5 GB/s.

The XBOX Series X has the same CPU and GPU with the differences in nominal frequency from 3,6 to 3,8 GHz for CPU and 52 CU (3328 cores) with 1825 MHz for GPU. It also has the same 16 GB RAM but it is divided to 10 GB for GPU(560 GB/s) and 6 GB for CPU(336 GB/s). The storage device is SSD type too but it maintains the speed half as much as PS5, only 2,4 GB/s.

The comparison proves that XSX is better than PS5 in nearly every point. Therefore, XSX seems to be the perfect choice, but there are some contradictions. For example, XSX console's performance in graphic processes is higher but not only the hardware is important. PS5 has its own unique API that has better performance and provides better development tools than DirectX which is in turn widely used on many devices. Also PS5 has many exclusive games which you can't play on a PC or other consoles. For the consumer there is one more thing that matters, it is the price. The XSX costs 400\$, but there is a cheaper model (which also has less performance), that costs 300\$. As for PS5 it has 2 identical models for 500\$ and 400\$, the difference between them only in blueray drive. The cheaper model doesn't have it.

To sum up, consoles actually demonstrate equal capability as the main differences are in the software. For those people who have outdated PCs or laptops, or those to whom exclusive games don't matter it would be better to buy a XBOX Series X or Series S, it would be much cheaper than buying a new high-performance PC. For those consumers who follow the video game industry and have a new, high-performance PC it would be better to opt for PS5.

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GENNARIS AS AN INNOVATION FOR PEOPLE WITH BLINDNESS AND VISUAL IMPAIRMENT

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Today, technologies are developing so quickly that people do not have time to learn about new products, such as supersonic passenger planes, or flying taxis, and even if people need it, there are already waterproof TVs in the bathroom. The purpose of this article is to describe the GENNARIS system that people really need for a fulfilling life. This device is implanted in the brain in the form of electrodes and allows absolutely blind people to see.

Scientists at Monash University have spent over 10 years developing the first device. The device looks like a small headgear with built-in goggles (Figure 1) and could be a direct competitor to Elon Musk's Neuralink technology.

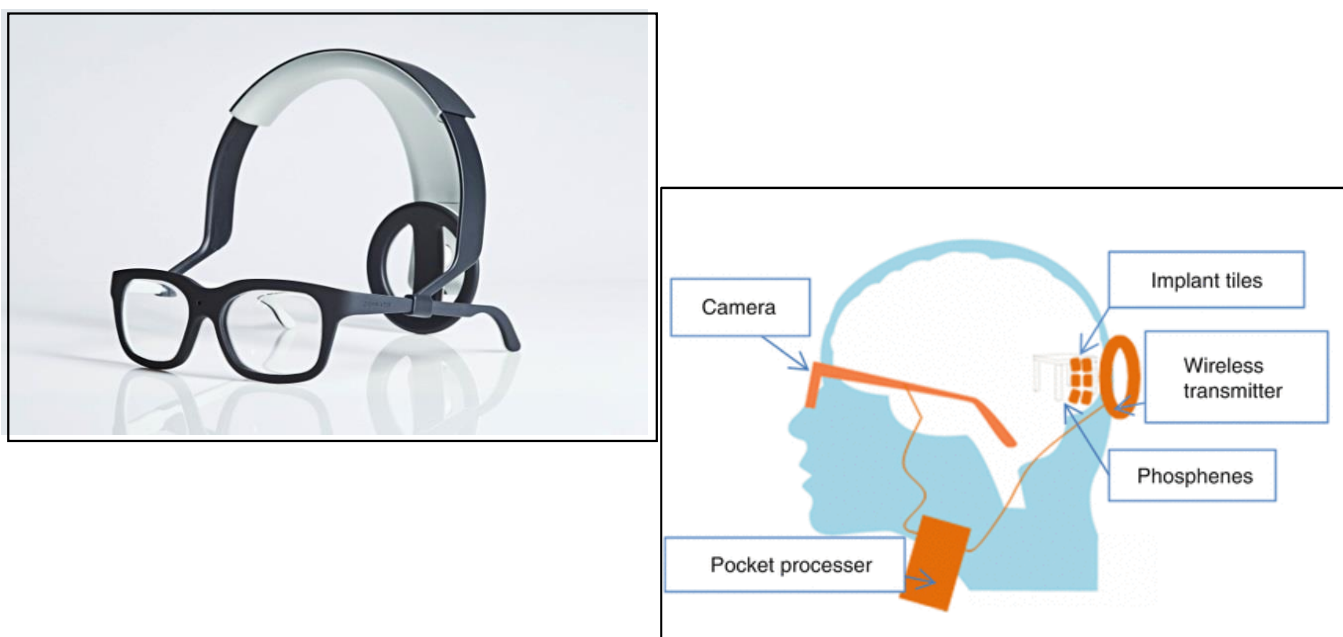


Figure 1 – The Gennaris bionic vision system

According to the creators, Gennaris bypasses the damaged optic nerves and transmits the information collected by the camera and analyzed by the video processor unit through the air into a set of square implants with very thin electrodes that are inserted directly into the brain. Implants (they have a size of 9×9 mm) convert images into electrical impulses, which are transmitted to neurons in the brain through thin microelectrodes. As a result, the system should allow people who have lost their sight to "see" the world around them, distinguish objects, bypass obstacles, recognize people, etc. This will be a specific vision, consisting of a maximum of 172 light spots, but experiments on sheep have shown that this is quite enough to effectively interact with the outside world [1].

At the same time, Gennaris can be used not only as a means of fighting blindness, but also for solving more complex problems associated with the brain — scientists promise to use the system in the treatment of paralysis, Parkinson's disease and quadriplegia. For more primitive tasks, Gennaris is already capable of transmitting music directly to the brain, as Musk dreams of in his Neuralink project.

Humanity is not standing still, it is getting better.

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COMPARATIVE CHARACTERISTICS OF ALTERNATIVE ENERGY SOURCES

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In today's world, with growing rates of consumption and as a consequence - the limited energy resources, the rapid development momentum gaining energy production technologies of alternative and renewable sources. Alternative energy sources are already widely used for solving energy problems, not only commercially, but also in the private sector.

The purpose of work is to consider the popular types of alternative energy sources, and to present the most popular ones in Ukraine. As we have known, 64% of the electricity we need comes from burning fossil fuels such as oil, gas and coal. These resources pollute the environment and are not renewable, so once we have burned them all up, there will be no more. This means that the world must find and use alternative sources of energy. This alternative energy needs to use no fuel and create no waste or pollution [1].

Solar power plants are actively used in more than 80 countries; they convert solar energy into electricity. There are different ways of such conversion and, accordingly, different types of solar power plants [2].

Wind power plants (wind farms) are widely used in the USA, China, India, as well as in some Western European countries (for example, in Denmark, where 25% of all electricity is produced in this way). Wind power is a very promising source of alternative energy; at present, many countries are significantly expanding the use of power plants of this type.

A huge amount of thermal energy is stored in the depths of the Earth. In some parts of the world, high-temperature magma directly reaches the Earth's surface: volcanic areas, hot springs of water or steam. Geothermal sources are used in different ways. Some sources are used for heat supply, others - for generating electricity from thermal energy.

We need to note that Ukraine is rapidly increasing the organization of alternative energy. Over the past years, our country has gradually introduced a system of energy production from renewable sources (RES). It is still at the development stage, but it seems to be a worthy way to maintain the economic situation in Ukraine. This is a necessary step due to the lack of traditional energy resources [3]. For the optimal choice of the type of autonomous source power supply, it is necessary to make a comparative analysis of devices, their technical characteristics and operating conditions. As a rule, the following types are compared with each other alternative energy sources recommended for autonomous power supply: solar power plants with photovoltaic cells and systems that convert solar energy into heat and then into electricity; wind farms with vertical and horizontal axes of rotation; solid fuel power plants and power plants on biogas.

In the course of the comparative analysis, various types of autonomous power plants operating on different principles and from different primary energy sources [3]. The most promising are: solid fuel power plant on local fuel, derivative micro hydroelectric power station, wind farm with vertical axis of rotation and collector solar power plant. These power plants are the most effective in each of their groups; however, when choosing them for autonomous power supply, it is necessary to take into account the specifics of the area for the most optimal result.

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COMPARATIVE ANALYSIS OF VIDEO EDITORS ADOBE PREMIERE PRO AND SONY VEGAS PRO

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The ability to edit videos can be a useful skill and a way to make money online. It is generally accepted that you can learn how to edit by yourself. But when the task arrives, to edit a wedding video or some kind of a clip, where the skills of a non-beginner are required, the realization comes that editing is not such a simple matter. The question of which program is better for editing appears while considering the options how to learn professional editing.

Sony Vegas Pro and Adobe Premiere Pro are two representatives of the most famous video editing software. Most people still cannot choose which of the software is better. There is an opinion on the Internet that Sony Vegas is better for a beginner, while Premiere Pro, on the contrary, is more suitable for a professional. In this article the pros and cons of these programs from the view of a new user who is not familiar with video processing will be analysed.

Interface: when starting Adobe Premiere for the first time, a beginner may be intimidated by the large number of windows and tabs. Nevertheless, the interface can be customized. As for the Vegas interface, the interface is a little simpler here. The program meets the user with a minimalistic interface with a minimum number of windows. We can say that it is due to this minimization that most novice editors prefer Sony Vegas Pro.

Language: the Russian language is present in both programs, however, most Premiere Pro users advise exactly English due to the fact that in Russian some tabs have incorrect translation, and most of the tutorial lessons are in English.

Video editing: both programs have no problem with tools to work with, but Premiere Pro has more potential. In addition to the usual operations for trimming, gluing, inserting a video, you can also add various effects. These effects allow customers to give their video a more unique look. In addition to the standard effects available in the program, there are a large number of third-party plugins that significantly expand the program's capabilities. Vegas Pro has no problems with video

editing, but is more suitable for amateur purposes. This tool has third-party plugins, too, but they are few.

Audio editing: primary analysis demonstrates that working with sound in Sony Vegas is more convenient than in Premiere Pro. But that's only until editable tools and plugins are considered.

System requirements: if you are editing and exporting small videos, then Sony Vegas is better suited for this task. Premiere Pro is more demanding on computer resources. However, if you are processing more complex videos with a lot of effects, then the choice is obvious.

To conclude it should be noted that Adobe is known not only for its video editing software, but also for its photo and sound processing suites. For a person who is familiar with programs from this company, Adobe Premiere Pro will be easier to understand than Sony Vegas Pro from the familiar interface on out to the commands and hotkeys. Not every program has access to changing hotkeys, but since users are already familiar with them from other Adobe programs, they are not willing to customize them. For a person who is already editing in Adobe Premiere Pro, there is no reason to change anything, because it is more functional than its competitor.

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ISSUES AND TRENDS IN MODERN ECONOMY

BRANDING AS A PART OF BRAND MANAGEMENT

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It is not uncommon for company owners to ask marketing organizations to draw some logo, thinking that this is a full-fledged brand building. Not understanding the difference between definitions such as “branding” and “corporate identity”, a manager wastes his time and loses money.

The corporate identity reveals the meaning and conveys the value of the brand through the name, slogan, color, font, presented just as a trademark [1].

“In contrast, the brand is a name, term, design, symbol, and other features that differ one seller’s good or service as opposed to the goods and services of other sellers” [2]. In a deeper sense, brand is a collection of ideas, associations, and emotions of potential customers [3]. A brand is born in the mind. It is a world that people want to be a part of.

How does a company act to become a brand? Remember Nike, that sells not only shoes but also a lifestyle and motivation [1]. Its slogan says: “You can do more than you think”. The quality and such positioning of a product make us pay more. The brand-building includes the whole system of connecting the consumer with the product. The development and implementation of this system is called branding.

In short, the brand is an image in the mind of a consumer that helps to visualize your product. At the same time, branding is the process of designing that image. Its main task is to set up contact with a client through loyalty system, delivery service, product placement on the shelves system [1]. Having a brand provides the following benefits: 1) increasing awareness and customer loyalty to the product; 2) ensuring stable profits; 3) variability of prices; 4) attracting new customers; 5) confidence in the future.

Branding is realized in several directions. The first one is marketable. Coca-Cola is a prime example. More than 1.9 billion servings of this drink are consumed by people around the world every day. Although the company produces about 3,900 varieties of drinks, it is Cola that has gained particular popularity due to the correct branding. The second direction is service branding. Among domestic enterprises, I would single out the mobile operator “MTS”. The third is personal branding. In this case, one person is promoted. The fourth is HR-branding. It is aimed at attracting valuable employees to the company with extensive experience, fresh ideas, and great potential. To do this, the company opens vacancies, offering excellent working conditions. The representative of this branding is Google Corporation, which offers bonuses, a full benefits package, free dining and a gym. The fifth is the territorial branding that promotes a particular resort, city or even region to attract more tourists. [4]

Thus, the general trends of modern brands are simplicity, brevity, concentration, environmental friendliness. The future belongs to strong, bright, interesting brands that the audience wants to interact with. Building such a brand is not easy, but the effort is worth it - customers will trust, recommend and contact you again [3].

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CURRENT STATE OF THE RESORT AND TOURIST SPHERE OF ZAPORIZHZHA REGION

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Zaporizhia region, having great tourist potential, currently has a relatively underdeveloped tourist infrastructure, that does not increase the development of both domestic and foreign tourism significantly. [1]

The number of tourists in Zaporozhye is 73% of the total number in the region. The share of Zaporizhia in the number of served tourists is about 86%, in the number of tourists - 82%, in the volume of provided tourist services - 79%, in budget revenues - 94%.

In general, the leaders in terms of performance of tourism entities are the city of Zaporozhye, Berdyansk, Melitopol, Enerгодар, Primorsk, Vasylivka and Yakymivka districts. [1]

A survey was conducted through structural subdivisions of the city council and district administrations of Zaporizhia. 390 people took part in the survey, including 106 men (or 27%) and 284 women (or 73%) living in different parts of the city. [2]

In terms of scale, respondents believe that Zaporizhia over the next 10 years should focus on attracting tourists living in Ukraine (27% of respondents believe so). About 20% preferred Zaporizhia region as a priority area for attracting tourists, 12% believe that Zaporizhia can become a tourist center of the southeast and center of Ukraine. The same number (12%) indicate the ability to reach a pan-European or even global scale. Another 20% doubted that Zaporozhye could become a famous tourist center. [3]

According to the priority directions of development of domestic and inbound tourism on the territory of Zaporizhia, the preferences of the city residents are distributed as follows:

1. Cognitive historical and cultural tourism - 66%.
2. "Green", ecological and agritourism - 64%.
3. Event holiday and festival tourism - 44%.
4. Industrial (industrial) tourism - 26%.
5. Organization of mass sports events - 23%.
6. Business tourism and conference service - 20%. [3]

Thus, Zaporizhia region, having such a tourist and recreational potential, should enter the world tourism market, thereby attracting foreign tourists and investors. The development of the resort and tourism sector in the region will increase revenues to regional and local budgets and thus improve living standards. In addition, it will have a positive impact on the growth of demand for local industry products, increase in tourism facilities, the state of construction and infrastructure in the region, will solve the problems of employment and the environment.

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THE CURRENT STATE OF PRODUCTION AND SALE OF APPLES IN UKRAINE

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Apple is considered a valuable crop not only in Ukraine but also in the world, and its fruits are indispensable in the diet of every person. To meet the needs of the population in these products, the efficiency of functioning and development of the domestic apple market is important. Because of this, it is quite important to study the situation, the prices, the establishment of positive and negative factors influencing the formation of this market.

The purpose of the research is to substantiate the use of various marketing tools in selling of apples. The subject of the research is the theoretical and practical aspects of apple marketing in the apple market. The object of the research is the process of formation of the innovative apple market in Ukraine.

Tab. 1

Dynamics of apple production in Ukraine, 2014-2018

Indicator	Year				
	2014	2015	2016	2017	2018
Collected area, ha	100200	97300	91600	91200	91800
Production volumes, t	1085350	1179570	1099240	1076180	1462360
Yield, c / ha	108,3	121,2	120,0	118,0	159,3
Growth rate of production,%	x	97,1	94,1	99,5	100,6
Growth rate of production,%	x	-2,89	-5,85	-0,43	0,65

According to the table “Dynamics of apple production in Ukraine” it can be seen that the harvested area of apples for a period of 5 years decreased from 100,200 to 91,800, namely by 8.4%, which is 8,400 hectares. Apple yield, which increased by 50 quintals per hectare over a period of 5 years, entails an increase in production by 34.7%.

The large volume of production and yield entails a lot of problems concerning the sale of apples. Agricultural enterprises sell apples through the following distribution channels: processing enterprises - 25%, on the market, through shops, tents - 10% and through other channels (commercial structures) - 70%.

Apple production in Ukraine is increasing every year due to the efficient work of gardeners. The productivity of apple orchards has doubled in recent years. Some markets remain closed to Ukraine, so new markets need to be developed. Today, Ukraine's exports to the EU have grown significantly, and the first attempts have been made to export apples to the United Kingdom and the Scandinavian countries. In the domestic market there is no effective marketing management, which is a serious obstacle in the search for new sales channels.

In conclusion, there is a need to use the services of intermediaries due to existing problems with storage, sorting and packaging hampers the effective promotion of products. Different interests of market participants over the price create unfavorable conditions for the functioning of the domestic market of apples.

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INVESTIGATION OF SOME PECULIARITIES IN INTERNET ADVERTISING

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Nowadays, more and more people use the Internet as the first source of obtaining the necessary information. Accordingly, the number of advertisements is also growing. But regardless of what kind of advertising is, for example, contextual advertising, frame advertising, pop-up banners, trick banners, contextual Internet advertising in search engines (SEA), product placement in Internet games or direct advertising, there is a main requirement for it - not to violate the law. Otherwise, if you go against these rules, the antimonopoly service can fine the company for a fairly large amount, and advertising will be banned from showing. It is also necessary to take into account the fact that officials learn about “prohibited” advertising mainly from competitors.

Therefore, in order to avoid any problems, you should carefully study all the necessary requirements that advertising must follow.

Firstly, you need clearly understand what Internet advertising is. So, Internet advertising is a form of non-personal presentation on the Internet of information about various services or, most often, goods. So what kind of advertising is prohibited?

Firstly, it is unfair competition. It is not allowed to indicate such words as: «very», «first», «number one» and other synonyms in the advertising text. An excellent or comparative degree in advertising is an indicator of unfair competition. However, if you really want to indicate that this product or service is number one, you need to provide confirmation of this fact.

Secondly, it is advertising of contests or promotions. In that case, if you want to advertise this one, you need clearly indicate the conditions, terms of participation and also other points. Therefore, you cannot just write “Buy chips and win a bike”.

Thirdly, using of swear words and offensive images is prohibited. So it is better to remove obscene language from ads, as well as vulgar hints and important historical symbols.

Fourth, advertising of goods and services that do not have the required license or certificate.

Fifth, it is prohibited by the law to advertise abortion medical services. This list also includes such services as: hair removal, peeling or massage, and others. It is better to look for it in the “Nomenclature of Medical Services” before advertising this service.

Sixth, advertising of alcohol and tobacco products is not permitted. Even the expressions: “sparkling”, “foamy”, “intoxicating” are prohibited in advertising. Moreover, online advertising does not even allow soft drinks. Also, no cigarettes, and other newfangled electronic cigarettes.

Seventh, advertising of goods and services in installments or loans, as well as other financial services. In that case, if you indicate the rate "from", then indicate "to". A copy of the bank's license is also required.

In the end, I would like to say that, of course, you will not thoroughly learn all the rules that are included in the Advertising Act, but knowing the most basic will help you not to fall into the "trap", and will save your precious nerves, money and time.

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HOW CASH RECEIPTS AFFECT HUMAN HEALTH AND THE ENVIRONMENT

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Almost every day we are in contact with cashier's checks, but few people know what impact they can have on human health and the state of the environment in general. According to the results of a study of scientists, holding a cash register in their hands, bisphenol-A substance enters the body through the skin. It also enters the body after interacting with printed documents, faxes, etc.

The purpose of the study is to find out what effect cash receipts have on the human body and the environment and to find ways to solve the problem of recycling receipt tape.

Thermal paper contains a certain amount of a dangerous substance called Bisphenol A. It is enough to hold the check in your hands for five seconds for 1 µg of this toxin to penetrate the skin. The dose will increase tenfold if you have wet hands or the piece of paper itself gets wet. Bisphenol A is found in polymeric materials that are used for the production of a wide range of products: children's toys, plastic containers, inner coatings of metal cans for food and drinks. Bisphenol A enters the human body mainly through the gastrointestinal tract and skin; it can be found in various biological fluids and tissues of the body, showing varying degrees of accumulation in them (fig.1).

Studies of the content of Bisphenol-A in the human body were carried out in England and showed that in 90% of the population, the chemical is found in urine. Also, scientists have found that a moisturizing cosmetic cream applied to the skin promotes the penetration of bisphenol-A into the blood [1].

Bisphenol A is classified in the EU as a substance that causes toxic effects on our ability to reproduce (Repr. 1B); may cause respiratory irritation (STOT SE 3); causes serious eye damage (eye dam. 1); may cause skin allergies (skin sens. 1) [3]. If you touch more than ten checks a day, the dose of toxin you received is 71 mcg / day.

It turned out that in its structure it is similar to the female hormone estrogen, therefore Bisphenol-A molecules affect the reproductive system, leading to reproductive disorders, as well as

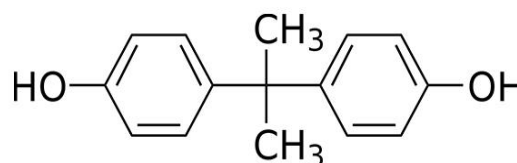


Figure 2. Chemical formula of Bisphenol A

cancer and damage to brain cells. It can provoke cancer - cancer of the prostate, testicles, mammary glands. There are studies proving that Bisphenol-A leads to delayed brain development, autism, diabetes, obesity, and cardiovascular disease [2].

It is noted that Bisphenol-A is harmful even in small amounts. About 3 million tons of this substance are synthesized annually in the world.

Also, checks harm not only humans, but also nature, since thermal paper is not accepted for processing due to the content of toxins. Scientists are now developing eco-friendly and harmless alternatives to checks and thermal paper, but the replacement process cannot be quick. Therefore, environmental experts recommend, if possible, to abandon checks or replace them with electronic ones.

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ORGANIZATION'S IMAGE AS THE MAIN FACTOR OF ITS COMPETITIVENESS

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In the modern world, the so-called PR - services - Public Relations have gained wide popularity, the essence of which is to form public opinion (image) on the activities of certain firms, through the use of publications in the press, radio and television appearances, exhibitions, fairs, presentations and other promotional activities. In the field of business Public Relations aims to form the image of the company as a reliable partner, supplier of high quality and necessary goods to domestic and global markets.

The purpose of this article is to determine the role and importance of image, research tools used to create the image of the enterprise to increase its competitiveness.

There are many definitions of "image" that consider it from different points of view. The image of the enterprise can be characterized by such concepts as: reputation, goodwill, brand, etc. Well-known sociologist Erwin Hoffmann calls image as the art of "managing impressions."

L.E. Orban-Lembryk believes that the image (from the English "image" - "image") - is the impression that the organization and its employees make on people and which is fixed in their minds in the form of certain emotionally colored stereotypes [2].

The formation of the company's image is a complex and multifaceted process that requires a number of efforts. Modern economists argue that for effective image formation, influence must be multi-channel. That is, the same message should reach the target audience through several possible channels, the most common of which are verbal and visual. Transmitting a message through several channels at once gives better results although it is more complex.

A positive image of an organization depends on such factors [2]: – quality, financial viability, competitiveness of goods (services); – management effectiveness; – organizational culture and environmental safety; – duplication of the name of the organization through the media. Thus, to successfully solve the problem of purposefully forming a positive image of the enterprise on the

Ukrainian labor market, it is necessary: – thorough analysis of the external and internal conditions of the enterprise; – development of image formation goals and substantiation of ways and means to achieve them. Based on this, the development of scientific and methodological foundations for the purposeful formation of the image policy of enterprises is objectively necessary.

To create an image they use tools such as positioning (placing the company in a market environment, taking a position that is different from competitors), manipulation (shifting attention from the main object to another), mythologizing (creating a myth in which he subconsciously wants to believe target audience and which is practically not subject to verification, as confirmed by the generally accepted "everyone thinks so") emotionalization (presentation of emotionally interesting, diverse information that will interest, encourage and be better remembered) and visualization (creation of visual image elements: trademarks), logos, colors, packaging shapes, etc.) [1].

Thus, the image is a rather complex phenomenon with intertwined essentially heterogeneous factors. The image of the organization is a factor of consumer confidence in the organization and its products, a factor in increasing the number of sales, and therefore a factor of prosperity or decline for the organization, its owners and its employees.

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ECONOMIC PROS AND CONS OF LIVING IN GERMANY

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Germany, the most populated nation in the European Union, possesses the largest economy in the world and has seen its role in the international community grow steadily since reunification. Central European country borders with nine nations and its landscape varies from the northern plains, reaching the North and Baltic seas, to the Bavarian Alps in the South.

Germanic-speaking tribes in Northern Europe go back to antiquity, but present day German state took shape in the 19th century. Defeats in the two world wars of the 20th century left the country split, and reunification occurred in 1990 following the collapse of the East German communist state. Germany is a parliamentary democracy. The legacy of Nazism expresses itself today in the form of tough laws that address both hate speech and the denial of the Holocaust.

Germany possesses a highly skilled, affluent workforce. The country's population is aging, however, the problem of reaching the high level in spending costs for social services. Germany is one of the world's most popular migration destinations, though its open-door policy it turned to be the cause of contention in the wake of crimes committed within the country's borders recently.

If you ever wished to learn German language – it's just the time. There is no other country where learning German will be so successful and productive. Although Germany isn't the only country with German as its official language, yet only Germans speak it correctly.

Germany is a paradise for savings lovers, ironically you can spend and save a lot of money there. Food prices in Germany are already considered to be quite low, especially compared to those of neighboring countries such as France, Italy, Austria, Sweden, and Belgium, where food is much more expensive.

For young people, who are just starting their career, the western developed countries push them hard to stay focused on their job [1]. That causes them to set aside their personal life and networks because they want to maintain their spot in their preferred profession.

Most people in Germany are fairly honest and reliable. Germans do what they are say- it's in their nature and culture to be logical, punctual and trustworthy.

Sunday is Ruhetag (rest-day) in Germany. All retail shops shut down except the fuel stations and a few small outlets. For some people it can also be a positive thing, like for the staff of a supermarket, but for the most, it is an obstacle.

Be prepared to pay a lot of taxes in Germany. Luckily Germany, as well as many other countries, has treaties to prevent double-taxing expatriates' income. Therefore working in Germany you won't need to pay for other tax at home.

Despite the language barrier that might exist, living in Germany is not much different than being in the United States, the UK, Canada, or any other developed country.

In conclusion it should be noted that pros and cons of living in Germany can help you to decide if this country is right for you. As long as you can manage the living expenses and taxes, you will find enough money available to keep you comfortable while you get the opportunity to go exploring at your leisure.

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IMPACT OF THE COVID PANDEMIC ON THE MODERN ECONOMY

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At the moment, the main problem of the modern economy is the global crisis due to the COVID-19 pandemic. The global economy will experience all the consequences: the crisis will be the worst since the Great Depression almost a century ago. The COVID-19 pandemic has more serious consequences, than just the spread of the disease and attempts by different countries to organize quarantines. In the media, the phenomenon of the influence of the disease on the life of society and its consequences are called the "coronacrisis" term. Advanced economies are expected to contract 7 percent, while emerging and developing economies will slow down by an average of 2.5 percent. Per capital incomes could fall 3.6 percent this year, putting millions of people in poverty. The hardest part will be for countries whose economies depend on international trade, tourism, export of raw materials and external financing.

The pandemic led to the closure of enterprises in countries with a high percentage of cases, to a sharp increase in demand for everyday products, to speculation in the market for certain goods: antiviral drugs, sanitary masks, disinfectants. Also, there is a significant increase in demand for food delivery services due to the reluctance of many citizens to leave their homes.

Due to the shutdown of enterprises in China, and then throughout the world, the demand for oil and oil products dropped significantly. As a result, due to a decrease in demand, leading countries could not agree on an oil-producing reduction and began a price war in the market, which ultimately led to a collapse in oil prices.

Prolonged quarantine has changed consumption priorities: demand fell for some goods, such as cars and clothing, but at the same time, demand for household goods that make household life easier,

such as bread makers and bidets, as well as indoor sports (exercise bikes) and home sports, entertainment (online games, board games) increased. Demand for home office products has grown, as many types of work have become remote, which has led to a peak in popularity among video conferencing applications such as Zoom, Microsoft Teams and their counterparts.

Major car manufacturers such as Volkswagen, BMW, Daimler and many others have been forced to significantly cut production or even stop production entirely. On the one hand, this happened due to the desire to protect its employees from the spread of the coronavirus, which led to the closure of factories and car dealerships and to the interruption of the supply of parts and components, for example from China. On the other hand, production declined due to a sharp drop in demand.

The situation in travel business and airlines is getting worse. The travel business is one of the hardest hit industries. This applies to both domestic and foreign tourism. Losses are suffered by hotels, travel agencies, tour operators, carriers. According to UNWTO (United Nations World Tourism Organization), the sharp drop in demand for international travel has resulted in a loss of 440 million international arrivals and about \$460 billion in export revenues from international tourism. This is about five times more than the losses from international tourism recorded in 2009 in the context of the global economic and financial crisis.

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RESEARCH OF GENDER INEQUALITY PROBLEMS IN UKRAINE

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The need to liquidate the elimination of gender inequality, discrimination against any sex, in all spheres of social development, is becoming an integral part of the state policy. But not all existing mechanisms are perfect and some problems of gender discrimination can be traced in the social, political and professional fields. Based on this, the topic is still relevant.

The purpose of the article is to highlight the current situation of gender inequality in Ukraine, especially among young people, as well as to study the role of discrimination problems and the process of their solution.

According to the conclusion of American experts in Ukraine, the observance of women's rights remains an unresolved issue. Scientists have noticed that the nature of gender relations has transformed and the superiority of men over women has become systemic. In addition, it is noted that many areas of professional activity are primarily male, for example: defense, science, heavy industry, transport, construction. In parallel, women dominate in the fields of health care, education, trade, social and financial services. You should also pay attention to the fact that women are more likely to experience discrimination when hiring, they are fired more often [1].

Another important aspect is that UNFPA experts drew attention to the fact that the gender aspect also determines the distribution of roles and responsibilities in Ukrainian families. Research has revealed that a woman spends on average about 49 hours a week on a family, while a man spends

only 22 hours. Additional polls show that 63% of Ukrainian men generally consider taking care of a child only a woman's business [2].

As part of the analysis of progress in combating inequality, progress was assessed in the following areas: gender analysis of policies; availability of anti-discrimination legislation; providing opportunities for women through competitions (for youth); providing opportunities for women to bridge the gender gap in access to finance. Ukraine for the period 2018-2020 has made significant progress in adopting basic documents to strengthen gender equality policy in the country, gender issues have been included in the government's priority action plan. For Ukraine, the task of eliminating gender inequality in access to finance is an urgent task, since it is in Ukraine that gender disparities are strongly pronounced: women own only 22% of businesses, and only 6% of large businesses run. Forward movement is seen in two parallel directions. The first is the strengthening of special gender legislation and special concrete measures for its implementation. The second is the implementation of an integrated gender approach in all strategies, which will ensure equal rights and opportunities for women and men in all spheres of public life [3].

Based on the analysis of trends, it can be concluded that Ukraine has made significant progress in the implementation of gender policy in recent years. Much has been done and is beginning to bring results, but it does not allow radically counteracting gender inequality and eradicating existing stereotypes about the role of men and women in society.

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THE MAIN TRENDS AND DYNAMICS OF DEVELOPMENT OF THE TRADE AND ECONOMIC RELATIONS OF UKRAINE WITH THE EU

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Foreign economic relations are a complex system of various forms of international cooperation between states and their subjects in all spheres of the economy. This content is expressed in its functions:

- organization and maintenance of international exchange of natural resources and results of work in their material and value form;
- international recognition of the consumer value of the products of the international division of labor;
- organization of international money circulation.

The main component of foreign economic relations is foreign trade. This is a specific sector of the economy of a particular state, the subjects of which are business structures associated with the sale of goods and services in foreign markets, and part of foreign goods in the national market. It is characterized by such concepts as export and import. Foreign trade gives countries the opportunity to specialize in those activities in which they have comparative advantages, discipline domestic producers, lead to higher productivity [2;9-12].

Ukraine's trade and economic ties with European countries are one of the main vectors of the country's foreign trade. Since 2014 Ukraine's trade and economic ties with European countries have been significantly strengthened and increased in quantitative terms [1; 63].

Based on the study for the period 2014 - 2019, it is seen that Ukraine has a foreign trade deficit in trade with the European Union. Germany and Poland are the main EU partner countries of Ukraine.

The development of trade and economic relations between Ukraine and the EU in the near future depends on the balanced policy of the government. Ukraine must stimulate its own production and investment activities through a wide range of financial, economic and organizational and legal mechanisms. Ukraine has chosen the path of integration into the EU, which is one of the greatest associations in the world and at the same time one of the largest markets in the world. However, the requirements set by the EU for product quality for Ukrainian companies will not be easy to meet.

There are following possible ways to intensify trade and economic cooperation between Ukraine and the EU: improving the investment climate to attract funding from the EU in high-tech industries; use of capacities of more developed countries in promotion on the European markets and manufacturing of final products; usage of the potential of the market of Ukraine to expand its own production and increase the competitiveness of local producers.

Ukraine has great chances to be a worthy exporter, but without immediate reforms in domestic policy and changes in foreign priorities, it will be impossible to change Ukraine's place in the world trade space.

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MODERN FOREIGN TRADE POLICY OF CHINA AND UKRAINE

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In the modern world, where the level of the development of the country's economy depends on its place at the global level, one of the main roles is played by the effective implementation of foreign trade policy. The international economic result will be suitable due to the structure of the foreign trade strategy, the chosen course of the country. China's role in the world economy, its stable growth trend, the prospects of international Ukrainian-Chinese relations in general and trade, in particular, today have a negative impact on Ukraine's economic development.

The purpose of the research is to study the theoretical and practical aspects of the modern foreign trade policy of China and Ukraine, as well as to develop recommendations for the prospects of their cooperation.

According to conducted research for the period 2014-2019 [1], the analysis proves the instability of trade conditions, strong growth of Ukrainian imports and at the same time declining Ukrainian export attractiveness for buyers from China [2]. Unstable dynamics is associated with military actions in the east of the country, instability of the regulatory framework for the protection of foreign investors and excessive corruption of participants in the investment process.

As the SWOT analysis shows, the strengths are the geographical location of Ukraine, a large raw material base, cheap labor and significant competitive advantages in certain industries [2]. An

important factor that negatively affects the implementation of foreign economic policy is the lack of strategic cooperation, differences in the interpretation of certain terms and the existence of a certain system of hierarchy.

Ways to improve the mechanism of foreign trade regulation are the next [3]: improving the institutional basis of bilateral relations; creation of joint Ukrainian-Chinese enterprises on the territory of Ukraine; optimization of the structure of commodity trade; development of state and regional strategies for metropolization of large cities; intensification of interregional cooperation; development of regional tourist, ecological, cultural and educational projects.

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PACKAGING DESIGN IN MARKETING

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To promote a product to the market, you need to present your goods in the right way so that it becomes competitive. To this end, you need to make every effort, because the consumer will give his preference to exactly the product that has a leading position, which corresponds to the ratio "price = quality" and certainly stands out due to the unusual, attractive appearance, that is, the design of the package.

The purpose of the article is to find out the attitude of buyers towards packaging design, and analyze how design drives sales.

Customers do not even notice that they are choosing a product, because they are simply attracted by the packaging, especially if these products have never been bought. It should be noted that our curiosity takes control over us, because it is so interesting what this trademark is, or a new product of an already well-known brand, it is interesting to know and compare it with others, maybe this product with an unusual, eye-catching packaging will really become our favorite and we will recommend it to all our friends, relatives and colleagues.

One way or another, if we turned our attention to products with a cool and interesting packaging design, and held our eyes on it, then for the most part we will want to buy it. And so we have already made a purchase, tried this product, and our head asks the mind: "Well, do you like this product? Are you satisfied with your purchase?" If our mind answers yes, then we will run to the store and buy it again, and if our brain answers no, then this was the first and last purchase of this particular product.

Among the consumers surveyed, when asked whether they pay attention to packaging, 77% answered that it plays a role and forms their purchase, and the remaining 23% said that they do not care how the product is designed. It is worth noting that packaging design really plays a significant role in marketing. After all, nothing else attracts the buyer so much as the appearance of the product, this is the basis of all the basics.

There is such an expression “Without a beautiful appearance, no one wants to know your soul,” in creating a new product we have the same thing, without attractive packaging, no one wants to buy a product.

We also asked consumers about the color palette and packaging design, and it turned out that 58% - think that you need to adhere to the minimum color combinations, and as few unnecessary elements as possible, 19% of buyers - want to see colorful and bright design solutions, and 23% are indifferent and they are happy with everything.

We can say that most of the buyers are already tired of seeing too bright and contrasting packaging with a lot of different colors. They want smoother shades that don't scream, but still attract.

Summing up all of the above, we come to the conclusion that marketers and designers, when promoting a product to the market, should conduct research on consumer preferences regarding product packaging design, create an attractive story that captures the imagination of the buyer and makes him buy the product.

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PRIORITY DIRECTIONS OF DEVELOPMENT OF TOURIST SERVICES OF UKRAINE

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The modern rhythm of people's lives is extremely active, it requires a lot of nerves and strength. Such a fast and busy life adds stress that is harmful to health. People need rest, both physical and moral. Therefore, tourism has become an integral part of society and is becoming an increasingly popular service every year. Today, the tourism sector is the service industry which suffers the greatest losses in the world caused by the COVID-19 outbreak, which affects both supply and demand.

The purpose of the article is to analyze the market of tourism services in Ukraine, to determine further prospects for its development, which will allow predicting its development in the future. The tourism industry is becoming increasingly important for the economic and social spheres of any country. The market of tourist services in Ukraine is extremely diverse, so the issue of the quality of tourist services, the study of the tourism market in Ukraine and prospects for its development remains relevant.

The development of tourism in Ukraine directly depends on such sectors of the economy as transport, trade, communications, construction, production of consumer goods. Tourism is considered as one of the leading industries in the field of economic restructuring. When studying the state of the market of tourist services in Ukraine, it is also important to analyze the tourist attractiveness of Ukraine. Today in Ukraine, there are more than 4.5 thousand accommodation facilities for tourists and vacationers with 620 thousand places, but they need radical changes that will meet international standards. In addition, recreational areas, cultural and architectural monuments of Ukraine also need to ensure attractiveness and both tourists' current involvement and positive reference afterwards.

In Ukraine, a large number of travel companies focus on inbound tourism. As a result, the number of people leaving the country far exceeds the number of people visiting our country. This is one of the factors that has a negative impact on the formation of our country's budget.

To increase the attractiveness of Ukrainian tourism services, innovations, so-called organizational innovations should also be introduced. In our opinion, Ukraine should develop the following innovative types of tourism: 1) business tourism; 2) agritourism; 3) adventure and extreme tourism.

So what should the authorities do to save the already weak domestic tourism industry and effectively use budget funds? In our opinion, Ukrainian government should solve such problems as regulatory framework of the tourism industry; taxes; infrastructure and communications; staff training; keeping balance between priority direction' promoting and perceiving every chance as an opportunity.

One of the main external factors hindering the development of tourism in Ukraine is the unfavorable conditions for entrepreneurship in general and tourism in particular, the imperfection and obsolescence of infrastructure. Ukraine has all the objective prerequisites to become one of the leading tourism countries in the world, but the analysis of the current state of the domestic tourism and recreation industry indicates the low efficiency of this industry today.

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INNOVATIONS AND STARTUPS FOR TOURISM RECOVERY

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Not only tourism has experienced strong growth throughout the past decade, it is also one of the economy sectors that has proved most resilient in the face of various disruptions and crises. The COVID-19 epidemic poses a threat to everyday life of people worldwide. Travelers are particularly affected, as are people working in tourism. In April 2020, the world has become 100% digital and the conversation has turned to the future of travel. In spite of common awareness of the impact of coronavirus on tourism, the sector evidently has a proven track record of resilience.

Notably, the sector responded to the advent of the Internet by developing guidelines for digital transformation. The dot-com boom of the 1990s broke the traditional value chains and made hotels, airlines, and travel packages more accessible to consumers. Another great disruption was brought about by online travel agencies, which have managed to massively integrate tourist packages, upending the sector's existing practices and leading the way to the digital transformation.

As the challenges facing the tourism sector have accelerated exponentially, the UNWTO has taken a leading role in seeking a more sustainable, accessible, and inclusive tourism. Before COVID-19 outbreak, the sector was already focused on developing new experiences, new stories, and especially new tourism proposals in rural territories; the coronavirus threat has only accelerated this challenge. Appropriately, the UNWTO declared 2020 to be the Year of Tourism and Rural Development.

It is obvious that accelerating startups will improve current processes and lead to new ways of positively impacting the sector's value chain. Creating smart destinations is key for short- and long-term development. But even amid the current crisis, there are opportunities to be found. As the world has transitioned to a 100% digital environment, the existing challenges have only accelerated exponentially. The first of these challenges is 'overtourism' – the overcrowding of popular tourist destinations. The second challenge is job creation. The third major challenge is 'open innovation', an area in which startups, corporations, and governments must work together to find solutions.

In foreign markets, analysts are already conducting large-scale studies of consumer preferences – where, for how long and on what journey they are ready to go after the pandemic ends. More than half of Americans surveyed by Destination Analysts [1] believe they won't go anywhere on their next vacation. Among those who plan their vacation as soon as the pandemic ends, most responders of the survey opt for going on a beach vacation (38.2%) and to the countryside (30%).

To conclude, it should be noted that the tourism industry will manage to renew itself, with innovation and technology continuing to play a central role in these efforts. Supporting startups and companies is a key to contribution to the entire spectrum of economic sectors that benefit from tourism.

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THE INFLUENCE OF THE COUNTRY'S ECONOMIC ENVIRONMENT ON THE ENTERPRISE ACTIVITIES

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The country's economy directly affects the welfare of consumers, their financial situation, and purchasing power. Therefore, any changes in this area may necessitate the adjustment of the company's plans, for example, pricing or sales policy.

The aim of our article is to consider some of the country's economy most influential factors. They are presented in table 1.

Table 1

Economic factors of the macroenvironment

№	Factor	What affects	Threat	Possibility
1	Destabilization of banks creates an unfavorable situation for obtaining credit	Supply	-	
2	Rising inflation has a negative effect on output; depreciation of financial resources of the enterprise	Supply / Demand	-	
3	Decrease in purchasing power of the population	Demand	-	
4	Rising unemployment, which leads to a decrease in the number of purchases of goods due to lack of funds	Demand	-	
5	Devaluation of the national currency, which leads to higher prices for imported materials	Supply / Demand	-	

№	Factor	What affects	Threat	Possibility
6	Increasing the level of income of the population, and as a result of expanding their capabilities in the selection of products	Demand		+
7	Favorable export environment for bringing products to foreign markets	Supply / Demand		+
8	Investment attractiveness of the industry / Material support of the industry by the state	Supply		+

To a greater extent, economic factors affect the supply of products, because increasing the price of raw materials increases the cost of suppliers, thus reducing the possible supply. The decrease in purchasing power leads to the absence of the need for large-scale production. The most significant opportunity is a favorable export environment. In Western Europe, for example, living standards and incomes are higher than in Ukraine. Therefore, easy access to foreign markets will allow entrepreneurs to increase income and improve the situation in their own country.

Therefore, the company must always analyze the economic situation in the country, flexibly adapt to change and make timely management decisions. Threats must be identified and neutralized, and opportunities must be used for the benefit of the company.

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THE IMPORTANCE OF INVESTMENTS FOR YOUNG PEOPLE

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Young people today face many diverse aspects of adult lives. One of these is investment. Investment is a kind of act where assets are purchased which helps an individual to earn profit in the future. In other words, it means investing your money to make more money.

The purpose of investment is financial security in the long run. The more early you invest the more profit you can avail out of your money. But is this common among young people? Do they consider it necessary?

Young people face a huge selection of products and services, as well as almost the same number of firms and suppliers who sell them in different volumes. Fortunately, deciding which investment is the best is not as difficult as it might seem. Around two-thirds have not started investing, said a report by GYC Financial Advisory [2].

GYC Financial Advisory polled about 1,000 young people from July to October 2015 in Singapore. The results of the survey showed that only 16 % of the respondents invest. 75% said they could afford to invest between \$100 and \$500 a month. According to Forbes, for 66% of people aged 18-29 investing is intimidating. According to Capital.com, 52% of people between 21-36 prefer keeping their savings in cash. Two-thirds of the respondents would like to invest into companies making a positive contribution to society. The top five stocks invested in by Millennials are Apple, Facebook, Amazon, Tesla, and Netflix [1].

While their income is low, young adults have a time advantage which allows to generate wealth over time. A single \$10,000 investment at age 20 would grow to over \$70,000 by the time the investor was 60 years old (based on a 5% interest rate).

An investor's age influences the amount of risk he or she can withstand. They have years to study the markets and refine their investing strategies. With the increased risk they can overcome investing mistakes because they have the time needed to recover, so they have the flexibility and time to study investing.

The younger generation is a tech savvy one, able to study, research and apply online investing tools and techniques. Online trading platforms, chat rooms and financial and educational web sites provide countless opportunities for both fundamental and technical analysis.

Since the ability to earn wages is fundamental to investing and saving for retirement, investing in oneself - by earning a degree, receiving on-the-job training or learning advanced skills - is a valuable investment that can increase their ability to earn higher future wages [3].

The most important decision you can make as a young person is to get into the habit of saving regularly. What you invest in matters less than the fact that you have decided to invest. The right investments for you are going to depend largely upon your personal investment objectives, risk tolerance, and time horizon. If you do thorough research and keep your head on straight, your chances of long-term success increase.

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FEATURES OF THE WORLD MARKET OF RAW MATERIALS

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In the context of globalization, market conditions in world industry markets are changing rapidly. Transformations in the world market of oil products have a significant impact on the world economy, so the study of transformation in the world market of oil products is an urgent and important scientific task.

In economic, social and environmental terms, the world market for petroleum products is determined by the parameters of balance, which are important both for the individual and for the development of countries and regions. Over the years, the international oil market has changed significantly. Thus, in particular, there was a diversification of its institutional structure, adding new trading components to the existing ones: swap and forward contracts, futures division, these processes are accompanied by modification of positions of key participants and new stock market players [1].

Under the conditions of the global industry market, it cannot be said that the company serves customers around the world. In terms of coverage, the oil market is predominantly international, but most companies serve the country or regional consumers. [2]

The pricing model, on the basis of which the forecast on world energy markets is formed, is as follows: growth or decrease in growth rates and, accordingly, production volumes of the world economy causes increase or decrease in demand for fossil fuels, it stimulates demand for turn affects the dynamics of prices. [3]

Thus, many countries face the problem of limited traditional reserves of oil resources, changes in prices for traditional fuels, including oil. [4]

So, the main trends in the world oil market are:

- oil will remain a key energy resource in the world for at least another 20 years;
- the leaders in oil production are Saudi Arabia, Russia, the United States, and the largest consumers are the United States, China, Japan;
- the formation of large independent networks for trade in petroleum products, which will contribute to the market situation where oil and refineries will give their niche in trade to new market players, focusing on production and refining.

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SMALL AND MEDIUM-SIZED BUSINESSES IN UKRAINE DURING THE PANDEMIC

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2020 has made its adjustments in our lives. Countries all of the world have suffered from a virus called Coronavirus. It caused that quarantine was imposed around the world. This has hit the economies of every country hard. Ukraine was not left out either.

The quarantine has already hit small and medium-sized businesses the hardest. As the world mobilizes to stop the spread of the COVID-19 pandemic, many are being advised to “shelter in place” and “social distance” ourselves, that means for lots of us extended time at home and being strategic about how we access our groceries and necessities. [2]

In times like this, we should continue to make conscious choices to support fair trade by shopping for goods like coffee and tea, food, body care, etc., and support small businesses and producers by doing this. Many businesses operating in service and sale of goods were closed, sent on leave, and laid off. It is especially important for those who rent large premises, expensive equipment and pay loans. [4]

Currently, business is in a rather traumatic situation. Despite a significant reduction in income, entrepreneurs still have to meet their financial obligations, that are also burdened by the additional costs of organizing remote work or staff transportation. Small businesses do not have enough strength to afford working at a loss for some time yet, and therefore need enhanced state support.[1]

The state budget provides 97 billion hryvnias to combat the effects of coronavirus, which is 3%

of the country's GDP. As a part of the anti-crisis program, people who lost their jobs due to quarantine measures will be able to receive assistance. And among small businesses, according to the Association survey, about a third of businesses have been forced to reduce their staff.

Within such adverse economic conditions, there is a high risk that some small businesses will go into the shadows. To prevent the hidden economy in the short and long term, the limits for individual entrepreneurs working by the simplified taxation have been significantly increased.

We all still have to make much effort to bring our country to a higher level, to make companies not merely want to keep their businesses here but to queue up to launch new projects. It has been recently announced about the creation of an anti-crisis headquarters for combating the coronavirus – an important and top priority issue of today. It would be a good thing for our country to succeed in its efforts to quickly curb the epidemic, to develop the abovementioned economic strategy, and to achieve finally tangible results from the implementation of the judicial reform. I am sure that many rational people want to make their personal contribution to our country to propel it to new heights. [3]

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PROBLEMS OF HIGHER EDUCATION DEVELOPMENT IN UKRAINE

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There is a number of inconsistencies in the regulation of state educational services in Ukrainian society. First of all, the democratic principles of making collegial decisions on the management of the educational process in higher education are violated. Secondly, the educational and upbringing lines of higher education do not meet the national economy demands. Third, the higher education system is becoming bureaucratic and becoming a business strategy. The above reasons become steps on the way to obtaining a diploma of an unclaimed specialist [1].

Ukrainian society in the field of educational services has joined the Bologna process, which has 4 main activities: the cumulative system of modular (credit) points, recognition of diplomas in the signatory countries, student visits to several faculties and lectures, introduction of 2-level system training (bachelor's, master's). The innovations are adopted for the implementation of free migration in the countries participating in the Bologna process and the equivalent recognition of the diploma of a university graduate in the host country.

The principle of building students' work with the teacher is based on active, voluntary and joyful interaction with the deepening of scientific research and independent work. Education in any university is based on the principle of using a systematic approach, which is based on the analysis of these sciences, but independently produces an epistemological method and procedure for mastering

scientific material. The student, mastering the practical study and accumulation of material, does not always use the principle of systematization in activities, which leads to the impossibility of generalizing the acquired amount of knowledge [2].

The entry of the general educational space of Ukraine into the Bologna system of teaching prepares high-quality specialists under the condition of a responsible attitude of teachers to work, search encouragement, creative, analytical function of students. Lectures in such a process are considered as a tool that supports search and activation. With conscientious performance of tasks, use of the innovative technical base - the Internet network, the head will prepare a high-class specialist for graduation from the institute.

The most acute problem is the inconsistency of scientific training with the economic demands of the country. A fairly rapid reform of the higher education system leads to a constant change in the curriculum, which affects the objectivity of the student knowledge assessment and the quality of his preparation for work. The number of trained legal and economic specialists significantly exceeds the amount of graduated engineering and technical personnel. Most people with higher education lose their jobs, but the state spends money on retraining and unemployment benefits. The government does not fund the development of basic sciences, so the main task of the university is to encourage students to form an active life position and choose to study applied specialties [2].

According to the expert, Fulbright Scholar Olena Panych, the reform path of the education system will not be easy. Our country has refused to involve the education sector in the traditional soviet teaching system; the educational conditions of the Bologna process led to the fact that all curricula became of a recommendatory nature, rather than mandatory. There is a danger of skewing teaching in the direction of knowledge simplification and training of graduates with secondary education.

Changes in the activities of higher education affect the method of financing the activities of teachers. The principle of decentralization indicates a reduction in funding for universities by the state, the delegation of this function to entrepreneurs, that are provided with guarantees in the form of simplified credit and social actions. In this case, the higher school has the right to independently dispose of the funds received. According to the reform results, the Ukrainian educational system is close to the Western type of teaching with unified cycles, financial support independence and accessible to many segments of the population [1].

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CONSUMERS NEEDS IN MILK AND DAIRY PRODUCTS

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Milk is a unique product that includes all the necessary nutrients for humans (proteins, fats, carbohydrates, minerals, vitamins) in an easily digestible form and in an optimal ratio to satisfy the human body in them. Therefore, milk and dairy products are in constant demand, as they are an integral part of the diet of most people in our time and are considered especially valuable and useful.

But what are the needs of consumers of dairy products today? To identify them, a marketing research of the behavior of consumers of dairy products was conducted.

The main purpose of the study is to determine the market needs for dairy products. The study was carried out by us through a questionnaire survey. The questions in the questionnaires were formed in such a way as to find out the attitude of consumers to prices, quality of goods, to determine the main criteria for choosing milk and dairy products in modern conditions.

As shown by the analysis data, 90% of respondents buy dairy products. With regard to the frequency of purchases of dairy products, the analysis showed that 20% of respondents make purchases once a week, 40% several times a week, 10% once a month, 20% twice a month and 10% on holidays. This data confirms the assertion that dairy products are in great and constant demand in our time.

Further research was aimed at identifying factors influencing consumer choice when purchasing dairy products. Consumer preferences of the respondents in relation to the groups of dairy products were distributed as follows: milk is bought - 20% of the respondents; yogurt - 50%; kefir and fermented baked milk 10% and 10% each chose their own version. That is, yogurt and milk, among dairy products, are in the greatest demand among consumers.

But the most important thing is to determine the criteria which influence the customer while buying dairy products. The analysis data showed that when purchasing dairy products, the priorities of the respondents in relation to the selection criteria were distributed as follows (a priority scale from 1 to 5): quality has the highest priority among all factors with an assessment of 4.8, price takes the second place - 3.6, taste - 3, trade mark - 2.4 and in last place with a score of 1.2 is the packaging design. That is, the main criteria are quality and price.

But is price an indicator of quality? 50% of respondents believe that price is an indicator of quality, 20% believe that it is false and 30% believe that it is true sometimes. Therefore, we can conclude that, for the most part, the price is an indicator of quality and these criteria are interrelated. What is the optimal price for consumers? According to the survey, 60% of respondents consider the optimal price from 25-30 UAH per 1 liter of milk, but at the same time they consider the price up to 15 UAH too low, and the price 35-40 UAH too high. These data show that consumers understand the relationship between price and quality and they do not want to buy a cheap, low-quality product, but they are also not going to overpay too much. It also confirms that the largest segment of milk and dairy product consumers has an average income.

Summing up, we came to the conclusion that dairy companies should pay attention to the needs and preferences of consumers found in this study, exactly, to focus on the production of the highest quality dairy products in the middle price range.

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THE ECONOMIC SIDE OF WASTE SORTING PROBLEM

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Nowadays waste sorting problem is becoming increasingly vital as young generation, in particular people between 13 and 30 years old, care about the future of the planet. However, the environmental pollution caused by waste that people throw away is often overlooked.

The so-called “Lviv waste crisis” of 2016 and 2017 caused a serious problem for our country while creating a threat for the ecology as well. So, it is necessary to do research into the issue of waste sorting in Ukraine, and in Melitopol in particular.

The purpose of the research is to determine what actions of the government and material costs are needed to improve the state of the environment in our town.

To find out the costs that are needed, at first we must find out what we already have and what we need to invest into. First of all, a certain amount of containers for sorting waste are required. To define this amount we need to know that usually the density of municipal solid waste (in containers) is 180-250 kg / m³ [1]. Population of Melitopol as of January 1, 2020 is 151,948 citizens [2]. The average household produces 6.5 million tons of waste or about 271 kg per person per year [3]. So that means that one person produces 750 grams of waste a day. According to the official data, we can calculate the total waste amount which is 10.6 tons a day.

One container can fit 1100 litres of waste or 250 kg, so to cover the whole town 426 containers are needed, unless that waste is sorted.

To make people sort the waste it has to be readily available, not to entail extra fare to deliver waste to garbage collection point and mountains of sorted waste at home, so even more new containers will be required in each courtyard. Currently there are about 2 or 3 containers in each courtyard. That means that the city authorities need to buy at least 852 containers, the total cost of which is 3 365 400 hryvnias.

Plastic, paper and glass will gather slowly and they do not deteriorate quickly, so they won't entail a lot of extra fare, while the money that will be bailed out from waste recycling will cover the transportation costs.

To popularize waste sorting, social advertising may be needed. And the main point is building the garbage recycling plant. This project would be rather expensive for the budget of our town, so help from the regional or country administration as well as foreign investments will be required.

In conclusion, this topic needs further investigation and will be looked into based on the present research.

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CREATIVITY AS A RESOURCE FOR MANAGING OPPORTUNITIES

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Nowadays, creativity more actively penetrates into various spheres of human life. Management is no exception. Recently, researchers have increasingly paid attention to the problem of using the creative potential of top managers in an organization. Also, creative approaches are gaining popularity in organization management.

The purpose of this article is to consider a set of theoretical aspects that relate to creative thinking, its barriers and ways of development. Among the famous scientists who have studied the problems of creativity, Thorpe Scott and Rod Judkins should be distinguished [1-2].

Sometimes creativity is confused with inventiveness. Of course, these concepts are closely related, but they do not mean the same thing. Creativity is the process of creating subjective values (such as emotions). The results of creative activity bring emotional satisfaction. Having natural talent is important, but not required, for creativity. In this case, you can be a creative person, but not creative. Creativity, in turn, refers to specific thinking abilities. In general, creativity is a set of human abilities that help him create and implement completely new ideas [1].

There are several important criteria (attributes) that define creative thinking: fluency, flexibility, originality, sophistication, and resistance to patterns. The last of the criteria is the most basic because it is associated with the awareness of one's own limitations and affects the development of the ability to think creatively.

It is worth paying attention to the barriers to creativity - these are obstacles, artificial restrictions that people create on their own. One of these barriers is the pursuit of certainty. The state of uncertainty causes discomfort in a person, and he always seeks to eliminate it. When the task becomes certain, as a rule, an understandable solution is found. But this is the trap: too clear formulations and conditions prevent the development of creative thinking.

The second significant barrier is the fear of evaluation by other people. In any new business, there are always risks associated with mistakes and failures. Therefore, most people prefer proven methods, rather than looking for new opportunities. The following automatically follows from this obstacle - low self-esteem [2].

For the development of creative thinking, it is advisable to offer the following methods: change of working hand (do habitual actions with the other hand); new scents (purchase various essential oils, perfumes, etc.); new environment (visit new places, choose a new road each time); development of tactile sensations (for example, moving around the flat with closed eyes); change the style of clothes (add new, unusual things to the wardrobe).

As a result, we can say that in the conditions of modern unpredictability, it is difficult to remain unbending. In this regard, companies need flexibility in the management process and creativity can help with it. The development of creative thinking is the primary task of forming a personality, which, together with high moral qualities, allows you to become a person with a capital letter. Absolutely new and interesting ideas attract most people, therefore, using this approach, the manager of any company will be able to attract many more consumers and increase his profits. An important characteristic for a leader is openness to new things, the ability to take risks and not follow stereotypes. It is also important to know that the process of developing creative thinking is very laborious and can take a very long time. You should not expect quick and easy results.

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FOOD SECURITY AND LAND QUESTIONS

WAYS TO TACKLE RURAL POVERTY

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Today, about 767 million people continue to live in extreme poverty.

Poverty is a complex and multifaceted problem with both national and international origins. There is no one-size-fits-all solution to this problem that can be applied globally. Rather, country-specific poverty alleviation programs and international efforts to support national action and the parallel process of creating an international environment conducive to its solution are critical to its solution. Eradicating poverty and hunger, achieving a more equitable distribution of income and developing human resources are still major challenges everywhere. All countries have a shared responsibility to take action to combat poverty. [2]

Over the past thirty years, public and private investment in agriculture and rural development has remained flat or declining in most developing countries, especially in sub-Saharan Africa and South Asia, where poverty and hunger are most prevalent. [1]

Investment today must take into account the conservation of natural resources and sustainable agricultural production, including investment in climate-smart technologies. In order to achieve poverty eradication, each country and each region will have to determine its own path out of poverty; however, country experiences show that social and economic measures are equally important for poverty reduction. [1]

Investing in agriculture is up to 3.2 times more effective in reducing poverty in resource-rich low-income countries. However, agriculture is a huge and heterogeneous sector, and not all investment leads to poverty reduction. For the rural poor to benefit from agricultural growth:

- land and access to natural resources should be more equitably distributed;
- Publicly funded agricultural research should focus on the challenges faced by poor family farm owners and small-scale producers, not just those of larger, more commercially oriented farms;
- new technologies must be acceptable and profitable for farms of all sizes;
- Factor markets, credit and commodity markets should ensure that all farms have access to essential, modern inputs to agricultural production and receive a similar price for their produce;
- Workforce in rural areas should be able to migrate to obtain employment opportunities in agriculture or to find new non-agricultural activities in rural areas.

All manipulations with countries getting out of poverty are not feasible without surveyors, it is they who can fairly distribute land plots between farmers and correctly draw up all documents for land.

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CURRENT STATE AND PROSPECTS FOR THE DEVELOPMENT OF GEODESY AS A SCIENCE IN UKRAINE

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Geodesy is far from a new science. However, in Ukraine the need to create geodetic state services was highlighted only in a UN resolution in 1974. During the years of Soviet power, geodesy and cartography were the most important part of the state economy. After 1991, the geodetic service of Ukraine fell into decay, which was acutely revealed with the onset of political crisis. Today, the development of geodesy in Ukraine has not only economic value, but also makes a major contribution to strengthening land relations on an international level [1].

The main tasks of geodesy are: determination of the shape, size and gravitational field of the Earth; the spread of a single coordinate system to the territory of a separate state, continent and the entire Earth as a whole; taking measurements on the surface of the earth; depicting areas of the earth's surface on topographic maps and plans [1]. These tasks have a priority role in the planning of cities, global and local construction projects. Ukraine used to work on a more practical part of geodesy, called land management, that performs more local tasks, such as measuring land plots, calculating areas and boundaries. Land management is a necessary type of activity, but at the same time, the very basic science has faded into the background. The development of land surveying and management directly depends on the development of geodesy as a science. Without proper geodetic observation and correction of existing data, it gradually becomes outdated and incorrect [2, c.24].

At this stage of state development, the needed attention is not paid to geodesy, which leads to a decline in the country's scientific potential. One of the most important problems is the absence of proper funding. As a result of it, Ukrainian geodesists face a number of other problems:

- Critical absence of geodesy as a science;
- Lack of the proper level of specialists training;
- Absence of scientific geodetic schools and professional geodetic observatories;
- Degradation of the scientific, material and technical base of the state;
- Lack of the country's experience and therefore competence in regulating land relations at the international level, etc.

While highly developed countries allocate colossal amounts of the state budget to maintain science at a high level, to finance expensive researches providing scientists with up-to-date equipment and well-paid jobs, maintaining their motivation, Ukraine has only the opportunity to completely demotivate a scientist to engage in science, annually cutting the budget allocated to the scientific sphere of the state. Thus, Ukraine uses the remnants of Soviet geodesy, which explored only a small part of the possible. Moreover, having no opportunity to gain pleasure from research work, many Ukrainian scientists take ready-made ideas and develop them in their own direction, which reveals another global problem that prevents science from developing properly - plagiarism.

Geodesy as a science in Ukraine has great prospects due to its geographical position and the changing international relations between Ukraine and Europe. That's why, it is necessary to finance science and researches and open scientific labs, which will lead to a gradual development and an influx of scientists to Ukraine.

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Guar gum is a food additive that belongs to the group of thickeners, stabilizers and emulsifiers. According to the international classification of food additives, Guar gum appears as E412 [3]. Guar gum is a polysaccharide and is a soluble substance [4]. In its chemical composition, guar gum is similar to locust bean gum (food additive E410). A polymeric compound contains galactose residues. Guarana is quite hard and has high elasticity and solubility in water. Due to this, the additive E412 is considered a very advantageous emulsifier and stabilizer. In addition, this additive differs in good stability at a cycle of freezing and thawing of products [4].

Guar gum looks like a fine white powder, compatible with most other plant hydrocolloids, such as agar, pectin, carrageenan, methylcellulose, etc., which improve the consistency. Such combinations can have a mutually positive effect. Since this additive is a natural product, it is made from the pods of Indian acacia (guar beans) by extraction from seeds. The main suppliers of raw materials for the production of E412 - Pakistan and India. Guar gum is also produced in the United States, Africa, Canada and Australia [2].

Guar gum is extracted by mechanical separation of endosperm from guar seeds (35-42% by weight of seeds) and grinding [5]. According to another technology, guar gum is obtained by water extraction of the crushed raw material, filtration of the extract and purification by precipitation with alcohol, drying and grinding of the formed precipitate. This gum is called clarified, and it is similar to locust bean gum (E410).

In the human body, guarana is practically not absorbed by the intestines and reduces appetite, so it is believed that the additive E412 is harmless to health. In addition, guar gum in the body effectively lowers cholesterol and saturated fats. Added to diabetic drugs to slow the absorption of sugar in the intestine [5].

Although considered one of the safest supplements, guar gum in high doses can cause stomach upset, flatulence, nausea, and even allergic reactions.

In the late 1980s, the supplement was actively used in weight loss formulations in the United States. As a result, at least 10 people were hospitalized with deaths due to blockage of the esophagus because of the use of drugs in large quantities with insufficient fluid intake. Later, research conducted by scientists proved the ineffectiveness of guar gum in weight loss [2].

The main property of guar gum is the ability to slow down the crystallization of ice in various frozen foods, so it is especially often used in ice cream or in the manufacture of various chilled confectionery [4].

Also as a stabilizer, the additive E412 can be used in the meat industry, bakery production, increasing the shelf life of products and giving them greater elasticity and density. In addition, the additive is used as a stabilizer for cheeses and some other dairy products (kefir, yogurt, milk), as well as in jellies, jams and frozen desserts. Additive E412 improves the appearance of various salads, seasonings and ketchups. It is also found in syrups and juices, various food concentrates, dry soups, canned fish, in various oils, fats and even in pet food [2].

E412 is used not only for food production; the substance is used in the paper and textile industries, coal and oil industries, cosmetics and explosives [3].

I believe that the E412 additive is not very harmful, but you still need to consume this additive as well as any other. However, it should be consumed responsibly.

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THE LATEST TECHNOLOGIES IN CROP PRODUCTION

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Scientists have developed a number of hypotheses to explain the historical origins of crop production. They claim that it started when growing crops was necessary for people's needs. At the same time it was the period when they realized importance of implementation of basic technological operations.

In the twentieth century there were three stages that represent improvement of crop production technologies. Stage 1 (from the thirties to the fifties) focuses on growing grain crops by mechanization. Industrial technologies were developed for many crops. Stage 2 (from the fifties to the sixties) was marked by wide use of mineral fertilizers. Stage 3 was the period of pesticide development (the end of the twentieth century). This type of agrochemicals was used to destroy insects, weeds and other organisms that could spoil crop yields [1].

Nowadays special attention is paid to biological technologies which are based on biologization as compatibility between technologies and biological needs of crops. Rapid development of information technologies, geographic information systems and cartographic systems has created conditions for dissemination of advances in informatization into the sphere of crop production into the sphere of crop production. In search of more accurate techniques, farmers have been increasingly applying innovative and widely spread technologies.

The main components of special technical means are geographical information systems (GIS), differential global positioning systems (DGPS) and variable rate technologies (VRT). A geographical information system (GIS) can dramatically help in effective crop yield estimates. As a result, more accurate crop estimates lead to reduction of uncertainty. Moreover, GIS tools and online web resources are used by farmers to manage their agriculture production by satellites. The function of a differential global positioning system (DGPS) in agriculture is to map out crops, map crop yields, control chemical applications and seeding. Variable rate technologies (VRT) are one of many precision agricultural technologies adopted by farmers all over the world. Precision agriculture is a management strategy that uses electronic information and other technologies to gather, process, and analyze data to improve efficiency of agricultural operations. Some PA technologies are becoming standard practice for mechanized agriculture [2]. However, there is very little use of PA on non-mechanized farms in the developing world. The biggest gap in PA adoption is for small farms in the developing world that do not use motorized mechanization [3]. Another important and commonly used indicator in precision agriculture is NDVI (normalized difference vegetation index). It allows you to monitor fields and crops at any point of the globe using satellite images. They tell you a story of plant health and nutrient availability, helping growers pinpoint insect and disease pressures.

In conclusion, despite of crisis in agriculture of Ukraine, implementing of informational technologies is necessary. The application of methods of information technologies will be able to make a significant contribution to meet future global food needs.

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SMALL UNMANNED GROUND VEHICLES APPLICATION IN AGRICULTURE

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This article covers the topic of unmanned ground vehicles which are the field scouts adapted to scientific exploration and field conditions. The purpose of the robots is being under the consideration and its abilities are being developed by the leading engineers world-wide.

Field scouting in agriculture is the regular examination of fields to measure pest, humidity levels or reveal diseases affection of the plants. Field robots are built in high quality conditions to ensure future reliability in use. These are the intelligence robots that can be successfully applied in agricultural industry.

The official name of the field scout used for military purposes is SUGV, Small Unmanned Ground Vehicle. It is a remote controlled self-propelled robot. The first robot example was developed by an American company, iRobot in 2008. The first SUGV Early robot model weighed about 13.5 kilograms. The robot was small and movable. That gave it the ability to move quickly and be unobtrusive due to neutral colors, gray, dirty gold, silver. It was equipped with a video camera which had a solid structure and a clear image of the necessary reconnaissance site. Its visual information was transmitted to the control center. SUGV belonged to the PackBot series of military robots developed by iRobot for the DARPA agency.

The SUGV models used today are designed as lightweight robots that can be carried by people. They also have touch sensors. Those sensors enable distinguishing movements and other dangerous factors. The military robots are able to distinguish which weapon was fired by the shot. This ability could be transformed into the advantage for the field scout in agriculture as well.

It is also used to detect explosive devices. The sapper profession fades into the background. This robot provides military operations in urban environments, tunnels, pipes and basements. Those operations could be extrapolated on the rodent destruction. The scout must perform intelligence functions, oversight functions, work in conditions that are dangerous to people, reducing the risks of military personnel. The SUGV can be controlled either with a standard remote control system or with an Xbox 360 gamepad. The robot has the ability to connect additional equipment (plug-and-play). It is so easy to establish and control it. The main goal of the scout robot is to prevent any situations on the field and alert the situation around it.

The analysis of the Small Unmanned Ground Vehicle characteristics developed for the military purposes enabled the conclusion to adapt this robot to the agricultural production. This could remove the human from the field operations and provide automation of the agricultural industry. In this case we could predict that more and more field operations will be controlled by an artificial mind if our

life is designed and improved. It is obvious that the SUGV robot is a masterpiece of our time. The combination of small size, ease of movement, maneuverability, the presence of a video camera, recognition sensors, as well as control with a remote control, these are definitely all the criteria for calling this robot the "Robot of the future".

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COMPUTERIZATION OF AGRICULTURAL MACHINERY

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The paper presents the visions of upcoming introduction of computer programs and applications into tractor's operation as well as into the operation of other farm machines. Some changes in the machine construction and their results were analyzed.

Undoubtedly, the main trend in the development of the agricultural machinery market at the beginning of the 21st century is its "computerization". You won't surprise anyone with the presence of a GPS-navigator on the tractor today, but modern gadgets and programs that are only being tested at European and American factories are amazing.

The control system applied on the tractor or any farm machine allows to control the sowing process (seeds, fertilizers, micro-granules), receive information about the configuration of the machine, turn off individual sections, manage markers, save and process data. At the same time, the control system is compatible with a virtual spare parts store. The application provides easy recognition of parts in 3D, and also allows to order products directly from the tractor cab, says the developer's website. The app always contains updated parts data and the latest instructions for the machines.

Germany was the first country where the application was launched. More countries and families are coming. Almost all the leading manufacturers of combines and tractors are working on the implementation to control and monitor the processes by means of the touch-screen method. A huge tablet-like screen is used instead of a large abundance of levers and buttons. It is going to appear in front of the driver, who will have an access to almost all manipulations.

Although the automation is being swiftly introduced into tractor systems and operations, in the foreseeable future, pedals, steering wheel and many "levers" will not go anywhere, but manufacturers seriously intend to reduce them to a reasonable limit. So it means the emergence of new models, computer programs and applications that can be used for the control.

Another question is the tractor operator training. New or previously learned skills can be trained on the simulator prior to the start of seasonal work in order to improve the productivity in the field or reduce operational errors. It should be noted that for several years now similar programs have existed

and, in principle, they help very seriously to train the employees (at least the basics), to show how this or that equipment works, which properties the combine has, etc.

The computerization applied on the tractors and agricultural machines is a highly advance area. It enables to improve the quality of agricultural operations. In addition the process will change the traditional interior and exterior of a tractor or a combine. The introduction of computer programs and applications will require special training of the operator.

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SPECIAL SERVICES AND HOTEL FACILITIES

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Back in the old days hotels gave some facilities for one or several nights. For additional money one could have food and handling horses. Hotel services, their number and the amount of people engaged in them depended on the size of the hotel as well as on its status. Now basic hotel services include reception guests, room service, food service which is free. Hotels usually give paid or free services.

Some paid services are shops and recreational facilities for social functions, conventions and conferences - ballrooms, auditoriums, meeting rooms, exhibit areas and so forth, for family kid-friendly movies and babysitting, gentlemen's barbers, hair salons and Spas can be offered.

Free services in the modern hotels are the following: pools, WIFI, hotel restaurants, vending machines, fitness centers, cocktail lounges, valet parking, luggage unpacking, packing and others.

Another trend in the hotel industry is the construction of the self-contained resort complex. Recreational facilities are another feature of many hotels and motels. A swimming pool is the most common of these, particularly in warmer climates and in resort areas. A swimming pool in front of the building is a form of advertisement for the places such as California, Egypt, Turkey and other resorts.

All of these recreational facilities require the employment of additional personnel. Necessary swimming-pool maintenance is often contracted out. Golf courses must be carefully tended by a special staff of groundskeepers. Horses require stables and grooming. Many resort hotels hire professional athletes to give lessons to the guests in tennis, golf and skiing. Other employees include riding instructors and guides for hikers and campers. Lifeguards are often necessary at swimming pools and beaches. Sometimes in the small hotels the duties of security, a cook and a cleaner are performed by the owner himself.

Recently, the hotel industry trends towards separating the services sector between hotels. Many hotels nowadays offer recreation for a particular group of tourists. Popular family hotels and hotels for people with disabilities – each of them has its unique set of services. For example in the family

hotel clients are offered services of child care and game rooms. In the hotel for the newlyweds there is a special service for weddings. In the hotel for disabled persons there is medical support service.

Often the responsibilities of some hotel services are assigned to the other companies. In the United States and Western Europe the network of special hotel firms, which offer their services to the hotels, is widely developed. Typically, if the hotel uses the services of such companies, the price of the rooms will be slightly lower than in a hotel that provides a full range of hotel services on its own.

A few hotels, most of them in resort areas or large cities, include nightclubs as a part of their operation. Sometimes the nightclub is rented out to a concessionaire, but in other hotels it is the responsibility of the food and beverage department or of a special staff. A nightclub offers entertainment, such as dancing, a singer, a band, or a floor show, in addition to food and drink.

Large urban hotels also provide special services for businessmen. A commercial hotel, for example, can provide a stenographer to take dictation and do typing for the travelling businessman. Some luxury hotels also give the guests access to copying, internet, modem points, computers with printer, scanner, word processor and other machines. Many large hotels also have a notary public on the staff to verify the signatures on documents.

The list of special services offered by hotels is long. These services differ according to the location and the clientele of the hotel. Thus, you can choose a hotel depending on the location, the characteristics of the services or the people living in it.

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LAND RECLAMATION – A SCIENTIFIC OVERVIEW OF EXISTING TECHNIQUES

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During the extraction of minerals, the performance of geological prospecting, construction and other works, the soil cover, the hydrological regime of the area are disturbed, a technogenic relief and other changes in the state of lands are formed. During the extraction of minerals, the performance of geological prospecting, prospecting, construction and other works, the soil cover, the hydrological regime of the area are disturbed, a technogenic relief and other changes in the state of lands are formed.

Causes of disturbed lands and water bodies:

- economic activity
- mining, especially open-pit mining;
- deforestation;
- city building;
- creation of hydraulic structures and similar facilities;
- conducting military tests, including tests of nuclear weapons [1].

Nature analysis of the reclamation loads on the soil and their systematization allow in a generalized form to assess the role and prospects for further development of land reclamation, which can be formulated as follows:

- Land reclamation plays a leading role in stabilizing the resource and food security of our state, especially in years with extreme weather conditions;

- The system of modern ecological and reclamation monitoring requires organizational, methodological, regulatory and land assessment improvement taking into account the nature and modes of reclamation loads on soils;

- The development of land reclamation would be facilitated by the creation in different natural regions of stationary landfills with the necessary modern technical equipment for monitoring observations and conducting comprehensive research on reclaimed lands.

Reclamation works usually have two main stages - technical and biological. At the technical stage, the landscape is being corrected (backfilling of ditches, trenches, pits, depressions, sinkholes, leveling and terracing of industrial waste heaps), hydraulic engineering and reclamation structures are being created, toxic waste is buried, and a fertile soil layer is applied. As a result, the formation of the territory is carried out. At the biological stage, agrotechnical work is carried out, the purpose of which is to improve the properties of the soil. [2] The reclamation period can last 10 years or more.

These provisions speak of encouraging prospects for the restoration and innovative development of land reclamation in Ukraine. At the same time, without reforming the organizational and financial structure, the land reclamation industry is doomed to further stagnation and decline.

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WELCOMING GUESTS AS A CRUCIAL PART OF GOOD HOSPITALITY SERVICE

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The most important and necessary quality for a hotel employee is the ability to communicate with customers. The hotel employee must always be ready to provide the client with a service when the client needs this service, and when it is convenient for him.

The hotel staff must demonstrate a positive attitude towards the client: show respect, conduct a polite conversation, in a friendly tone, without raising his voice, not show his displeasure, maintain restraint with absurd or aggressive clients, and demonstrate that they are concerned about his problem.

A few tips for greeting guests properly are presented here:

- Smile and look interested and friendly
- Greet guests according to the time of day
- Give appropriate physical greeting
- Welcome guests to your establishment
- Wish guests a nice stay

It is very important for the hotel employee to maintain positive eye contact, offer assistance to show directions to the front desk. Some guests may need help paying the taxi or bus driver. Others may need assistance with their luggage. It is our responsibility to offer assistance and find out if they need anything.

We need to be able to tactfully inform the client and tell him even unpleasant news, for example, that the client must pay a certain amount; but no hotel employee has the right to argue with a guest. Customer problems need to be addressed quickly and urgently. If the employee can't solve the problem on his own, he should refer (or better accompany him) to a manager who is able to resolve the issue.

Each hotel employee must demonstrate confidence and competence and meet the client's expectations; practice service of the type "at a distance of three steps"; ensure the implementation of standards in the position that he occupies; know the needs of customers and therefore be able to provide them with the products and services that they expect. He should understand the range of responsibilities and tasks assigned to him, defined in each strategic plan; constantly identify the shortcomings that he notices in the hotel, and take measures to eliminate them; be responsible for ensuring the highest level of cleanliness. And it is necessary to ensure absolute reliability of the fulfillment of the client's wishes, especially such as waking up at the desired time.

We can't show the client whether you like him or not; ask the guest about his personal life; listen to customer conversations; discuss politics or religion with the client; swear with colleagues in front of clients; show your disapproval to a drunk client; talk to a colleague when a client is waiting.

When talking on the phone, you must follow the rules of etiquette: answer no later than three phone calls and always with a smile; introduce yourself by giving your hotel and your last name. If it is not possible to immediately answer the caller, you must ask him to call back or write down the phone number. If the response takes more than 45 seconds, you should ask the client if he agrees to wait or if he should be contacted later.

So, the main rule is that the guest is always right, the guest must always be satisfied, the guest is the most important person in the hotel, regardless of whether he is present in person, in writing or by phone.

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MODERN METHODS OF SATELLITE GEODESY

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Methods of satellite geodesy are increasingly used in geodesy, surveying engineering and related disciplines. In particular, the modern development of precise and operational satellite based positioning and navigation techniques have entered all fields of geosciences and engineering. A growing demand is also evident for fine-structured gravity field models from new and forthcoming satellite missions and for the monitoring of Earth's rotation in space [2].

Following the classical definition of Helmert (1880/1884), geodesy is the science of the measurement and mapping of the Earth's surface. This definition includes the determination of the terrestrial external gravity field, as well as the surface of the ocean floor. Satellite Geodesy comprises

the observational and computational techniques which allow the solution of geodetic problems by the use of precise measurements to, from, or between artificial, mostly near-Earth, satellites. Further to Helmert's definition, which is basically still valid, the objectives of satellite geodesy are today mainly considered in a functional way. They also include, because of the increasing observational accuracy, time-dependent variations [1].

Satellite technologies help to solve three main geodetic tasks:

1) creation of a sighting mark with well-known coordinates, which is observed from points on the Earth that are located at a distance of 20,000 km from each other. The presence of such sighting marks allows you to construct a spatial triangulation linking continents, islands and any distant points on the earth's surface;

2) implementation of aerial photography from high altitudes under any conditions difficult for conventional aviation and at any distances from airfields;

3) measurement of the figure main parameters and the Earth gravitational field. In the first two tasks, satellite plays a passive role, even if it is used (in the first case) to send its own signals. In the third problem, the satellite itself is essential measuring device.

Compared with classical techniques, the main advantage of the satellite methods is that they can bridge large distances, and thus establish geodetic ties between continents and islands. All ground stations belonging to the network can be determined within a uniform, three-dimensional, global coordinate reference frame. They form a polyhedron which goes around Earth. The main advantages of satellite positioning are all-weather, globality, efficiency, accuracy and efficiency. These qualities depend on the ballistic design of the system, the high stability of the onboard frequency standards, the choice of the signal and methods of its processing, as well as the methods of eliminating and compensating for errors [1].

As a disadvantage of satellite systems, we can note the occurrence during their operation of an error caused by "multipath", which is caused by multiple re-reflections of the satellite signal from surrounding objects and surfaces before it enters the receiver antenna, as well as diffraction on small objects commensurate with the length waves in the path of the radio beam [3]. In this case, the radio beam travels along a different path, which causes a change in its amplitude and phase.

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FOOD HYGIENE REQUIREMENTS IN RESTAURANTS

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The importance of good food hygiene in restaurants should never be overlooked. All food handlers must be aware of food hygiene regulations, their individual responsibilities, and the best practices they can apply to meet safe food standards.

Each year worldwide, unsafe food causes 600 million cases of foodborne diseases and 420 000 deaths. 30% of foodborne deaths occur among children under 5 years of age. It was estimated that 33 million years of healthy lives are lost due to eating unsafe food globally each year, and this number is likely an underestimation. There are 2.4 million cases of food poisoning in the UK every year.

What is food hygiene? It is a term used to describe the important processes of storing, handling, and preparing food and drink in a way that minimises the risk of people contracting illnesses from infection and food-borne viruses.

The primary purpose of food hygiene policies in restaurants is to create a framework that reduces the risk of food becoming contaminated and leading to illness amongst customers.

Some critical elements of food hygiene include cleaning procedures (all kitchen and restaurant equipment must be cleaned thoroughly); cross-contamination prevention (this can be implemented by using colour-coded chopping); personal hygiene (this can be implemented by wearing appropriate protective clothing, regular washing hands, etc); cooking temperatures (it's crucial that all food served to customers is stored at the correct temperatures and cooked appropriately); safe storage of food (it be labeled and dated appropriately and stored in temperature-controlled environments).

In the hospitality industry, the four C's are an important aspect of food hygiene safety. Chilling, cooking, cleaning, and cross-contamination are all parts of the food handling process and have to be implemented professionally. Efficient cleaning eliminates bacteria on surfaces, equipment, and hands.

Thorough cooking eliminates harmful bacteria present in food. For this reason, it's essential to ensure that food is cooked correctly. When reheating or cooking food, restaurant staff must make sure that the food must always be served at a minimum temperature of 63°C.

Correctly chilling food helps to prevent the growth of harmful bacteria. Many foods require a chilled storage environment to stay safe and to slow down their process of decomposition.

In the hospitality industry, reputation is everything. An inadequate food hygiene rating or negative online reviews can completely destroy a business.

If a customer falls ill after dining in your restaurant, the chances of them ever returning are significantly reduced, not to mention the negative reviews and comments that they could make to friends or family. The fact is that 54% of customers share negative experiences with five or more people, whereas only 33% of people share positive experiences.

Food preparation areas must be designed to allow good food hygiene practices and processes. Floors must be constructed with a material that is safe to walk on, easy to clean. Walls should be constructed with materials that are washable and non-toxic. Windows must be designed to prevent dirt accumulation and be fitted with insect screens. Surfaces should be made of smooth, non-toxic, washable, corrosion-resistant material, and kept in good condition. Washing facilities for equipment and food must be appropriate for washing food and utensils and provide hot and cold water.

All members of staff that handle food must be trained in food safety and hygiene so that they understand the importance of these practices in their work.

To sum up, you will help to prevent contamination and food poisoning amongst your staff and customers, maintaining a high standard of hygiene and upholding your reputation as an excellent food services provider.

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CONSEQUENCES OF ENVIRONMENTAL DISASTER IN KAMCHATKA

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There are many environmental problems in the modern world and the most global of them is happening now in Kamchatka. The Far Eastern piece of paradise on earth, the land of active volcanoes, bears and red fish, which managed to preserve the beauty of prehistoric nature on its territory, the abode of all kinds of flora and fauna listed in the World Red Book - the Kamchatka Peninsula is now experiencing the biggest environmental disaster associated with large-scale pollution water by an unknown chemical, which in the shortest possible time caused the death of almost 95% of the marine inhabitants of the coastal part of the Pacific Ocean near the Khalaktyr Beach.

Disaster struck started on September 9, when the workers and visitors of the surf club, located on the beach of the ocean, felt badly. The symptoms of poisoning and burned eyes were felt by everyone, who had entered the water. [1] Surfers noted that the water turned yellow, tasted bitter and its structure felt and looked like jelly. Then terrible news came from the scuba divers who were sinking under the water in the bay nearby - the whole reef was dead. The scale of the disaster became clear to everyone after the storm, when the dead bodies of thousands of sea inhabitants, from starfish and hedgehogs to Dorfer's octopuses, covered the coast. [2] The official reasons of what had really happened are still unknown, but the main assumption is that chemicals have leaked from a military proving ground, located not far from the place of environmental disaster. In the seawater and river samples as well as biomaterials (shellfish, crabs) the components of oil fractions and fatty acids were found. Moreover, the presence of various metals, including compounds of mercury, boron, vanadium, selenium had been identified in the samples as well. Experts from the international independent organization Greenpeace inferred that this incident may have global consequences, because everything in nature is interconnected. Some species of animals are associated with other food chains and if something happens to one link, the whole chain suffers. Nowadays, much attention is drawn to sea otters and anthurs - these are rare species of marine predatory mammals that are listed in the Red Book. They feed on the inhabitants of the ocean and in this situation are forced to starve or eat the poisoned bodies, which, in its turn, will negatively affect their existence in the future. [3] Speaking about humanity it should be noted that we are part of the food chain too and a huge percentage of red fish we buy in the stores is caught exactly in the places, where the above disaster happened. Mercury, for example, poses a threat to fetal development and early childhood development. Fetal exposure to mercury in the course of its development may result to pathological diseases if mother consumes fish or shellfish, even in small quantities. The child may have impaired cognitive thinking, memory, attention, speech, as well as fine motor skills and visual-motor coordination. Inflammation of the skin and mucous membranes of the eyes, being observed in the victims, is the sign confirming the effects of vanadium.

It should be concluded, that insufficient information coverage, hiding the real causes and dimensions of this ecological catastrophe leads to the question - how may the disaster happened in September by the coast of one of the main world fishing centers of the Kamchatka Peninsula affect humanity and the environment in the future? Only time might give us the answer to this question.

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EDIBLE INSECTS AS FOOD OF THE FUTURE

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Eating insects is a common practice in many parts of our planet. According to the UN Food and Agriculture Organization data, insects are one of the staple foods for 2 billion people around the world (namely in 36 African, 29 Asian and 23 countries in the Americas).

Since 2016-2017 ten times more researches on edible insects has been done and more scientific publications were made than in the previous 10 years. In the course of studying edible insects, experts came to the conclusion that the amount of nutrients they contain are equal to those from common farm animals but their most significant advantage is environmental stability. Scientists believe that this factor will play a key role in the development of insects as “superfood of the future” [1].

Edible insects can be interesting in terms of nutritional content of minerals such as iron, zinc, potassium, sodium, calcium, phosphorus, magnesium, manganese and copper. For example, the large caterpillar of the moth *Gonimbrasia belina* called mopani or mopane has a high iron content (31–77 mg per 100 g of dry matter) and so does the grasshopper *L. migratoria* (8–20 mg per 100 g of dry matter). Caterpillars of mopane could be a good source of zinc (14 mg per 100 g of dry matter) together with palm weevil larvae *Rhynchophorus phoenicis* (26.5 mg per 100 g of dry matter). On the other hand, the heavy metal content of an edible grasshopper *Oxya chinensis formosana* determined by Hyun et al. was low and safe for human consumption [3, p.22].

Until recently, beetles and caterpillars were the most popular edible insects, but crickets have the greatest potential in the global market. If you try, you can find bread or beetle noodles in some European grocery stores, but protein bars made from cricket flour are becoming quite common in the European and North American markets. For some reason, crickets look more appetizing in the eyes of Western culture, although other insects, such as the flour beetle, contain the same amount of native protein.

In the past, the only Westerners who dared to try insects were curious tourists, but nowadays food made from edible insects has become so popular that there is a real opportunity of opening an international trade. For example, the batch of limited-edition Crunchy Cricket Loaves has been whipped up in The Exploratory - Roberts' concept kitchen. Each loaf contains around 336 crickets, which are dried, ground, mixed with wheat flour and grains and then baked, resulting in a crunchy finish, according to the firm. Roberts' Crunchy Cricket Loaf contains more protein than standard bread and is also a much more environmentally-friendly and sustainable source of it, claimed by the company [2].

Food experts believe insects can also actually help to significantly reduce body fat, due to being packed with good fatty acids, calcium, iron, vitamin B12 and vitamin C. They're also low in saturated fat [2].

Summing up, it is important to emphasize that recently the consumption of meat in the world has grown significantly, respectively, to meet the demand in such volumes, the amount of resources required for breeding animals and their subsequent processing has increased, which has led to global deforestation, pollution and an increase in the level greenhouse gas emissions. The use of insects for food may meet the human need for protein-containing products, but the conditions for their breeding require further study.

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COTTON GROWING IN UKRAINE

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Nowadays many countries face the problem of overcoming the global economic crisis undertaking attempts to raise the economy and create better conditions for their citizens. Ukraine being agrarian country has large resources of fertile black soils in its great treasury. That is why the agronomic direction is gaining great importance. But it is not an easy way that our country needs to overcome. It envisages new measures and means to improve the agrarian condition of the country. One of the means under consideration can be growing cotton, demand for which is growing every coming year. Besides, cotton is a driving force for economic development and is crucial for the economies of developing countries, which has been confirmed by numerous reports [1].

Cotton growing could start the process of creating enterprises for its processing on the one hand and, in its turn, it could provide creating new jobs for the citizens of the country at present on the other. It is considered to be the uppermost strategic problem of today.

Cotton is used by everyone in everyday life from the moment you wipe your face in the morning with a cotton towel up till night when you have rest and sleep on a sheet made of cotton. This plant belongs to the genus *Gossypium*, a family of mallows - *Malvaceae*. It is a semi-shrub 1-1.5 m high, with a strong stem and developed lateral shoots, pubescent with a single tier of hairs. The box (its fruit) is round, large, opens with 4-5 leaves, with a beak at the top, and when opened it opens wide. Its fiber is 28-32 mm long, thin, having seeds with a lining. [2].

Cotton is a very demanding plant as for its cultivation needs a hot climate and plenty of moisture. Therefore, cotton fields should be supplied with irrigation systems and a network of canals. Cotton growing has its peculiarities, including the need in frequent introduction of pesticides and herbicides, as well as genetically modified seeds for sowing - such a practice enables to reduce the plants' sensitivity to harmful factors. Therefore, the main competitor is organic cotton, the cultivation of which requires less use of pesticides, herbicides and none of genetically modified seeds. Cotton picking is carried out by using mechanical or manual methods.

The first publication on cotton cultivation dates back to 1952, according to which the author claimed that subject to irrigation as well as large areas under cotton growing provides high and stable yields.

It should also be added that such a practice could provide the creation of the first cotton industry in Ukraine. By the way, it is not the first attempt to grow cotton in the Ukrainian steppe. Cotton plantations appeared before the war, after the famine of the 1930s, in the village of Kapulivtsi, Nikopol district. But the yield and quality of grown cotton were rather low. The lack of cultivating practices, climatic conditions and small amount of soil suitable for cotton did not allow to expand its production in an industrial scale [3].

All these attempts described above were unsuccessful for various reasons: insufficient climatic conditions, lack of irrigation systems resulting to low yields. Nowadays, when the climate is changing and the number of irrigated lands is growing every year, this plant can be given a chance. But despite the great demand in the world, we must not forget about the lack of industry for cotton processing in Ukraine.

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THE MAIN FEATURES OF ENGLISH HOTELS

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England is surprisingly atmospheric. Everyone who visits the country is greatly impressed. It attracts tourists with its special coziness and unusual atmosphere. It seems that England is so special that it is unlike any other country in Europe.

Apartments are designed and furnished with everything a single guest or a family might need for an extended stay, including separate sleeping and living areas and fully functional kitchens, containing a full range of cooking utensils. Guests are able to book stays for as little as one week or as long as several months (sometimes even years!) so that apartment hotels suit both business people, working in the area temporarily and people relocating to the area but still not settled into their own long term accommodation. Some of these hotels, situated in historic, even romantic locations, like Venice, Paris or Rome, for example, were probably the forerunners of the increasingly popular 'Boutique Hotels.'

Price is a variable that you'll need to view in relation to the previous two factors to make a final decision. The more stars has a hotel and better location, the higher the price. You should look for attractive offers and packages that include other added services, and always visit the official website of the hotel to check first hand all of its features. Check if you have a promotion or if it offers discounts for making online reservations directly on its website, or by other means.

Sometimes there are hotels that provide fantastic accommodation with breakfast included, which adds more quality to your stay as you avoid having to go out and about to find your first meal of the day. For a visit to a big city, for example, it's a highly recommended option, but if you're planning a family holiday on the beach, customers need to decide if they're more interested in an all-inclusive option, half-board or full-board.

It is very important to choose the right room for you, depending on the group you are traveling with, whether with family, friends or partners, and knowing how to choose the best option for the type of room you intend to stay in. To be as comfortable as possible, choosing between single, double or triple rooms for adults and children or connecting rooms according to your needs.

It is very important to look at people's reviews, there you can find out about the pros and cons of the hotel. Websites where users can only give their opinion if they have previously stayed at a hotel will always be more reliable as this removes any biased or unfair reviews.

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EVALUATION OF ORGANOLEPTIC INDICATORS OF FRIED MUSHROOMS DEPENDING ON THE DURATION OF TEMPERATURE INFLUENCE

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The structure and amount of organic matter characteristic of each specific species of mushroom, determines their unique aroma and taste [1]. These are usually bioactive polysaccharides and proteins, as well as their complexes, which are destroyed or changed in the process of making mushroom dishes and give them unique organoleptic qualities. For example, during exposure to temperature, sulfur, nitrogen-containing components, ketones and aldehydes are released, which form the "crab aroma" of golden oyster [2]. Such molecular changes depend on the conditions and temperature exposure duration, which must be taken into account when mushroom raw materials are processing [3].

Therefore, the aim of the work was to determine the optimal time of heat treatment during the preparation of the dish "mushrooms fried with soy sauce and sour cream" for three types of mushrooms: lung oyster *Pleurotus pulmonarius* (Fr.) Quél. and new for the Ukrainian market - golden oyster mushroom (*Pleurotus citrinopileatus* Singer) and beech mushroom (*Hypsizygus tessellatus* (Bull.) Singer), known as "buna shimeji".

Dish recipe: sunflower oil - 7.8 g, onion - 30 g, mushrooms - 100 g, soy sauce - 8.1 g, sour cream - 20 g. Frying was performed according to the following variants of the experiment: in the first variant the duration was 3 minutes, the second - 5 minutes, the 3rd - 7 minutes, the 4th - 9 minutes, the 5th - 11 minutes. The manufacturing process was carried out as follows: sunflower oil was added to a well-heated frying pan, in which onions were fried until golden. After that, fresh chopped mushrooms were added, which were not washed, but only cleaned of substrate residues. Soy sauce was added 2 minutes before the end of the frying period, mixed thoroughly and sour cream with a fat content of 15% was added.

Organoleptic evaluation was performed on the following indicators: color, taste, smell, consistency, appearance of the dish. Eight experts from different age groups from 19 to 56 years were involved, for whom a table for evaluation of indicators from 1 to 5 points was previously developed.

The obtained results were statistically processed for each species separately using Excel 2016, and the determined optimal results were compared.

Thus, according to the results of the experiment, the optimal cooking time "mushrooms fried with soy sauce and sour cream" for each type of mushroom was different from 7 minutes for oyster mushroom to 11 minutes for beech mushroom, but the best results were obtained when using golden oyster mushrooms, which was cooked for 9 minutes.

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LAND MANAGEMENT EDUCATION: CHALLENGES AND PERSPECTIVES

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According to one of the world's leading futurists, Prof. Mityo Kaku, in order to achieve real success in the future, it is necessary to develop those abilities that are not available to work: creativity, imagination, initiative, leadership qualities. One of the most important and valuable professions today is Land surveyor. They work on land-use changes, such as converting underutilized land into desirable housing developments or industrial "abandoned sites" into new housing developments [2].

When thinking about the future of the topographic, geodetic and land management industry, it is necessary to clearly understand several important trends. It is already clear that the economy of the future will not need the current number of surveyors, cartographers, photogrammetrists and topographers because their jobs will be "stolen" by robotic and unmanned remote systems, software with artificial intelligence technologies. The world economy will need cheap, high-tech and fast engineering solutions that can only be provided by properly trained professionals. Higher education institutions have to adapt to the needs of the national and global labor market, offering curriculum based on advanced technologies and best industry practices [1].

Today, the education of qualified land surveyors is one of the most important priorities of every state but its quality is rather different. For example, the NCEES (National Council of Examiners for Engineering and Surveying) (USA) provides surveying courses whose curriculum is very similar to that one that we can observe in TSATU (Ukraine). It includes Surveying, Route Surveying, Geodesy, GIS, Land development design and planning, GPS, Photogrammetry, mapping, Boundary Law, Professional surveying and mapping, and Remote sensing [3]. Although both educational institutions have the same training programs the approaches differ a lot. Ukrainian educational institutions suffer

from poor funding and face lots of challenges from day to day. Therefore, Ukrainian land surveying and geodesy faculties and departments experience the lack of:

- professionals in this field, especially those ones, who have real experience in practical work;
- up-to-date equipment (scanners, total stations, drones, digital theodolites, etc.) and proper software as well as qualified staff who can teach how to operate it;
- access to modern textbooks and manuals;
- high-professional organizations that provides geodetic and land measurements and can provide an internships and practice for undergraduate students.

Moreover, the land management faculty of a modern higher education institution should no longer be just a training center. It should become an intellectual and expert-analytical center of the industry, a platform for testing and practical adaptation of advanced technological solutions, a platform for professional discussions and training. Only such an approach will allow keeping domestic land management education on the proper level in order to achieve the international recognition in the future.

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ROBOTIZATION OF AGRICULTURE IN THE WORLD

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The article deals with the problem of automation and robotization of agricultural operations. The spheres of application were considered as well as prospects and difficulties. Some statistic data was also nalized.

Innovative developments are being introduced into different agricultural sectors nowadays. Large companies focus on key agricultural areas, practically not covering small industries. The main areas of robots designing and application are: systems for livestock farms, sowing, land-working robotics, unmanned tractors, UAVs (unmanned aerial vehicles), harvesting robots and agrobots for applying plant protection products, fertilizers and irrigation.

There is little competition in the robotics market. Basically, this is the struggle of large developers for new markets, as well as "confrontation" between different startups that are trying to solve the same problem. But the market is not saturated and needs technologies that will ensure food production with a minimum load on the environment and energy consumption.

Farming robots are a way to solve existing problems. But there are a number of difficulties that slow down their development and wide spread:

- heterogeneity of the working environment for robots;
- the problem of identifying and classifying targets and obstacles on the way;

- insufficiently developed navigation technology;
- labor safety of workers (robots may "miss" a person on their way);
- difficulties associated with the characteristics of agricultural processes.

The dairy industry is at the forefront of robotics adoption. Systems for animals feeding and cleaning barns are already actively used. The market volume is estimated at \$ 1.9 billion, and in 5 years it will increase by 4 times. Another promising direction is robots for grazing animals which is going to be developed in further decade.

According to IDTechEx (based in Cambridge, the United Kingdom), more than 300,000 tractors with autopilots were sold in 2016. Work continues on the follow-the-leader approach. The concept is that unmanned vehicles follow the leading tractor or harvester, which is controlled by a person. But leading agricultural machinery manufacturers are working on an 100% unmanned tractor. Case IH (based in Wisconsin, the United States) unveiled a concept car last year. Therefore, their research on the problem seems to be quite prospective for irrigation systems to use water efficiently. A similar approach is used in the development of fertilizing robots which can move between the rows of corn and spot nitrogen fertilizer.

To conclude we should claim the future development of the robotics for agriculture. In spite of the difficulties and limitations the research and tests are performing. The fact is that the agricultural equipment of the future is going to be more sophisticated and effective.

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EVALUATION OF THE TEMPERATURE INFLUENCE AND ACTIVE ACIDITY OF THE SOLUTION ON THE RECOVERY OF DRY POWDER FROM FRUIT BODIES PLEUROTUS OSTREATUS (JACQ) P. KUMM

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The improvement of growing technology of *Pleurotus ostreatus* in Ukraine by improving the quality of plant substrates and the introduction of highly effective strains in industrial crops allows obtaining high yields throughout the year [1]. The increase in the amount of mushroom raw material determines the development of new directions of fruit bodies processing, in particular the production of mushroom powder which is successfully used to enrich everyday products: bread, pasta, soups, etc. [2, 3]. But the use of powders for some foods: sauces, the pate filling for pies needs to be restored [4]. Unfortunately, there is no scientific data on the optimal modes of this process.

Therefore, the aim of scientific research was to determine the effect of temperature and acidity of the solution on the index of increase in the mass of the renewed powder from the fruit bodies of *P. ostreatus* (stamm 2301).

To determine the index of the mass increase used a 1g of powder, to which was added 10 ml of the pre-prepared solutions of citric acid according to the variant of experiment (pH from 3 to 5) and neutral as a control (sterilized water pH = 7.2). The temperature of solutions was maintained at 15 °C (room), heated to 35 °C and 65 °C. The powder was mixed with the solutions and the containers were placed in water baths at the appropriate temperature and kept for 30 minutes. The remainder of the solution was then removed by centrifugation. The recovery index was calculated by the ratio of the obtained mass to the initial mass of the powder.

Statistical analysis of the obtained data determined the significant effect of temperature and acidity of the solution on the recovery process of mushroom powder (Fig. 1).

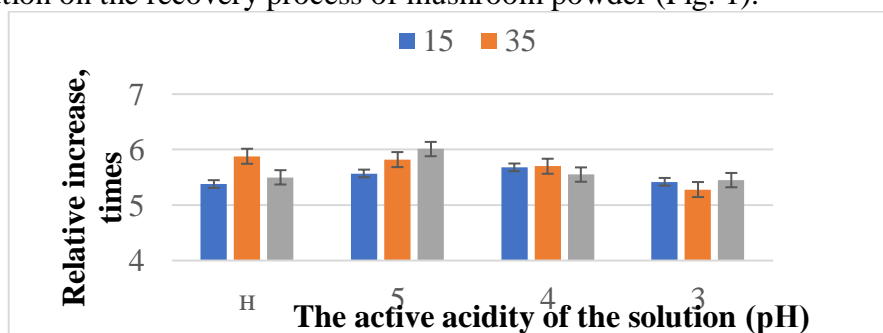


Figure 1. Changes in the mass of the renewed powder of oyster mushrooms according to the variants of the experiment

The total index of increase of the renewed powder mass ranged from 5.28 at a solution temperature of 35 °C (pH = 3) to 6.1 at 65 °C (pH = 5). There was a direct correlation of the decrease in the renewed mass with increasing acidity of the solution at a solution temperature of 35 °C. However, a decrease in the renewed mass at elevated temperature may also be associated with partial hydrolysis of polysaccharides and increased solubility of other organic substances, so additional analysis of the biochemical composition of the reduced product is necessary to fully understand the reduction process.

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YOGHURT PRODUCTION TECHNOLOGY WITH ADDITION OF CANDIED FRUITS

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Yoghurt is one of the most popular soul milk products. Pleasant tender taste is not its only advantage. Regardless of its variety, the product is rich in valuable elements and vitamins. Yes, the usual natural delicacies without additives contain: basic macronutrients - potassium and sodium, calcium and magnesium, phosphorus and chlorine, etc.

Improved technology of yogurt production is supplied with the highest quality raw materials, with the necessary organoleptic, physical, chemical and microbiological parameters. Milk is stored in separate tanks at a temperature not higher than 2 - 4 ° C for 4 hours before processing [1].

After that, the milk is purified, separated, and already normalized by the mass fraction of fat and dry matter. The dry components (stabilizers, sugar) are pre-mixed, dissolved in milk at a temperature of 30 - 45°C, the mixture is left to stand for 30 - 60 minutes (depending on the type of stabilizer) and mixed with the bulk of the mixture. Next, the normalized mixture is purified, homogenized under a pressure of 15 - 20MPa (megapascal) and a temperature of 65 - 95°C, pasteurized at a temperature of 90 - 95°C for up to 15 minutes. The mixture is cooled to a fermentation temperature of 35 - 45°C and sent to the tank for fermented milk products. Fermentation is carried out immediately after cooling; the amount of direct fermentation depends on its type and activity. Fermented for 4 - 10 hours before the formation of a clot, the optimal acidity of which is from 4.4 to 4.7. The finished clot is stirred and cooled to a temperature of from 20 to 25°C.

In the yogurt production with fruit and other fillers, they must be added to the chilled clot. After cooling and mixing with the fillers, the yogurt is sent for bottling. The packaged product is sent to a refrigeration chamber for cooling to a temperature of 6 °C.

Fillers - candied fruits are fruits, berries or vegetables cooked in concentrated sugar syrup, then separated from it and from which a certain amount of moisture is removed. Despite the high sugar content, candied fruit also contains a lot of fiber needed for normal digestion, as well as trace elements and vitamins. Bananas are a source of potassium needed by the heart, liver, brain, bones, teeth, and most of all, muscles. Banana contains the protein tryptophan, which is converted into serotonin, which, in its turn, improves mood, helps to relax. Dried cherry helps to concentrate. Apples restore the balance of vitamins and minerals and improve digestion. Apples are low-calorie dried fruits. Fresh apples are not recommended for people who already have diseases of the digestive system, including the stomach and duodenum, as well as people with high stomach acidity [1].

Useful properties of yogurt lie in its anti-inflammatory properties, which help to clear the skin and fight infection. It perfectly satisfies hunger, improves metabolism and supplies our body with nutrients. Lactic acid is the main source of carbohydrates for the body and energy for the brain and nervous system.

The benefits and harms of yogurt depend on how fresh and natural the product is. Real yogurt with live bacteria is safe for anyone who does not suffer from hypolactasia, and has a wonderful effect on the body. Fermented milk products, among other foods, occupy one of the leading positions. The presence of easily digestible substances (proteins, fats, carbohydrates), as well as mineral elements needed by the body, requires their presence in our daily diet.

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LAND USE PROBLEMS AND POSSIBLE SOLUTIONS

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The land is the basis of human existence, which determines its important role in the socio-economic development of society. As the basis of the ecosystem, tools and object of production, the object of property rights, it is the basis of sustainable development, a condition of social progress and human well-being.

Modern development of the agrarian economy, regardless of the socio-economic orientation of the country and the method of production, is becoming more environmentally friendly and requires the preservation and reproduction of natural resources and their rational use. Land resources play an important role in the development of the country's productive forces. Therefore, rational land use is a mandatory component of a comprehensive system of exploitation and protection of natural resources [2].

At present stage of the society development, irrational land use is the cause of economic crises, social divisions and even famine. The problem of proper land use is relevant in almost all countries. The symptoms of land-use problems might be:

- Lack of employment opportunities, low rural incomes and migration to towns;
- Inadequate subsistence production;
- Shortage of grazing land;
- Low, unreliable crop yields and desertion of farmland;
- Encroachment on forest and wildlife reserves;
- Conflicts among farming, livestock and non-agricultural uses;
- Visible land degradation, e.g. eroded cropland, silted bottomlands, degradation of woodland, salinity in irrigation schemes, flooding [1].

Today, there is no single policy and no single solution to the problem of improper land use. However, there are several approaches that we believe can significantly improve the current situation:

- optimization of the distribution of land between sectors of the national economy and effective usage of any of them;
- optimization of the structure of certain land types (arable land, perennials, hayfields, pastures, forests, lands under water etc.) in accordance with natural and economic zones and districts;
- development and implementation of rational farming system, which includes tillage, fertilizers;
- liming of acidic and gypsum saline and saline soils, technology of growing crops, crop rotation system, etc.; drainage of wetlands and wetlands lands and arid irrigation and flooding [2].

Land resources are not just a factor of production, but the main component that provides the spatial and territorial prerequisites for the use of the resource base for the economic and social development, as well as their reproduction. That is why there is a need to create an effective mechanism for improving land policy, which will increase socio-economic and environmental land use efficiency in the world.

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SOCIÉTÉ. ÉCONOMIE. TECHNOLOGIES ET INNOVATIONS

PROBLÈMES DU DÉVELOPPEMENT DES PARCS AGRO-INDUSTRIELS EN UKRAINE

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Un parc agro-industriel est un territoire industriel organisé sur un site dédié qui offre aux producteurs agricoles une base matérielle et technique pour la transformation, le stockage, le transport et la vente de produits agricoles. Ces parcs ont des variétés, y compris: agroécologiques, scientifiques et technologiques et autres types de parcs agricoles. En même temps, le premier type est utilisé pour le développement de l'agroécologie, et le second - pour l'agro-science et la technologie agricole.

Les parcs agricoles combinent toute une gamme d'activités: la production agricole, la transformation, le stockage, la production alimentaire, l'infrastructure douanière, le laboratoire, la salle des marchés, le parc de transport, la production de conteneurs, la transformation des aliments et d'autres activités connexes - des recommandations sont nécessaires sur les éléments constitutifs des parcs agricoles au niveau des normes de l'industrie.

Ce format distinct de parcs industriels se développe avec succès dans de nombreux pays du monde et s'est imposé comme une solution de production efficace pour les agriculteurs. Mais dans la pratique ukrainienne, il n'est pas défini juridiquement et n'est décrit d'aucune manière dans les actes législatifs. Dans l'espace post-soviétique, les entrepôts de légumes, les stations de machines et de tracteurs étaient un prototype lointain.

Le concept de "parc agro-industriel" n'existe nulle part dans les actes législatifs et réglementaires de l'Ukraine. Par conséquent, les initiateurs de tels projets ne peuvent pas compter sur le soutien de l'État. La réglementation législative de cette direction peut donner une bonne impulsion pour le développement du secteur agricole de l'Ukraine.

Il existe plusieurs projets de parcs agro-industriels. Mais, contrairement au secteur des parcs industriels, ici les initiateurs ne sont pas des représentants d'institutions étatiques ou de ministères spécialisés, ni même des producteurs agricoles. Les entreprises qui sont indirectement, et parfois pas du tout liées à l'agriculture, commencent à s'attaquer au problème. Cela est dû à l'absence de réglementation gouvernementale, qui:

- ne permet pas d'attirer des financements gouvernementaux pour ce domaine,
- ne génère pas de préférences,
- n'implique aucun avantage pour les initiateurs et les participants.

Par conséquent, les parcs agricoles n'intéresseront que les sociétés de services non essentielles, qui, côte à côte, organisent des marchés supplémentaires pour leurs produits. Ils gagnent de l'argent en organisant des processus commerciaux dans les parcs.

Il est très important pour l'État de soutenir de tels projets qui créent les chaînes de production nécessaires qui unissent les agriculteurs et permettent le développement actif de l'agriculture dans les régions.

Pour mettre en œuvre le programme de développement des parcs agro-industriels à l'échelle nationale, il est nécessaire de montrer la volonté politique d'assumer la responsabilité de l'initiation et de la coordination. Mais l'effet économique pour l'État et tous les participants au processus vaut la peine de faire décoller la situation.

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MOYENS DU DÉVELOPPEMENT DE LA LOGISTIQUE DE TRANSPORT MODERNE

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La logistique et le transport sont les deux parties intégrantes qui permettent de résoudre de nombreux problèmes actuels, directement liés à la livraison. La conception de la logistique est un processus de planification, de mise en œuvre, de contrôle, la science de l'optimisation, qui permet la coordination parfaite des différents flux. Le but final est de trouver le meilleur moyen de convoier un produit de manière rationnelle tout au long de la chaîne du fabricant au destinataire final.

La logistique de transport est le mouvement des marchandises commandées dans un délai imparti, avec un itinéraire optimal jusqu'au point souhaité au meilleur coût possible. Le transport et la logistique font intervenir de nombreuses entreprises tout au long de la chaîne d' livraison et font appel à des métiers spécifiques, par exemple, ceux pour la gestion de matières premières et des prestataires spécialisés dans le transport et la logistique.

Les processus de globalisation mondiale sont fortement influents en ce qui concerne la logistique du transport. Aujourd'hui, les tendances de la logistique sont dominées par le fait que :

- La production est rapprochée du consommateur final (par le passé, la croissance logistique était insufflée en Europe et en Amérique du Nord depuis l'Asie).

- La charge de travail du transport maritime dans le segment des conteneurs qui est insuffisante (il est plus rationnel d'acheter de grands navires uniquement si l'offre et la demande sont combinées).

- Une main d'œuvre qui est de plus en plus «savoir-faire technique» (l'introduction des nouveaux appareils aide à la mise en œuvre des conceptions logistiques tels que SCM, SDP, JIT, DDT).

- Les «technologies vertes» qui ont le vent en poupe (la conception de logistique verte implique que les entreprises doivent planifier leur travail de manière à minimiser l'impact négatif sur l'écologie).

- Les fusions-acquisitions qui sont de plus en plus grandes dans le domaine de la logistique mondiale (la groupe d'automobiles TELS).

- Le commerce en ligne qui s'accroît en fonction des besoins du marché moderne (le rôle des services d'approvisionnement de colis auprès du consommateur final se développe).

- Des nouvelles régions voient leur croissance économique décupler.

L'augmentation du nombre de salariés, de spécialistes hautement qualifiés a un large impact sur la logistique de transport des charges. Ainsi, le Groupe Hegelmann Transporte compte environ 2000 employés, dont des responsables administratifs - des répartiteurs, des fournisseurs, des distributeurs, des intermédiaires; des chauffeurs des camions, etc. Sa grande expérience peut garantir la possibilité de livrer rapidement des marchandises par le biais de moyens spéciaux, standards et sans escales. L'entreprise met en œuvre sa flotte de véhicules répondant aux normes Euro 6. L'âge moyen de la flotte de poids lourds est de 2 ans. Il s'agit de camions équipés de navigation GPS moderne, de téléphones portables GSM. Certains d'entre eux fonctionnent au gaz naturel liquéfié comme des citernes, des semi-remorques bâchées, frigorifiques, Méga-remorques.

Une des manifestations de l'intégration de tous les types de transport, à l'exception de l'air, est l'organisation du transport de conteneurs, ferrys, multimodal et intermodal. Les services de stockage, les services de courtiers en douane sont axés sur la disponibilité des documents avec lesquels les marchandises seront livrées à temps et au lieu dédié. Ce sont les CMR, les Bons de livraison, les formulaires de déclaration de transit T1, T2 lors du passage en douane. Les solutions logistiques individuelles et les technologies informatiques permettent de rester en contact avec les clients, de répondre à leurs questions, d'accepter et de traiter les commandes.

Grâce au développement de l'économie et du commerce international, le secteur de la logistique se développe activement et à l'horizon 2020-2021 il va accroître de 20%. Aujourd'hui, les tâches consistant à augmenter le volume des transports, à accroître l'efficacité économique des activités des transporteurs de fret et de passagers sont les plus pertinentes et constituent un atout majeur, un vecteur économique indispensable à la réussite des grandes entreprises.

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LA SPIRULINE COMME NOUVEAU TYPE DE BUISINESS EN UKRAINE

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La spiruline est l'une des plantes les plus étonnantes au monde. Les scientifiques affirment que c'est la seule plante qui a réussi à vivre sur notre planète pendant des centaines de millions d'années, et le secret de la survie réside dans sa composition biochimique spéciale. Il contient de nombreux nutriments, des vitamines et des acides aminés essentiels et des enzymes végétales, qui peuvent constituer un régime complet pour les régions qui connaissent des pénuries alimentaires et les régions où la nourriture est contaminée ou de mauvaise qualité.

La spiruline est extraite des bactéries « Arthrospira » dites « algues bleu-vert » à cause de leur apparence. Elle se développe dans l'eau douce, elle est ensuite récoltée et séchée. En France ce business se développe déjà depuis longtemps. La production française de spiruline représente environ 50 tonnes, réalisée par plus d'une centaine d'agriculteurs. Il s'agit d'une production saisonnière liée aux conditions climatiques du pays. Cette production n'est pas suffisante pour répondre à la demande des français qui en consomment environ 250 tonnes par an. Plus de 200 tonnes sont donc importées chaque année principalement de Chine et d'Inde. La spiruline est un accumulateur de métaux lourds. Des précautions doivent être prises lors de leur culture afin qu'elles ne se chargent pas de polluants et de métaux nocifs pour l'homme. En France, la spiruline doit répondre à des normes précises mais il arrive que celle cultivée à l'étranger ne répond pas aux critères de qualité fixés en France. Le kilo de spiruline se vend entre 150 et 200 €. En basant sur l'expérience de la France, les Ukrainiens ont créé une entreprise qui répond aux besoins des citoyens en matière d'alimentation de qualité.

«Food Factory» est entreprise ukrainienne, qui produit de la spiruline sous la marque «Spirulinka», prévoit de produire jusqu'à 12 tonnes de produit par mois vers 2021 et investira plus de

2 millions de dollars dans le projet. Vers la fin de l'année, la société a prévu d'ouvrir un nouveau site de production et des filiales dans la région de Zaporijjia, ce qui augmentera la capacité de 3 tonnes de spiruline par mois. Les investissements dans le projet s'élèveront à environ 500 000 dollars, la construction d'une filiale prend environ six mois. L'entreprise «Food Factor» négocie également la construction du prochain complexe de production à Bucha (région de Kyiv) sur le terrain de 2 hectares. Jusqu'à 10 filiales de spiruline d'une capacité jusqu'à 30 tonnes de spiruline emballée pour le commerce par mois peuvent être construites dans cette zone. L'expansion de la production est actuellement discutée avec des investisseurs ukrainiens et internationaux. «Food Factory» espère également développer ses activités dans d'autres régions d'Ukraine. La production de spiruline est une activité très rentable. Seuls l'eau, l'électricité et les transports sont nécessaires pour localiser la production. De plus, la spiruline a un cycle de production court.

La spiruline est l'aliment naturel connu le plus complet au monde. Elle contient plus de 60% de protéines, elle est très riche en fer et en vitamines, stimule la digestion, protège le foie, permet de faire baisser le mauvais cholestérol, diminue le risque d'allergies respiratoires. La spiruline à l'état naturel peut être un peu repoussante par son odeur et son aspect. Pour faciliter sa consommation, d'autres formes ont été produites comme la poudre, les paillettes, les gélules ou les comprimés. Pour conserver toutes ses propriétés nutritionnelles, il est possible d'en consommer directement comme condiment d'accompagnement. La spiruline intéresse de plus en plus les marchés de la pharmaceutique et des cosmétiques pour ses propriétés colorantes naturelles. Cette microalgue est également utilisée dans l'alimentation animale. Le marché de la spiruline reste à développer en Ukraine pour répondre à une demande croissante.

La production en Ukraine doit se développer dans les années à venir pour faire face à la hausse de la demande. La spiruline est présente sur le marché des compléments alimentaires qui se développe fortement en Ukraine. Ce marché se développe pour satisfaire les besoins des consommateurs en aliments de haute qualité. Pour séduire des consommateurs réticents, la spiruline est de plus en plus intégrée à des produits transformés comme du chocolat, des pâtes, du sel. Cela permet une consommation facile et quotidienne. La production ukrainienne de spiruline est une start-up très rentable, mais il n'y a qu'une seule société active «Food Factor» sur le marché de la spiruline en Ukraine.

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LA TECHNOLOGIE DE LUTTE CONTRE LES RAVAGEURS DE LA BETTERAVE À SUCRE

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Depuis l'Antiquité en Ukraine, les betteraves à sucre étaient cultivées pour la production de sucre. Le prix du sucre aux différentes périodes de l'année dépendait beaucoup de sa productivité. Par exemple, si une quantité suffisante de ce légume était récoltée en automne, le prix du sucre baissait et restait tel jusqu'à la nouvelle saison de récolte. Si la récolte était extrêmement abondante, elle était également exportée à l'étranger.

La betterave sucrière est l'usine technique la plus importante du pays. On a commencé à cultiver la betterave à sucre en Ukraine vers 1820. Une de ces betteraves contient environ 12 à 19% de sucre.

Le rendement de betterave est très important, car c'est le produit essentiel pour les gens. Le contrôle du processus de conservation et d'augmentation du rendement des betteraves est effectué de manière responsable et efficace. Cette plante a beaucoup d'ennemis, c'est-à-dire, de ravageurs. Parmi ceux-ci: la teigne de la betterave, le charançon de la tige de betterave, le charançon de la betterave ordinaire, le charançon noir, le charançon gris, la mouche de la betterave, la mouche de la betterave occidentale, la mouche de nord de la betterave. Contre ces ravageurs on utilise des pesticides et des produits chimiques spéciaux.

Outre les ravageurs ci-dessus, le nématode à kystes est courant, mais contre lui il existe des méthodes simples: la sélection d'hybrides résistants aux nématodes et la rotation des cultures, c'est-à-dire, des soins fréquents et efficaces du sol. Au moins, un travail de base comme le changement des cultures de différentes plantes cultivées ou son enrichissement actif en minéraux ou en engrais, a une forte influence sur le rendement de la betterave sucrière. Il devrait y avoir un intervalle d'au moins 2 ans entre les deux rotations des cultures de betteraves sucrières.

Le charançon de la betterave cause des dommages considérables à une culture. Le combat contre lui est très difficile et long. Il est nécessaire de surveiller la température de l'air et de capturer l'heure d'apparition de ces insectes, leur vitesse et leur force d'actions. La plus grande attention devrait être accordée au charançon ordinaire, car cet insecte a causé le plus de dégâts dans les régions centrales de l'Ukraine. Lorsque la température augmente et l'humidité diminue, ces ravageurs commencent à se déplacer rapidement vers les zonesensemencées. Pour éviter cela, il est nécessaire de creuser les bords des champs pour créer des fossés. Ils doivent avoir des parois verticales de 50 cm de profondeur, en plus dans la zone du fossé, il est indispensable d'appliquer un insecticide à action de contact. Cette méthode est plus efficace pour les petites exploitations qui n'ont pas de grandes surfacesensemencées et qui veulent éviter des coûts supplémentaires. Mais l'utilisation ce produit chimique réduit plus de sept fois le taux écologique de la betterave à sucre qui ne peut pas être consommée en totalité.

Une expérience intéressante à ce sujet a été menée en France. L'essence de cette expérience consistait en ce que trois cents parcelles pendant 6 ans n'ont pas été traitées par des insecticides. Cette étude a révélé que les dommages causés par les insectes affectent grandement les rendements. Ce volume est de 3 à 40% qui non seulement n'apporte pas de revenus, mais entraîne également un certain nombre de problèmes avec la terre elle-même, infestée par des ravageurs.

Pour résumer tout ce qui précède, on peut dire que les technologies de lutte antiparasitaire reposent davantage sur l'utilisation d'un traitement insecticide, l'application d'engrais et la rotation des cultures, qui sature le sol en oxygène et en minéraux. Après tout, le bien-être de la population et la fourniture des biens nécessaires dépendent du volume de récolte de betteraves sucrières.

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PERSPECTIVES DE LA PRODUCTION DE PRODUITS BIOLOGIQUES EN UKRAINE

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Les produits biologiques sont la principale tendance du XXI^e siècle. Cela est dû au désir des gens du monde entier d'avoir un mode de vie sain et crée une demande d'aliments biologiques. Au cours des dernières années, l'Ukraine s'est imposée sur les marchés étrangers comme un acteur organique qui peut être pris en considération.

Les produits biologiques ukrainiens sont très populaires en Europe, ils comprennent 83% du volume total des exportations. L'Ukraine se classe au 4^e rang des fournisseurs de produits biologiques de l'UE. La Grande-Bretagne, le Danemark, les Pays-Bas, la Lituanie, la Pologne, la Roumanie, l'Allemagne, la France, l'Autriche et l'Italie sont des importateurs actifs de produits biologiques ukrainiens.

Les principaux produits du commerce extérieur sont devenus les céréales et les oléagineux, les légumineuses, les baies sauvages, les champignons, les noix et les herbes. En 2018, l'Ukraine a vendu à l'étranger du blé biologique, du maïs, du soja, de l'orge, des bleuets congelés, des pommes et du jus de pomme, du millet, des flocons d'avoine, de l'huile de tournesol et d'autres produits.

Et en 2017, pour la première fois, le miel biologique a été exporté. En 2018, le volume de ses exportations s'élevait à 300 tonnes. Le volume de framboises congelées exportées a également augmenté de manière significative - 400 tonnes en 2018. Et l'année dernière, le premier producteur ukrainien de sucre biologique "Deddens Agro", a envoyé 800 tonnes de sucre sur le marché européen. Au total, en 2018, l'Ukraine a fourni plus de 70 produits biologiques différents à l'étranger. De plus en plus de fabricants sont prêts à vendre non seulement des matières premières, mais aussi des produits semi-finis, ainsi que des produits de transformation.

Mais dans la production des produits organiques il y a aussi des inconvénients. Sur les marchés européens, malheureusement, l'Ukraine est toujours perçue comme un fournisseur de matière première, et non pas comme un pays qui peut présenter des produits biologiques de haute qualité. Par conséquent, pour trouver son acheteur étranger, l'Ukraine doit participer aux expositions, étudier les goûts, les besoins et la demande des consommateurs étrangers.

Ces dernières années, les matières premières organiques ukrainiennes ont été très attractives sur le marché britannique en raison du manque de production européenne. En même temps, le marché de l'Union européenne n'était pas prêt à inclure les produits ukrainiens dans une coopération stable à long terme.

Les experts recommandent aux Ukrainiens de travailler sur la qualité des produits, les services, la logistique. Il pourrait être utile de réfléchir comment réduire le prix de revient du produit plutôt que d'augmenter sa production. Il faut également tenir compte de la demande des consommateurs. Il existe de nombreuses opportunités en Ukraine: des terres fertiles, un bon climat, la proximité de l'Europe occidentale.

Aujourd'hui, il existe une large gamme de produits alimentaires biologiques ukrainiens. La prochaine étape est de promouvoir la valeur de la matière organique: pour le consommateur c'est la possibilité d'acheter ces produits, et pour l'agriculteur c'est le devoir d'inspirer à les produire.

La Fédération du mouvement biologique d'Ukraine qui est à la tête du mouvement biologique en Ukraine vise à promouvoir globalement ses valeurs et son développement.

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IMPACT SOCIO-ÉCONOMIQUE DE LA PANDÉMIE COVID-19

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La pandémie d'infection à coronavirus COVID-19 a des conséquences de grande portée, en plus de la propagation de la maladie elle-même et des tentatives de différents pays d'organiser la quarantaine. La pandémie a conduit à la fermeture d'entreprises, à une forte augmentation de la demande des produits du quotidien, à des spéculations sur le marché de certains biens: médicaments antiviraux, masques sanitaires, désinfectants. En raison de la fermeture d'entreprises dans tous les pays du monde, le taux de chômage a augmenté. Au 20 août 2020, 488000 personnes avaient obtenu le statut de chômeur en Ukraine. Ce chiffre est 77% plus élevé que l'année dernière. Au total, selon les calculs de la Chambre de commerce et d'industrie, le nombre de chômeurs pendant la quarantaine a fait de 2,5 à 2,8 millions. C'est le taux le plus élevé au cours des 15 dernières années.

À cause de la fermeture d'entreprises en Chine, puis dans le monde entier, la demande de pétrole et de produits pétroliers a considérablement baissé. De nombreux événements promotionnels ont été annulés.

La mise en quarantaine prolongée a changé les priorités de consommation: la demande pour un certain nombre de biens, tels que les voitures et les vêtements, a chuté, mais la demande d'articles ménagers a augmenté, par exemple, les machines à pain et les bidets, et pour les sports à domicile (vélos d'appartement) et divertissement à domicile (jeux en ligne, jeux de société). Les ventes de produits de soins personnels, en particulier de papier de toilette, ont considérablement augmenté. La demande de produits de bureau à domicile a également augmenté, car de nombreux types de travail sont devenus distants. L'utilisation de vidéoconférences telles que Zoom, Microsoft Teams et leurs analogues connaissent un pic de popularité.

Depuis la mi-mars 2020, de nombreux pays de l'UE ont limité ou totalement interdit le passage de leurs frontières au niveau national. Les frontières extérieures de l'UE et de l'espace Schengen ont été temporairement fermées aux étrangers à partir du 17 mars. De nombreux autres pays ont pris des mesures similaires.

La pandémie a affecté les systèmes éducatifs du monde entier. Au 20 mars 2020, les gouvernements de 135 pays ont fermé des écoles et des universités avec la transition des établissements vers l'enseignement à distance.

Pendant la pandémie, les économies des États membres de l'Union européenne ont montré un déclin historique. Selon les estimations préliminaires d'Eurostat, le coronavirus a "effacé" de 10 à 20 ans de croissance du marché dans les pays de l'UE. En général, le PIB de la région au deuxième trimestre a baissé de 14,4% sur une base annualisée. La Banque mondiale prévoit que le PIB mondial

diminuera de 5,2% en 2020, soit 3 fois plus que lors de l'année de crise 2009. L'Université des Nations Unies s'attend à ce que 395 millions de personnes se retrouveront dans l'extrême pauvreté et le nombre de personnes vivant avec moins de 2 dollars par jour augmentera à un milliard. C'est la crise la plus forte planétaire depuis la Seconde Guerre mondiale.

En juillet, les chefs des pays de l'UE se sont mis d'accord sur un budget pour 2021-2027 et ont approuvé un plan pour récupérer l'économie des dommages causés par la pandémie de coronavirus. Le budget total s'élèvera à un peu plus de 1 billion d'euros, le coût du plan sera de 750 milliards d'euros. Les fonds inclus dans le plan de relance seront octroyés aux pays européens sous forme de subventions (390 milliards d'euros) et de prêts (360 milliards d'euros). L'UE prévoit d'emprunter des fonds pour la formation du «fonds anti-crise» sur les marchés financiers internationaux et de rembourser ces prêts au plus tôt en 2058.

Ainsi, le monde entier a de graves conséquences et de grandes pertes dans le domaine socio-économique. Selon les estimations, 5,5 billions de dollars de l'économie mondiale et 200 millions d'emplois liés au tourisme sont menacés par les restrictions actuelles. Il faudra plusieurs décennies pour résoudre ces problèmes.

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LA STRATÉGIE DU DÉVELOPPEMENT DURABLE D'UNE ENTREPRISE SUR L'EXEMPLE DE LA SOCIÉTÉ FRANÇAISE DE COSMÉTIQUES “YVES ROCHER”

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La stratégie du développement durable est un avantage pour les entreprises responsables qui sont conscientes de leur impact sur l'environnement et les populations locales, qui tiennent compte des exigences et des besoins de la société et qui fournissent des informations publiques sur leurs activités. C'est un mécanisme qui lance un processus irréversible de transformation positive de l'entreprise. L'introduction de cette stratégie dans l'approche de l'entreprise exige :

- une vision claire du développement durable : l'entreprise doit fixer des objectifs à long terme dans le contexte des tendances environnementales, sociales et économiques ;
- un plan d'actions: la stratégie de mise en œuvre doit contenir des actions et des programmes concrets pour atteindre ces objectifs dans la pratique ;
- les communications et les rapports sont des messages clairs, substantiels et successifs qui montrent aux stakeholders internes et externes la transparence des actions de l'entreprise.

Yves Rocher dispose d'un grand nombre de programmes de protection de l'environnement et de développement durable qui fonctionnent en parallèle avec la stratégie d'entreprise de base.

L'histoire d'Yves Rocher commence en 1959. Ce fait est associé au marché de la cosmétique fermé de la France, qui a compliqué considérablement l'achat de produits de haute qualité. Les produits cosmétiques de la marque fabriqués exclusivement à partir d'ingrédients naturels, plantes cultivées et cueillies dans des zones respectueuses de l'environnement se distinguaient par la nature de la composition, par la qualité et par des prix moyens. Les formules de leur composition étaient uniques, efficaces, les produits de beauté ne provoquaient aucune réaction allergique après une longue utilisation. L'activité d'Yves Rocher dans les programmes sociaux sur l'amélioration de la situation environnementale est très élevée. En 1991, Jacques Rocher, fils d'Yves Rocher a créé la Fondation Yves Rocher, dont la mission principale est de protéger l'environnement et sa biodiversité. En 1993,

on a introduit des emballages écologiques pour les remplissants de shampoing et en 1996, ceux pour d'autres produits cosmétiques. En 2009, la direction de l'entreprise est passée au petit-fils du fondateur Bree Rocher. Il continue de respecter l'objectif principal de l'entreprise. La marque travaille également sur l'optimisation des méthodes de transport.

Pour atteindre la qualité idéale, Yves Rocher devient le créateur d'un vaste jardin botanique en Europe. Des milliers de plantes sont cultivées sur 55 hectares. Les spécialistes étudient leurs qualités utiles, leur composition et leur impact sur la peau et introduisent ces élaborations dans les produits Yves Rocher. À ce jour, le patrimoine de l'entreprise compte plus de 50 brevets pour sa propre conception de composants actifs et uniques pour ses produits.

Yves Rocher suit sans réserve le concept de développement écologiquement rationnel à chaque étape de la production de cosmétiques :

- 100 % des produits mousseux ont des formules biodégradables ;
- la compagnie n'utilise pas les espèces végétales inscrites dans le Livre rouge international ;
- elle utilise des plantes spécialement cultivées ou leurs parties qui peuvent être restaurées ;
- elle n'utilise pas dans les formules les produits cosmétiques 1600 ingrédients qui sont dangereux et toxiques pour la santé humaine, et qui nuisent à l'environnement ;
- elle ne procède pas à des tests de ses produits ou de certains composants sur les animaux ;
- l'entreprise réduit le poids des emballages et en utilisant des matériaux recyclés ;
- le logo Triman sur les flacons en plastique, les aérosols et les déodorants, rappelle le tri ;
- le choix des matériaux à recycler réduit de 30 % les émissions de gaz à effet de serre ;
- les centres industriels Yves Rocher ont réduit leurs émissions de CO₂ par produit de 10 %.
- l'entreprise s'occupe de la protection de l'eau, elle a réduit la consommation d'eau de 17 %.

Aujourd'hui, les produits de la marque sont utilisés par les habitants de 80 pays, sont vendus dans 4 000 points de vente dans le monde, les ventes en ligne sont aussi actives. Le design exclusif des emballages ne cesse pas de surprendre et donne la joie et le plaisir à leurs propriétaires.

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CERISE “BIGARREAU MÉLITOPOLIEN” COMME LA MARQUE DE LA PLUS HAUTE QUALITÉ

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"Indications géographiques en Ukraine" est un projet financé par l'Union européenne et mis en œuvre au cours de la période 2017-2020. Le projet vise à aider l'Ukraine à mettre au point un système de désignation des marchandises dont les propriétés et la réputation sont principalement déterminées par le lieu d'origine.

La cerise “le bigarreau Mélitopolien”, la première baie ukrainienne, a reçu officiellement le titre de marque géographique. L'initiative de création d'une marque de cerises Mélitopoliennes appartient à l'Association des producteurs locaux qui a demandé l'enregistrement de l'indication géographique de la baie. Ce nom géographique d'une nouvelle marque de cerises a été enregistré au

Ministère du Développement économique de l'Ukraine. On cultive le bigarreau Méliopolien autour de Méliopol des deux côtés du fleuve la Molochna. [1]

Bien avant la création de la marque, la cerise Méliopolienne était en demande sur le marché mondial. Elle était exportée dans de nombreux pays, notamment en France, où, en l'absence des réfrigérateurs, les baies étaient livrées en fûts avec une solution spéciale. Pendant longtemps à Paris, il y avait même un magasin spécialisé vendant des cerises de Méliopol. [2]

Plus de 150 variétés de cerises ont été sélectionnées à Méliopol.

«La cerise “le bigarreau Méliopolien” est un produit de classe élite, dont les fruits sont récoltés à la main. Les baies sont caractérisées par un arôme et un goût riches, une teneur équilibrée en sucre et en acide, ainsi que par d'excellentes propriétés commerciales», soulignent les spécialistes du Portail du Complexe agro-industriel de l'Ukraine.

La baie unique d'une fermeté, d'une saveur et d'un goût incomparable, le bigarreau Méliopolien est unique par sa méthode de culture.

- Les arbres poussent dans un sol noir fertile sous une couche de sable de 0,5 à 1,5 m.
- Ils absorbent les nutriments riches du sol qui sont en abondance à côté de Méliopol que dans d'autres régions.

- Les propriétés gustatives se forment sans arrosage ni engrais. [3]

Plusieurs autres facteurs ont joué son rôle dans la création d'une marque de cerises “le bigarreau Méliopolien” qui pousse dans le district de Méliopol:

- Exportation économiquement rentable d'un produit unique vers les marchés mondiaux (européens et asiatiques);

- Intérêt scientifique aux propriétés inhabituelles des baies cultivées à Méliopol;

- Création de conditions minimales pour le «plagiat d'agriculteurs» sur les marchés nationaux et étrangers;

- Développement des cultures économiquement durables dans la zone agricole avec les risques climatiques.

Désormais, ayant un avantage parmi les fournisseurs de baies d'autres régions ukrainiennes, les agriculteurs de Méliopol pourront veiller à la qualité du produit parce que les producteurs sont obligés de respecter des normes clairement définies pour la culture, la récolte, le transport et le refroidissement etc.

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ANALYSE DU MARCHÉ DU SOJA EN UKRAINE ET PERSPECTIVES DE SON DÉVELOPPEMENT

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Le soja représente plus de la moitié de la production mondiale de graines oléagineuses. Cette

culture est à la base de nombreux aliments. Les produits joints, huile et tourteau, représentent le débouché majeur du soja (environ 90 % de la production mondiale est destinée à la trituration). Les produits dérivés de l'huile et du tourteau entrent dans la fabrication d'une large gamme de produits alimentaires et chimiques (alimentation animale, huile raffinée, acide gras, stérol, lécithine, farine, etc.). L'utilisation de la graine entière (après le broyage et la filtration) pour l'alimentation humaine reste essentiellement concentrée dans les pays asiatiques (Chine, Japon, Corée, Indonésie) où elle entre dans la fabrication de sauces, de fromages à base de lait de soja et de produits fermentés. Depuis une quinzaine d'années, la fabrication de produits à base de soja se développe dans l'industrie agroalimentaire des pays industrialisés (Canada, Suède, France) du fait notamment de la bonne image que véhicule le soja auprès du consommateur occidental (santé).

En Ukraine, le développement du marché du soja s'accroît parallèlement à la demande mondiale croissante. L'Ukraine est un chef de file des exportations de soja vers la Chine. Depuis 2010, les volumes de son exportation sont en croissance. Les principales régions productrices de soja en Ukraine sont les régions de Kherson, Poltava, Tcherkassk, Kirovograd, Kyïv, Vinnytsia et Mykolaïv. Dans ces sept régions, 75% de toutes les cultures de soja ont été concentrées ces dernières années. Parmi les variétés les plus courantes de soja semées en Ukraine, on trouve «Blanche-Neige», «Yug-30», «Kyïvsky 27», «Kyïvsky 98», qui contiennent de 38 à 40% de protéines et de 17 à 23% d'huile. Il y a trois marchés de soja: celui de graines, celui de tourteaux et celui d'huile. Actuellement, il y a jusqu'à 200 variétés de soja dans le registre national des variétés végétales pouvant être distribuées en Ukraine.

En termes de rentabilité, le soja n'est pas significativement inférieur au tournesol. Ainsi, l'année dernière, la rentabilité moyenne de tournesol dans les entreprises agricoles est de 61,9% et celle de soja - 52%. L'augmentation du rendement moyen est l'une des principales réserves pour réduire le coût de la production de soja et augmenter la rentabilité, ce qui affecte considérablement la compétitivité de la production, même dans des conditions de prix défavorables sur les marchés agricoles étrangers et nationaux.

Le soja et les produits de sa transformation sont une source d'argent pour l'État. Le prix moyen pondéré d'une tonne d'exportations totales de produits à base de soja est de 400,6 dollars, y compris le soja - 378,9 dollars, l'huile de soja - 751 dollars, les tourteaux et les déchets solides provenant de l'extraction d'huile de soja - 355,5 dollars. Le prix des produits à base de soja était plus de deux fois plus élevé. Parmi les principaux produits de la transformation du soja, l'huile de soja est du plus grand intérêt.

L'augmentation de la demande alimentaire ouvre de grandes opportunités pour l'Ukraine, qui doit être saisie. Le marché du soja est caractérisé par une nette tendance à une augmentation annuelle de la production et du traitement. Dans l'avenir, en élargissant la géographie des cultures de soja dans toute l'Ukraine, ce marché sera intéressant pour l'industrie des huiles et des graisses, dans la diversification de la consommation de soja et des produits de sa transformation. Les cultures de soja se développeront en raison de l'augmentation de ses superficies dans la zone de forêt-steppe et sur les terres irriguées des régions du sud de l'Ukraine, où se forme une "ceinture de soja" de production stable.

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INNOVATIONEN UND NEUE TECHNOLOGIEN

ANALYSE DER KAFFEEKULTUR IN DEUTSCHLAND

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Kaffee ist nach Wasser und Tee eines der beliebtesten Getränke der Welt [3]. Das Kaffeegeschäft entwickelt sich jetzt sehr schnell. Jedes Jahr erscheinen immer mehr Cafés und Kaffeemarken. Im Zusammenhang mit dem Verkauf von Kaffee entstehen neue Dienstleistungen.

Aufgrund der großen Beliebtheit von Kaffee in der Welt war es unser Ziel ist: erlernen die Kaffeetradition in Deutschland, welcher Kaffee in Deutschland beliebten ist und welcher Kaffeearten mögen die Deutschen.

Kaffee verbreitete sich in Deutschland Mitte der ersten Hälfte des 18. Jahrhunderts mit Hilfe der Briten. Sie fingen an, die ersten Kaffeehäuser zu öffnen. Die Deutschen haben einen sehr delikaten Geschmack und lieben mittelgerösteten Weichkaffee. Der Grund ist auch, dass die Bohnen bei einem mittleren Braten mehr Koffein behalten und stärkeren Kaffee produzieren.

Deutschland ist der drittgrößte Kaffeekonsument der Welt und einer der Hauptlieferanten von geröstetem gemahlenem Kaffee. Laut Statistik trinken 85% die Deutschen täglich Kaffee und die meisten trinken mehrere Tassen pro Tag [2]. In Abbildung 1 sind die Lieblingskaffees deutscher Verbraucher aufgeführt [4]. Präferenzen für bestimmte Kaffeemarken basieren auf allgemeinen Traditionen. Marken mit einer langen Geschichte auf dem Kaffeemarkt nehmen daher die führenden Positionen im Konsum ein [2].



Abbildung 1. Lieblingskaffeearten der Deutschen

Heute wird Berlin von der "dritten Welle" der Kaffeeproduktion erobert. Neue Coffeeshops mit modernen Brautechnologien werden eröffnet. Seit 2014 finden hier auch regelmäßig die Berliner Kaffeefestspiele statt [1].

Daraus können wir schließen, dass sich die Kaffeekultur in Deutschland aktiv entwickelt und Kaffee einen wichtigen Teil der Ernährung der Deutschen einnimmt. Auf dieser Grundlage hat der Kaffeemarkt in Deutschland große Aussichten.

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KONFLIKTMANAGEMENT IM KOLLEKTIV

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Ein Manager als eine Person, die ständig mit Menschen arbeitet, muss in der Lage sein, die Entstehung eines Konflikts zu verhindern, Menschen aus einem feindlichen Zustand zu bringen und Streitigkeiten beizulegen. Die moderne Managementwissenschaft erkennt an, dass Konflikte ein wesentlicher Bestandteil des Lebens einer Organisation sind. Konflikte lassen sich am besten vermeiden. Ohne Konflikte führen - ist das möglich? Wenn wir unter Konflikt jede kritische Rede, jede Diskussion oder Meinungsverschiedenheit verstehen, dann wäre das Konzept der Governance ohne Konflikte nicht nur eine Utopie, sondern würde Kritik nicht standhalten.

Zu vermeidende Konflikte sind destruktive Phänomene, die zur Zerstörung von Ressourcen führen, anstatt sie in einen konstruktiven Prozess der optimalen Nutzung einzubeziehen. Ressourcen sind Kräfte und ihre Quellen, Ressourcen sind Menschen, ihr geistiger Reichtum und ihre Bereitschaft, ihre Stärke auf ein Geschäft anzuwenden. Ressourcen sind natürlich Rohstoffe und Materialien, Kapital und Land, Natur und Umwelt. Und eine Ressource der besonderen Art ist unsere Zeit. Der Leiter ist mehr als andere eine Person, die für den optimalen Einsatz von Ressourcen, deren Verbesserung und Vermehrung verantwortlich ist.

Konflikte können rationaler und emotionaler Natur sein. Abhängig davon unterscheidet sich das Konfliktmanagement auf der Grundlage von: · gezielten Auswirkungen auf die Ursachen und Bedingungen des Konflikts; · Änderungen in den Einstellungen und Wertorientierungen von Rivalen. Diese Arten des Konfliktmanagements werden auf verschiedene Arten implementiert, von denen die wichtigsten organisatorisch, soziokulturell und sozialpsychologisch sind.

Die Konfliktverhütung in der Organisation wird von drei Hauptakteuren durchgeführt, "Personen", Themen: höheres Management, das die allgemeine Position dieser Einheit im System eines Unternehmens oder einer Institution bestimmt; der Referatsleiter, der eine gemeinsame Linie für den Umgang mit Konflikten und deren Bewältigung sowie ein Arbeitskollektiv umreißt, das in der Lage ist, Bildungs- und Regulierungsfunktionen wahrzunehmen, Menschen zu vereinen, ein Gefühl der Gruppenidentität, der Beziehungen der Zusammenarbeit und der gegenseitigen Unterstützung zu entwickeln und im Konfliktfall der maßgeblichste Schiedsrichter zu sein. Trotz der Bedeutung aller Akteure im Konfliktmanagement spielt der direkte Manager der Einheit, in der sich der Konflikt zusammenbraut oder bereits entwickelt, die führende Rolle im Konfliktmanagement. Für eine wirksame Prävention und Lösung von Konflikten aus dem Kopf sind erforderlich: die Fähigkeit zur Analyse der sozialen Situation und ihre konfliktologische Diagnose; Kenntnis der Psychologie von Menschen und der Muster ihres Verhaltens; eigene Selbstbeherrschung, Unparteilichkeit und Beständigkeit gegenüber Gegnern; die Fähigkeit, individuelle Gespräche und Verhandlungen auf einer prinzipiellen, geschäftsmäßigen Basis zu führen.

Es gibt innovativere Methoden des Konfliktmanagements. Sie ermöglichen es den Mitarbeitern, nicht nur ihre Unzufriedenheit auszudrücken, sondern auch darüber zu sprechen, wo ihrer Meinung nach das schwache Glied in der Organisation liegt, um sich nicht darauf zu konzentrieren, den Schuldigen zu finden, sondern sich selbständig aus einer schwierigen Situation herauszuarbeiten.

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DAS BANKENSYSTEM IN DEUTSCHLAND

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Das Bankensystem erfüllt wichtige volkswirtschaftliche Funktionen. Gleichzeitig stehen Banken immer wieder in der Kritik [1].

Banken lassen sich in verschiedene Kategorien einteilen, sodass es keine allgemeine Definition gibt. Die Unterteilung erfolgt vielmehr nach Eigentümerstruktur, Organisation und Tätigkeitsfeld. Dabei kann jedoch zum Beispiel eine genossenschaftlich organisierte Bank durchaus auch als Universalbank tätig sein. Ebenso kann etwa eine private Bank als Spezialbank agieren. Eine ganz besondere Rolle kommt der Deutschen Bundesbank zu. Sie ist die Zentralbank der Bundesrepublik [1].

Deutschland und Teil des Europäischen Systems der Zentralbanken (ESZB) sowie des Eurosystems. Das Bankensystem erfüllt in jeder Volkswirtschaft verschiedene wichtige Funktionen. Dies gilt auch für das deutsche Bankensystem. Diese wichtigen Funktionen sind Losgrößen-, Fristen- und Risikotransformation [2].

Zum deutschen Bankensystem gehören auch Universalbanken, Investmentbanken, Privatbanken, Staats- und Spezialbanken [2].

Als Universalbanken werden Kreditinstitute bezeichnet, die verschiedene Bankdienstleistungen anbieten. Von den knapp 1900 Banken in Deutschland sind ca. 95 % Universalbanken. Dazu zählen neben den Privatbanken auch die Sparkassen und Genossenschaftsbanken. Universalbanken bieten Produkte des Kredit- und Einlagengeschäfts, Zahlungsverkehrslösungen, Kapitalanlagen und weitere Bankprodukte an [1].

Investmentbanken betreiben das Investmentgeschäft, den Handel mit Wertpapieren und Vermögensverwaltung. Außerdem sind Investmentbanken an Kapitalmaßnahmen von Unternehmen wie zum Beispiel Börsengängen beteiligt. Die Bezeichnung als Investmentbank ist historisch auf das Trennbankensystem der USA zurückzuführen. Private Banken sind in der Rechtsform einer Kapitalgesellschaft organisiert und befinden sich mehrheitlich im privaten Besitz. Zu den wichtigsten privaten Banken in Deutschland zählen die Großbanken Deutsche Bank, Commerzbank, Postbank und HypoVereinsbank [1].

Im öffentlich-rechtlichen Bankensektor gibt es Sparkassen, Landesbanken und einige weitere Institute. Die Träger der Sparkassen und Landesbanken sind Gemeinden, Kreise und Länder. Eine Besonderheit des Sparkassensektors besteht darin, dass sich das Geschäftsgebiet einer Sparkasse auf das Gebiet ihres Trägers (zum Beispiel Landkreis) beschränkt. Sparkassen bieten Privat- und Geschäftskunden Kredite, Konten sowie Anlagelösungen an. Neben den regionalen Instituten gibt es auch einige zentrale Einrichtungen des Sparkassensektors [1].

Zu den Genossenschaftsbanken zählen die Volks- und Raiffeisenbanken, PSD Banken und genossenschaftliche Spezialinstitute. Bei Genossenschaftsbanken sind Kunden gleichzeitig auch Mitglieder. Genossenschaftsbanken sind ähnlich wie Sparkassen regional aktiv [1].

Spezialbanken werden Kreditinstitute genannt, die nur eine einzige oder nur sehr wenige und sehr spezielle Dienstleistungen anbieten. Zu den Spezialbanken zählen zum Beispiel Pfandbriefbanken und Bausparkassen [1].

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BEDEUTUNG UND FUNKTIONEN DER MANAGEMENTPSYCHOLOGIE IN ORGANISATIONEN

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Um ihr Ziel zu erreichen, muss jede Organisation ein effektives Managementsystem schaffen. In vielen Organisationen konzentrieren sich Manager aber häufig nur auf Finanzen, Produktion, Logistik oder Verkauf von Fertigprodukten, ohne dem Personal des Unternehmens genügend Aufmerksamkeit zu schenken. Die neuesten Studien zeigen jedoch, dass gerade die Erforschung und Anwendung der Managementpsychologie in der beruflichen Praxis heutzutage immer mehr an Bedeutung gewinnen, da sie ein Schlüsselfaktor für erfolgreiche Umsetzung von Unternehmensentwicklungsstrategien und Steigerung der Wettbewerbsfähigkeit ist.

Ziel der Veröffentlichung ist es daher, die Bedeutung, Wichtigkeit und Funktionen der Managementpsychologie in modernen Organisationen aufzuzeigen.

Das Personal der Organisation ist das schwierigste Objekt des Managements. Im Gegensatz zu Sachanlagen können Menschen ihre eigenen Entscheidungen treffen und die Anforderungen an sie bewerten. Darüber hinaus ist das Personal ein Team, von dem jedes Mitglied seine eigenen Interessen hat und sehr sensibel auf Managemententscheidungen reagiert. Die Reaktion darauf ist oft schwer vorherzusagen.

Die Arbeit eines Menschen basiert auf seiner Psyche. Dies hängt direkt mit seiner Vorstellungskraft, seinem Denken, seiner Aufmerksamkeit und anderen psychologischen Komponenten zusammen. Schließlich ist es offensichtlich, dass der psychologische Zustand einer Person das Ergebnis ihrer Aktivitäten beeinflusst. Dies wirkt sich wiederum auf das Ergebnis des gesamten Teams aus, in dem sie arbeitet [1].

Die Managementpsychologie ist ein Zweig der Psychologie, der die psychologischen Muster des Managements untersucht, nämlich: die Rolle menschlicher und psychologischer Faktoren im Management, die optimale Verteilung der beruflichen und sozialen Rollen im Team, Führung, Prozesse der Teamintegration und des Zusammenhalts, informelle Beziehungen zwischen seinen Mitgliedern, sozialpsychologische Eigenschaften des Leiters.

Funktionen der Managementpsychologie zielen auf die Lösung der Probleme im Managementsystem, um die Interaktion der Teilnehmer des Managementprozesses mit dem Ziel der Effizienzsteigerung der Organisation sicherzustellen.

Als unabhängiger Wissenszweig erfüllt die Managementpsychologie theoretisch-kognitive, informative, soziokulturelle, ethnopsychologische, sozio-psychologische, humanistische, prognostische und angewandte Funktionen.

Die Konzentration der Manager auf die psychologischen Aspekte des Managements schafft somit Bedingungen nicht nur für die erfolgreiche Erreichung des gemeinsamen Endziels der

Produktion, sondern auch für die vollständige Hingabe der Mitarbeiter, die Entwicklung ihrer kreativen Aktivitäten und die Befriedigung körperlicher und geistiger Bedürfnisse.

So muss ein Manager beim Management von Personal dessen Arbeit anregen, kreative Möglichkeiten der Mitarbeiter aufzeigen und auf psychologische Kompatibilität achten.

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QUANTITATIVE BEWERTUNG DER FERMENTATION DER HARTKÄSESORTEN DURCH STATISTISCHE METHODEN

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Käse hat hohes Kaloriengehalt und ist physiologisch vollwertig. Chemische Zusammensetzung von Käse schließt vollwertige, leicht verdauliche Eiweißstoffe (ungefähr 25%), Milchfett (ungefähr 30%), mineralische Vitamine (A, D, B, B₂PP) ein [1]. Also, das ist ein sehr wertvolles Nahrungsmittel, dessen Produktion innovative Technologien braucht. So ist die Aufgabe der Untersuchungen der mikrobiologischen, biochemischen und physikalisch-chemischen Prozesse, die sich während der Käseproduktion vollziehen, für Ausarbeitung der wissenschaftlich begründeten Empfehlungen für die Organisation der technologischen Prozesse sehr aktuell.

Ziel unserer Forschung ist die Bewertung des Einflusses der Koagulationsdauer und des Temperaturregimes auf die Fermentsmenge bei der Produktion verschiedener Käsesorten.

Käse erhält man durch Milchkoagulation mit Labenzym oder mit Milchsäure mit der nachfolgenden Bearbeitung der Käsemasse und weiterem Reifen. Eine der Operationen des allgemeinen technologischen Schemas der Käseproduktion ist Milchvorbereitung zur Koagulation, und zwar, Abkühlung von Milch bis zur bestimmten Temperatur, und Einführung entsprechend diesem Schema der notwendigen Fermentsmenge [2].

Für Forschung sind zwei Sorten von Hartkäse ausgewählt: Holländischer Käse und Russischer. Unter Berücksichtigung der Produktionsbesonderheiten jeder der Sorten wurde die Menge des für die Milchkoagulation erforderlichen Labenzym unter den folgenden Bedingungen berechnet:

-Koagulationszeit für Russischen Käse – 28-35 Minuten, Koagulationstemperatur – 30-32 Grad C;

-Koagulationszeit für Holländischen Käse – 25-30 Minuten, Koagulationstemperatur – 35-37 Grad C.

Durch dispergierte Methode wurde die Abhängigkeit der Fermentsmenge für die Milchkoagulation von dem Temperaturregime und der Koagulationsdauer festgestellt. In der ersten Etappe des Experiments wurde die Koagulationszeit beim Variieren der Temperaturwerte als Faktorenmerkmal ausgewählt. In der zweiten Etappe wurde die Koagulationstemperatur beim Variieren der Zeitwerte als Faktorenmerkmal verwendet.

Als Ergebnis der Berechnungen wurde Folgendes festgestellt:

- für Russischen Käse: Faktoren der Koagulationstemperatur und -zeit beeinflussen die Veränderung der Werte der gegebenen Fermentsmenge nicht;

- für Holländischen Käse: Faktor der Koagulationstemperatur hat keinen Einfluß auf die gegebene Fermentsmenge, wobei Faktor der Koagulationszeit beeinflusst die Werte der gegebenen Fermentsmenge.

Also, um die günstigsten Bedingungen für die Fermentation zu erhalten, ist es notwendig, Zeitparameter sorgfältig einzuhalten und die Dosis des erforderlichen Enzyms mit größerer Genauigkeit zu berechnen.

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ENTWICKLUNGSPERSPEKTIVEN DER IMKEREI IN DER UKRAINE

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Die Imkereindustrie der Ukraine ist ein wichtiger Bestandteil der staatlichen Wirtschaft. Die Bienenzucht ist die Grundlage und Quelle der nachhaltigen Entwicklung für eine Reihe von Branchen, insbesondere für den Pflanzenbau, Pharmazeutika, Lebensmittelproduktion und andere Zweige.

Ziel der durchgeführten Untersuchungen war den heutigen Stand der Entwicklung der Imkerei in der Ukraine zu analysieren und Entwicklungsperspektiven des ukrainischen Bienenzuchtssystems zu betrachten.

Die jüngsten Studien zeigen, dass die Ukraine bis vor kurzem einer der drei größten Exporteure von Honig (nach China und Argentinien) war. Der Hauptmarkt für ukrainischen Honig sind die Länder der Europäischen Union. 2018 ging doch ukrainischer Honigexport nach Angaben des Ministeriums für Agrarpolitik um mehr als 25% zurück. Der Hauptgrund dafür war die Vergiftung der Bienen durch Pflanzenschutzmittel, was heute eines der Hauptprobleme der Branche ist. Ein großes Problem ist auch die unzureichende Nutzung von Bienen als Bestäubern entomophiler landwirtschaftlicher Pflanzen und als entsprechende Folge daher der Rückgang quantitativer und qualitativer Indikatoren für die Pflanzenproduktion und die Rentabilität der Bienenzucht. Zu weiteren Problemen im Bereich der ukrainischen Imkerei gehören Mangel an wirksamer staatlicher finanzieller Unterstützung für die Branche; unzureichende tierärztliche Unterstützung, die zur unkontrollierten Ausbreitung von Bienenkrankheiten führt; Fehlen von harmonisierten Rechtsvorschriften über die Herstellung und Qualität von Bienenzuchtprodukten und als Folge Schwierigkeiten bei der Realisierung des Exportpotenzials der Industrie.

Die Entwicklungsperspektiven der ukrainischen Bienenzucht werden auf den Anforderungen der Gesetze der Ukraine "Über die staatliche Unterstützung der Landwirtschaft der Ukraine" und "Über die Bienenzucht" basiert. So sieht das Entwicklungsprogramm für die Bienenzucht der Ukraine für den Zeitraum 2016-2020 folgende Ergebnisse voraus: bis zum Ende 2020 Steigerung der Zahl von Bienenfamilien bis 6,0 Millionen sowie Produktion von natürlichem Honig bis zu 120000 Tonnen und von Wachs bis zu 2800 Tonnen. Für die Entwicklung der Bienenzucht in der Ukraine müssen mehr mobile Bienenhäuser geschaffen werden, was zur Steigerung der Honigproduktion

sowie der Bestäubung der Pflanzen beiträgt. Landwirtschaftliche Betriebe, die Pflanzen mit Pestiziden behandeln, müssen verpflichtet sein, die Imker vor dem Sprühen zu warnen, damit sie entsprechend ihre Bienen kontrollieren können.

Die Entwicklung der Bienenzucht ist einer der Wege zum gesunden Lebensstil der ukrainischen Bevölkerung.

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MODERN LINGUISTIC STUDIES OF THE XXI CENTURY

ETYMOLOGIE DES WORTES „BLUT“ IM DEUTSCHEN

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Die Linguistik ist mit ihren Zielen und Methoden ein relevanter Bereich, der es ermöglicht, die sprachlichen Merkmale der Ethnie zu ermitteln und ihre Bedeutung für die Bildung von mentalen, kommunikativen und Verhaltensstereotypen zu erkennen.

Das Konzept in den modernen Forschungen wird als mentale Repräsentation verstanden, die durch Worte verbalisiert wird. Die Verwendung der konzeptuellen Analyse bei der Untersuchung der Frameobjektivierung des Konzepts BLUT in der deutschsprachigen Linguistik hat gezeigt, dass das Konzept BLUT ausschließlich als Bestandteil des MENSCH / MAN - Konzepts betrachtet werden sollte, dessen Funktion sehr unterschiedlich, aber immer von entscheidender Bedeutung sein kann.

Es wird festgestellt, dass das Konzept BLUT nicht nur objektives Wissen über das Bedeutete enthält, sondern auch Informationen über das Imaginäre, das Unwirkliche – Seele, Charakter, Leidenschaft, Schicksal. Das Konzept in seiner Struktur enthält auch eine bewertende Wertkomponente. Last but not least sind Bilder, Gefühle, Empfindungen, Intuition und andere mentale Funktionen, da das Konzept BLUT Ausdruck der spirituellen und emotionalen Erfahrung der Ethnie ist.

Das Konzept BLUT ist sehr kompliziert und vielschichtig. In dem in der Sprache reflektierten Bild der Welt sind in Bezug auf die Person zwei grundlegende Bedeutungen eines Wortes Blut zu sehen. Das Blut ist nicht nur ein biologisch bedeutsames System, sondern auch ein System, das die Existenz der Materie, des Universums in all seinen verschiedenen Formen, organisiert.

Das Blut kann auf nur eine Biologie reduziert werden. In den Sprachen aller Völker der Welt nimmt die Metapher des Blutes jedoch einen besonderen Platz unter den logischen und poetischen Ausdrucksmitteln ein.

Dichter und Weise aller Nationen benutzten bereitwillig das Bild des Blutes, um das aktive Prinzip des Lebens in einem Wort genau auszudrücken. Abstrakt ausgedrückt vermittelt dieser Lebenssaft die Idee von der Verwandtschaft und der Vererbung; im Blut sahen, fühlten, hörten die Menschen den Strom des Lebens, im vergossenen Blut sahen sie die Flucht des Lebens, das Blut bedeutete immer den Mut und den Kampf. Das Bild des Blutes hat seit langem eine heilige, rituelle Bedeutung und wurde zum Ausdruck des tiefsten göttlichen Geheimnisses.

Die etymologischen Forschungen des Wortes „Blut“ zeigen, dass das moderne deutsche Substantiv „Blut“ aus dem altdeutschen „blōda“ stammt. Innerhalb der indogermanischen Sprachfamilie war das Wort nur im Deutsch und in alten indogermanischen Sprachen vertreten und wird mit den lateinischen Wörtern grausam verglichen. Die Besonderheit dieses Substantivs ist die deutsche Form, die von der indogermanischen verbalen Wurzel „bhel“ stammt – „schwellen“, „fließen“, der bis zum lateinischen entwickelten Wurzel „bhel“ reicht.

Das Substantiv „Blut“ wird erstmals im berühmten deutschen Wörterbuch von Jakob und Wilhelm Grimm erwähnt. Es ist ein altdeutsches Wort, dessen Anfangsformen „pluot“, „bluot“ sind. Sein Ursprung ist laut Forschern nicht vollständig klar. Es ist jedoch bekannt, dass alle Anfangsformen des Wortes eine gemeinsame indogermanische Wurzel haben. Die Forscher fanden auch Ähnlichkeiten mit den deutschen Wörtern „die Blüte“ – „blüte“ und „blühen“ – „blüte“.

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КОМП'ЮТЕРНІ ІГРИ-ЯК НЕВІД'ЄМНА ЧАСТИНА ВИВЧЕННЯ АНГЛІЙСЬКОЇ МОВИ

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Дана робота «Комп'ютерні ігри – як невід'ємна частина вивчення англійської мови» виконана з ціллю з'ясувати особливості впливу комп'ютерних ігор на самостійне вивчення англійської мови. Автори доводять, що комп'ютерні відеоігри є засобом для вдосконалення англійської мови. Результати проведеного анкетування підтверджують значимість і вагому роль комп'ютерних ігор у вивченні англійської мови.

Мета дослідження полягає у тому, щоб довести позитивний вплив комп'ютерних ігор на вивчення дисципліни «Іноземна мова (за професійним спрямуванням)» та предмета «Іноземна мова» для подальшого накопичення професійно-орієнтованого лексичного матеріалу та розвитку мовлення.

З метою проведення дослідження студентам було запропоновано взяти участь у анкетуванні. За результатами анкетування автори зробили висновок, що використання комп'ютерних ігор сприяє розвитку потреб у спілкуванні студентів англійською мовою, їх прагненню до набуття знань і практичних навичок. Провідним мотивом є інтерес до вивчення мови й спроможності здійснювати іншомовну мовленнєву діяльність.

Також, студенти, які навчаються зі спеціальності «Комп'ютерна інженерія», взяли участь у тестуванні. Метою цього завдання було дослідити процес запам'ятовування та обробки нової лексики під час участі у комп'ютерній грі «Battlefield V». Студенти мали обмежену кількість часу для гри, після цього вони повинні були записати нові слова, які запам'ятали та скласти з ними речення. Підсумок був задовільний, 72% студентів виконали роботу своєчасно та отримали нові знання.

Більшість підлітків вважає, що захоплення відеоіграми позитивно впливає на сприйняття і знання англійської мови. Це допомагає їм розширювати словниковий запас, сприяє розвитку мовленнєвої діяльності. Використання комп'ютерних ігор дозволяє набагато легше, швидше і цікавіше вивчати англійську мову, розвивати пам'ять, увагу, уяву, вміння знаходити закономірності.

Ми вважаємо, що наша робота корисна для всіх хто захоплюється комп'ютерними іграми. Подібні ігри набувають все більшої популярності. Дуже добре, якщо гра озвучена носіями мови, тоді гравець крім великого словникового запасу буде володіти ще й правильною вимовою.

Пропоновані в роботі ігри можуть використовуватися як ефективний додатковий засіб під час вивчення іноземної мови. При правильному застосуванні комп'ютерні ігри можуть значно покращити і спростити навчальний процес, урізноманітнити і доповнити існуючі форми і засоби роботи зі студентами. Новизна роботи з комп'ютером сприяє підвищенню інтересу до навчання, а можливість регулювати навчальні завдання за ступенем складності позитивно позначаються на мотивації студентів.

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ОСОБЛИВОСТІ ПЕРЕКЛАДУ НАСТІЛЬНИХ ІГОР НА ПРИКЛАДІ ГРИ «МАНЧКІН»

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Популярність настільних ігор в Україні швидко зростає, але, на жаль, досліджень, присвячених їм, дуже мало. Феномен настільних ігор та особливості їх перекладу на українську мову залишається недослідженим.

Мета роботи полягає в аналізі україномовного перекладу настільної гри «Манчкін» та дослідженні прийомів перекладу, які використав перекладач.

Об'єкт дослідження: настільні ігри, а саме гра «Манчкін».

Предмет дослідження: прийоми перекладу, які використовує перекладач.

«Манчкін» – це настільна карткова гра, що пародіює і рольові, і карткові ігри. Сама назва походить від сленгового слову «той, що жує»: гравець, що зацікавлений лише в перемозі. Також вона є пародією на популярну маскультуру і літературу в жанрі фентезі в цілому. Вона є відображенням тих тенденцій, що відбуваються в літературі і кінематографії в наш час.

З одного боку, «Манчкін» відображає цілий пласт культури, але в той же час, створює певні проблеми для перекладача, бо для того щоб перекласти цю гру, йому доведеться зробити її зрозумілою і близькою українському гравцеві. Наприклад, наше суспільство обішла стороною шалена популярність «Зоряного шляху», і багато посилянь на цей культурний феномен буде звичайному гравцеві просто незрозумілим.

Проаналізувавши україномовний переклад гри, ми дійшли висновку, що перекладач перш за все враховує аудиторію, яка буде грати, тому використовує багато молодіжного сленгу, який створює у багатьох випадках комічний ефект. По друге, переклад використовує перекладацький підхід, який називається одомашнення, і в більшості випадків намагається замінити образи, притаманні масовій американської культурі більш зрозумілими натяками на українські реалії (наприклад, заміна відомих американських діячів українськими (брати Райт – брати Зомбюкіни («Брати Гадюкіни» – відома українська рок-група). В деяких випадках перекладач замінює досить такі жорстокі та образливі образи більш нейтральними, адаптуючи гру до віку гравців, бо ця гра є популярною саме серед підлітків.

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EIGENSCHAFTEN DER DEUTSCHEN EMOTIONALEN AUSDRUCKSEINHEITEN

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Sprachliche Ausdrucksmittel für Emotionen (insbesondere Ausdruckseinheiten) sind Gegenstand zahlreicher Forschungen. Die extreme Komplexität dieses Themas wird durch die Tatsache belegt, dass die Linguistik immer noch keine ganzheitliche Theorie der Emotionalität hat, obwohl eine große Anzahl von lexikalischen Mitteln zur Bezeichnung und zum Ausdruck von Emotionen beschrieben wird. Unabhängig von der Sprache, in deren Kontext die Mittel zum Ausdruck von Emotionen untersucht werden, bleiben die Hauptkomponenten der emotionalen Reaktion grundlegend, nämlich der qualitative Faktor (emotionaler Ton, emotionale Einschätzung), der quantitative Faktor (Intensität, Dauer).

Die Verbalisierung von Emotionen ist ein ziemlich komplizierter Prozess, da Emotionen eine individuelle Erfahrung einer Person ausdrücken und ein sprachliches Zeichen eine verallgemeinerte Bedeutung hat. Ein Sprachzeichen spiegelt eine Emotion wider, die durch das Prisma des öffentlichen Bewusstseins gegangen ist und die von den meisten Mitgliedern der Sprachgemeinschaft erfahren wird.

Während der Erforschung des Themas der interlingualen Äquivalenz im Bereich der phrasenbezogenen Semantik werden die nationale und kulturelle Spezifität der verglichenen Sprachen, die Besonderheiten der Wahrnehmung und Reflexion der Welt durch die Ethnie offenbart.

In Erforschungen der Phrasenbildung einer Sprache wird der Phrasenbildungsprozess normalerweise unter Berücksichtigung von drei Hauptkomponenten analysiert: 1) Motivation von mentalen und emotionalen Informationen, 2) die Ausgangsmaterialform, aufgrund derer die Bedeutung der Ausdruckseinheit materialisiert wird; 3) außersprachliche Situationssphäre, die als Anstoß für die Entstehung phrasenbezogener Einheiten dient.

Bei der Erstellung von Ausdruckseinheiten interagieren diese Faktoren, aber je nach Ableitungsbasis kann ihr Einfluss unterschiedlich sein. Die Grundlage für die Schaffung phrasenbezogener Einheiten ist häufig eine außersprachliche Situationssphäre mit vollständigem oder teilweise Fehlen einer Ableitungsbasis.

Trotz der sprachlichen Zugehörigkeit haben alle Ausdruckseinheiten viele Gemeinsamkeiten: Reproduzierbarkeit in der Sprache; konstante lexikalische Zusammensetzung; etablierte Wortfolge; stabile grammatische Kategorien; der Verlust von Wörtern, die Bestandteile von Ausdruckseinheiten sind, ihre Bedeutungen, aufgrund derer sie zusammen ein Konzept ausdrücken; Ausführung einer syntaktischen Funktion in einem Satz durch alle Komponenten der Ausdruckseinheit; das Vorhandensein von synonymischen und antonymischen Beziehungen zu anderen phrasenbezogenen Einheiten und Wörtern. Am häufigsten werden Wörter in phrasenbezogenen Einheiten im übertragenen Sinne verwendet.

Kein Sprachstil ist ohne phrasenbezogene Einheiten vollständig. Die meisten von ihnen sind künstlerisch, journalistisch und umgangssprachlich, wobei ihre Hauptfunktion der Ausdruck von Bildhaftigkeit ist. Im offiziellen Geschäftsstil sollen sie die Kommunikationsmethoden vereinheitlichen, um deutlich zu machen, im wissenschaftlichen Stil erscheinen sie oft als

terminologische Kombinationen und drücken ein Konzept aus. Die besondere Helligkeit der Ausdruckseinheiten manifestiert sich in der mündlichen Rede.

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ТВОРЧИЙ ПОТЕНЦІАЛ ЛІТЕРАТУРНОЇ КРИТИКИ ВІРДЖИНІ ВУЛФ

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Вірджинія Вулф – відома британська письменниця-модерністка – znana в широкому читацькому колі найперше як авторка експериментальної прози. Між тим у творчій біографії мисткині вагомe місце належить літературно-критичній діяльності. Її набуток у цій царині не обмежується рецензіями на сторінках преси, які, до слова, регулярно з’являлися протягом понад тридцяти років у таких масштабних виданнях Великобританії, як “The Guardian” і “The Times”. Перу Вірджинії Вулф належать також численні огляди та статті, двотомний збірник “The Common Reader” і чотири томи есеїв “Collected Essays”.

Осмислюючи доробок письменниці, літературознавці часто наводять парадоксальне висловлювання Е.М. Форстера про те, що у своїй літературній критиці вона була більше романістом, ніж у прозі. Н. Рейнгольд не погоджується з таким потрактуванням. На думку дослідниці, своєрідність есеїв цієї авторки слід розглядати з огляду на контекст традиції класичної англійської есеїстики XVII–XVIII століть [див.: 4]. К. Генієва, навпаки, переконана, що “знеособлена у романах, Вірджинія Вулф осяяла критичні праці чарівністю своєї особистості – у них більше від неї самої, повніше відчувається її індивідуальність” [1, с. 22].

З іншого боку, як зауважує Т. Селітріна, “можна сказати, що в 1910–20-ті роки ХХ століття англійський есей у низці випадків стає художньою формою, що існує на межі художньої літератури та публіцистики” [5, с. 260]. Ця особливість, безумовно, помітна у Вірджинії Вулф, однак предметом комплексного дослідження ще не була. Ergo, вивчення творчого потенціалу літературної критики письменниці є актуальним науковим завданням.

Проблема художності, творчого потенціалу літературної критики, попри очевидність свого розв’язання, сьогодні є відкритою. Сучасні підходи до визначення поняття “творчий потенціал” акцентують такі його складові, як “уміння ефективно побудувати план потенційного усного або письмового повідомлення, вправність у логічному викладі ідеї, добір адекватних лексико-граматичних засобів” [2, с. 10] тощо, окреслюючи перспективу нашого дослідження.

“Особистість критика, – як справедливо зауважує О. Павлова, – проявляється не у створенні художнього образу, не в особливому відчутті довколишнього світу (хоча внутрішньо критикові це може бути властиве), але в аналізі, у характері та способах пояснення власне того образу чи іншої художньої реальності” [3, с. 30]. Водночас у літературознавстві побутує думка: критика має двоєдине начало – це і наука, і мистецтво. Отже, не викликають подиву висновки про те, що письменники (ширше – митці) є найкращими критиками, адже безпосередньо знайомі з творчим процесом, сприймають його суб’єктивно, ніби зсередини. Відтак констатуємо високий творчий потенціал літературної критики Вірджинії Вулф.

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ЕМОТИВИ В МОВЛЕННЄВИХ ПАРТІЯХ ГОЛОВНИХ ГЕРОІНЬ МУЛЬТИПЛІКАЦІЙНИХ ФІЛЬМІВ СТУДІЇ УОЛТА ДІСНЕЯ (НА МАТЕРІАЛІ ФІЛЬМІВ «SNOW WHITE AND THE SEVEN DWARFS», «CINDERELLA», «BEAUTY AND THE BEAST», «TANGLED», «THE PRINCES AND THE FROG»)

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Розглянуті в роботі англomовні мультиплікаційні фільми студії Уолта Діснея орієнтовані, в першу чергу, на дитячу аудиторію і несуть на собі відбиток американської культури.

Для мовленнєвих партій всіх принцес характерне використання у значній кількості емотивів, в першу чергу вигуків та номінативів. Орієнтованість фільмів на дітей, переважно дівчат, визначає домінування одиниць, що виражають позитивні емоції. Зареєстрована незначна кількість емотивних метафор та дескрипцій. Останні майже відсутні в мовленні персонажів у зв'язку з тим, що образи дівчин утворюються в рамках кінодискурсу. Відеоряд надає зовнішнє відображення емоцій і вербальна дескрипція стає зайвою.

Співставлення емотивів у мовленнєвих партіях героїнь мультфільмів, які були створені в різні часи, підтверджують гіпотезу про відображення у мовленні динаміки гендерних стереотипів в американському суспільстві. Кількісні підрахунки продемонстрували залежність кількості емотивів в мовленні героїнь від часу створення фільму. Зміна гендерних стереотипів, зміна образів Діснеєвських принцес призводить до зменшення одиниць, що відображають емоції. В мовленні Тіани (2009 рік виходу фільму) зареєстровано 31 емотив, Белль (1991 рік) – 49 емотивів. Мовлення Білосніжки (1937 рік) містить 102 емотиви, Попелюшки (1950 рік) – 114 одиниць.

Мовленнєва партія Рапунцель, героїні мультфільму, який з'явився у 2010 році, містить велику кількість емотивів. Було зареєстровано 140 одиниць. Надвичайна насиченість мовлення дівчини емотивами пояснюється особливістю сюжету фільму. Дівчина мала особливе виховання в ізоляції від суспільства. У Рапунцель не сформована емоційна культура. Відсутність знань про життя людей, культуру, дефіцит комунікації призводить до того, що у героїні все викликає дуже сильні емоції, позитивні чи негативні.

Таким чином, емотиви у мовленнєвих партіях Діснеєвських принцес Білосніжки, Попелюшки, Белль, Рапунцель та Тіани відіграють роль у створенні образів. На використання

емотивів впливає цільова аудиторія, сюжет, характеристика образу, і, зокрема, динаміка гендерних стереотипів в американському суспільстві.

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SPRACHLICHES ABBILD DES AGGRESSIVEN MENSCHLICHEN ZUSTANDES

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Bei der Entwicklung eines anthropozentrischen Ansatzes in der modernen Linguistik tritt ein Komplex theoretischer und praktischer Fragen zur Definition der Prinzipien einer effektiven Kommunikation in den Vordergrund. Ihre Lösung sollte zur Schaffung und praktischen Umsetzung eines Modells toleranter kommunikativer Interaktion zwischen Vertretern einer sich verändernden Gesellschaft führen. Die Suche nach optimalen Formen effektiver Kommunikation in einer informatisierten Gesellschaft muss mit einem Verständnis der Komplexität komplizierter sozialer und kommunikativer Situationen beginnen, deren gewichtiges Merkmal sprachliche Aggression ist.

In der Linguistik wurde die sprachliche Aggression vor kurzer Zeit untersucht. Das Ende des XX – Beginn des XXI Jhs. in der Geschichte der Menschheit ist die Zeit der "Beschleunigung" der Sprachentwicklung, und dies erklärt das zunehmende Interesse der Linguisten an den ablaufenden Prozessen. Diese Transformationen sind das Ergebnis von Reflexion und Fixierung in der Sprache von vielschichtigen und manchmal unerwarteten Ereignissen und Prozessen; die Entstehung und Verbreitung des Einsatzes sprachlicher Aggression ist eine Folge solcher Transformationen.

Die Aggressionsableitung in der Umgangssprache ist durch mehrere Faktoren gekennzeichnet, die berücksichtigt werden sollten, da sie eine Änderung der Kommunikationsstrategie bewirken und eine neutrale Kommunikationssituation in eine Konfliktsituation verwandeln.

Die sozialen Präferenzen der Gegenwart bestimmen zweifellos die Demokratisierung der Rede, die mit der Erneuerung und Erweiterung der literarischen Norm unter Inanspruchnahme interner sprachlicher Ressourcen verbunden ist. In den letzten Jahrzehnten kam es zu einer Wiederbelebung der Migrationsprozesse, die durch die zunehmende Mobilität ethnischer Gruppen und infolgedessen durch das zunehmende Interesse der Sprecher an der Ausleihe und Verwendung von Fremdwörtern, Euphemismen und häufig einem reduzierten Wortschatz verursacht wurden.

Ein weiterer sozial bedeutender Prozess in der modernen Sprache ist die Intensivierung der Verwendung von Fremdwörtern. Derzeit gibt es dafür günstige Bedingungen, da sich die Menschheit, die sich an rasche Veränderungen der Konvergenz- und Divergenzbedingungen anpasst, als Teil des mobilen Mechanismus allgemeiner Zivilisationsprozesse zu fühlen beginnt. Es gibt eine Neubewertung der sozialen Werte, der Schwerpunkt wird von Klassen- und Parteiprioritäten auf

universelle verschoben. Es gibt eine offene Ausrichtung nach Westen im wirtschaftlichen Bereich, in Form der Organisation politischer Strukturen, in den Bereichen Kultur, Sport, Handel, Mode und dergleichen. All diese Trends sind für die gesamte moderne Welt charakteristisch geworden und haben sich als wichtiger Anreiz für die Verwendung des Fremdsprachenvokabulars herausgestellt.

Verschiedene soziale, politische und wirtschaftliche Veränderungen im Leben der Gesellschaft führen zu Veränderungen in der Funktionsweise des Sprachsystems, was durch die Sprachpraxis deutlich wird [3]. Die charakteristischsten und offensichtlichsten Merkmale von Änderungen in der Sprache sind: Ausleihen sprachlicher Mittel aus den peripheren Kommunikationsbereichen, Intensivierung der Verwendung von Fremdwörtern, Auffüllen des Ausdruckssystems mit neuen stabilen Kombinationen. Diese Tendenzen spiegeln die rasche Entwicklung der Sprache wider und sollten daher sowohl für Linguisten als auch für Psychologen, Politikwissenschaftler, Soziologen, Ethnologen und Historiker analysiert werden - Spezialisten, die mit den methodischen Instrumenten ihrer Wissenschaftszweige die Menschheit wieder in den Dialog bringen können.

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THE ROLE AND TYPES OF MODERN LINGUISTICS IN THE XXI CENTURY

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The whole life of mankind and the development of science of this period had a decisive influence on the formation of modern linguistics in the second half of the 20th century and the beginning of the 21st century. The 20th century is the century of scientific and technological progress, which reached a truly unprecedented pace, this is the time of the greatest social upheavals on a worldwide scale — revolutions, world wars, numerous conflicts.

Both progress and conflicts demanded new qualities from the person himself, who becomes the center of consideration of many sciences.

It is customary to call the linguistics of the second half of the 20th century and the beginning of the 21st century modern linguistics (in some studies, the 60s or even 70s of the XX century are called the beginning of this period).

For many linguists, the events of this period took place literally in front of their eyes and with their participation, so there is no consensus regarding the classification of the teachings and directions that marked this period.

Computational linguistics (also: mathematical or computational linguistics) is a branch of science that emerged at the intersection of linguistics and practice, which includes almost everything related to the use of programs and computer technologies in linguistics. This is a fairly new science that originated in the United States in the 60s.

Computational linguistics deals with the automatic analysis of natural language. This is done in order to simulate the work of the language in certain conditions, situations and areas.

Discourseology or discourse theory is one of the newest areas of linguistic theory, and therefore, even with the definition of the discourse concept, scientists still have a lot of problems.

That is, what we say is viewed as an event of communication, in conjunction with gestures, facial expressions, speech rhythm, emotional assessment, experience and worldview of the participants in communication.

Discourse analysis is an interdisciplinary field of knowledge, in which sociologists, psychologists, artificial intelligence specialists, ethnographers, literary scholars, stylists and philosophers participate alongside linguists (speech immersed in life).

And all of these helps to understand how our speech works in certain life situations, what mental processes occur at these moments, and how all this is related to psychological and sociocultural factors.

Sociolinguistics studies the relationships between language and society. Scientists who conduct research in this area are engaged not only in the phonetic features of dialects, but also in national languages, the social characteristics of multilingualism, the relationship between language and social roles.

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THE SCALE

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My article briefly describes the use of different scales of topographic maps for construction and design. As surveying is the inevitable companion of almost all geodetic surveys, so the focus in its main features and applications will certainly be helpful to everyone.

The appointment of such a widespread and widely demanded range of works like topographic surveying may be very different. Therefore, the final topographical plans may fairly differ.

So what is the scale? The word has come from German and means "Measuring stick." The scale of topographic plan is a ratio of linear objects on the ground and their images in the plan. That is how many times the size in the plan is less than natural one. The higher the number indicated in the second part of the scale is the smaller the plan, the large area it covers.

From the point of the customer's view the scale of surveying is the most important characteristic. Usually designers, landscape designers and other such specialists stipulate what scale of topographical plan they need to work and what additional conditions will have to be. In general, the choice of surveying area scale is dictated by the use of its results.

When talking about the accuracy of topographic plan it means the average error of the location of the object on the plans in relation for the nearest points of SGN (state geodetic network). In other words, it is the precision with which the paper terms it is possible to know the coordinates of the object. At different scales it varies accordingly. Made for flat terrain it is 0.5 mm at the scale of the plan. It is believed that the human eye is clearly differentiates this amount, and the plan distance can be measured with a precision of a half a millimeter. This means that for the scale of 1:1000, for example, the error will be 0.5 meters. The smaller the scale is the greater the error. Even if survey was done with greater accuracy it will not affect the accuracy of determining the coordinates on the paper drawing.

Regarding digital terrain models, where the accuracy is not due to the resolution of the eye but to the regulations for surveying of different scales. Speaking about topographical plans the scale can be 1:10000 and larger. All smaller scale is already for maps. This is because the plans are represented on the plane (without taking into account the curvature of the earth). And maximum land area that can be drawn on the plane is placed on a plan of scale 1:10000. Lots larger areas are projected on the plane with distortion, as amended, or in the form of "petals" on the map.

To the types of scale one can attribute the designation them on maps and plans. There are (graphical) bar scales, lexical scale and a ratio. Bar and lexical scales are mainly used on maps of small scale and they are not so common.

The numerical scale is present in almost all drawings and plans. It is more concise and roomy. The scale of topographic maps can be set larger than 1:10000. It can be specified in the terms of reference to carry out topographical works. But there are common scales which are mostly used. They are 1:10000, 1:5000, 1:2000, 1:1000, 1:500, 1:200, 1:100.

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BESONDERHEITEN DES KONZEPTS *KÖNIGIN* IM DEUTSCHEN SPRACHRAUM

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Die Linguistik ist mit ihren Zielen und Methoden ein relevanter Bereich, der es ermöglicht, die sprachlichen Merkmale der Ethnie zu ermitteln und ihre Bedeutung für die Bildung von mentalen, kommunikativen und Verhaltensstereotypen zu erkennen.

Der Begriff „Konzept“ fungiert als generische Bezeichnung für eine Reihe von mentalen Formationen, zu denen Ideen, Konzepte, Gestalten und Handlungsmuster gehören. Als Einheit des Wissens über die Welt kann das Konzept einen unterschiedlichen Grad an Informationsgehalt aufweisen und gleichzeitig eine ganzheitliche Einheit bleiben, die in der Lage ist, menschliche Erfahrungen zu verändern und zu erfassen.

In der modernen Wissenschaft für die Erforschung der Konzepte werden fünf Frames verwendet: der Aktionsframe erfasst Aktionen, gegenständlicher Frame umfasst qualitative Indikatoren; besitzergreifender Frame beschreibt die Beziehung zwischen der Handlung und dem Objekt; taxonomischer Frame stellt die Kategorisierung dar; vergleichender Frame ist ein Vergleichsinstrument. Die Theorie der semantischen Rollen hat sich als Mittel zur Vertiefung der Forschung im Rahmen des Rahmenansatzes erwiesen.

Eine auf journalistischen Artikeln basierende Forschung des Konzepts *KÖNIGIN* ergab, dass 5 Frames implementiert wurden. Das verallgemeinerte Interaktionsschema der erkannten Frames kann man in Form eines Interframe-Gitters darstellen, in dem *KÖNIGIN* die zentrale Position einnimmt. Es ist davon auszugehen, dass das entdeckte Netzwerk eine Struktur ist, die das Konzept *KÖNIGIN* im Denken der Vertreter des deutschsprachigen Sprachraums darstellt.

Eine detailliertere Analyse der Slots, in denen sich das Konzept KÖNIGIN manifestierte, unter Einbeziehung semantischer Rollen und semantischer Situationen ermöglichte es, nicht nur die semantischen Eigenschaften der Königin als handelnde Person zu vertiefen und zu klären. Zusätzlich werden die semantischen Situationen identifiziert, in denen die Aktion stattfindet, und die semantischen Rollen, die die typischen Aktionen der Königin erfassen, werden verallgemeinert.

Es wird in der Forschung festgestellt, dass die wichtigste Pflicht der Königin darin besteht, die Stabilität im Staat aufrechtzuerhalten (qualitative semantische Rolle). Die Königin kämpft normalerweise hart um den Thron (intensive semantische Situation), die beste aller Frauen (die semantische Rolle der Kontraste), um ein hohes Maß an Zeichen zu erhalten (Rolle „intensiver Nutzen“), seinem Volk treu (Rolle „solum“), hartnäckig und unbezwingbar (qualitative semantische Rolle), drückt seine Verzweiflung und seinen Schmerz aus (semantische Frustrationssituation), beobachtet Gegner (selektive Rolle), kann lange warten (semantische Situation „Gewohnheit“).

Die moderne Königin führt ihre Handlungen schlechter aus als sie könnte (die semantische Rolle der Nachlässigkeit), erfüllt nicht die Erwartungen (die semantische Rolle „privativ“). Leidet, aber ergreift keine Maßnahmen (semantische Rolle „possibilitiv“ kombiniert mit der Rolle „privativ“). In den Ereignissen mit Prinz Harrys Familie stimmt die Königin zu, dass die Situation stattfinden sollte (die semantische Rolle „optischen Nachteile“).

Da die identifizierten semantischen Situationen und Rollen durch zahlreiche Beispiele aus einer kontinuierlichen Stichprobe gestützt werden, ist es möglich, das typische Verhalten und Handeln der Charaktere anzugeben und über das Vorhandensein sprachlicher und kultureller Stereotypen zu sprechen.

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ОБРАЗ ПСИХОПАТА У БРИТАНСЬКОМУ РОМАНІ ДРУГОЇ ПОЛОВИНИ ХХ СТОЛІТТЯ

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За словами класика, мистецтво є «одним із засобів відрізнити добре від злого» (Л. Толстой). Інший митець – французький письменник доби романтизму Ж.-Ш. Е. Нодьє був переконаний, що «всі книги пишуться й читаються задля однієї з трьох цілей: пояснити світ, змінити його або втекти від нього» [цит. за: 3, с. 47]. Обидві тези цілком справедливі щодо творів В. Гюго, Ф. Достоєвського, П. Зюскінда (перелік можна продовжувати). У романах цих авторів яскраво втілені образи людей, які з різних причин стали вигнанцями, перетнувши межу дозволеної суспільної моралі та / або закону.

Очевидно, що маргінал, аутсайдер, злочинець час від часу стає об'єктом письменницької уваги. Це не дивно, адже гуманістичний пафос мистецтва слова, власне, і полягає в тому, що автори розкривають внутрішній світ героїв, їхні страждання та сумніви у процесі пошуку істинного шляху в умовах несправедливого, а часто – жорстокого суспільства. Однак саме в постмодернізмі особистість психопатичного типу стає тим героєм, який відповідає на виклики сучасності.

Характерними ознаками постмодерного суспільства, як відомо, є депресивність, ескапізм та деструктивність. Відбувається деформація усталених поведінкових моделей і ціннісних настанов,

ануляція непотрібної відтепер моралі [1]. Саме з прогресуванням таких тенденцій дослідники пов'язують культивування соціумом психопатологічних рис особистості [2; 4]. Письменники-постмодерністи, відштовхуючись від соціальних реалій і граючи з традицією, фактично конструюють новий тип героя, який стає втіленням сучасного мислення західної культури.

Відомо, що мистецтво вельми чутливо реагує на соціокультурні зміни, тому закономірно, що «сюжет про психопата стає центральним у низці творів літератури другої половини ХХ століття» [5, с. 185]. Особливо продуктивною у цьому аспекті виявилася творча інтуїція британських письменників зазначеного періоду, що засвідчують, наприклад, романи «Володар мух» (1954) Вільяма Голдінга, «Механічний апельсин» (1962) Ентоні Берджеса, «Колекціонер» (1963) Джона Фаулза, «Осина фабрика» (1984) Ієна Бенкса тощо.

У наведених творах психопатія прочитується як своєрідна модель бунту в умовах анігіляції та знеособлення індивідуума, як вихід за межі буденного і спроба заявити про власне існування, як намагання подолати постульовану постмодернізмом кризу.

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ЗАСТОСУВАННЯ СУЧАСНИХ ОСВІТНІХ ТЕХНОЛОГІЙ ДЛЯ РОЗВИТКУ СОЦІОКУЛЬТУРНОЇ КОМПЕТЕНТНОСТІ НА УРОЦІ АНГЛІЙСЬКОЇ МОВИ

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Мова – єдина і неповторна основа мислення, а знання іноземної мови сприяє покращенню інтелектуальних здібностей. Найважливішим проявом розвитку розумових здібностей є розширення світогляду учня, яке сприяє його особистісному зростанню.

Здійснення цієї ідеї не може відбутись без створення та упровадження сучасних технологій навчання. Школа має бути життям, а не підготовкою до життя. Дійти до цього можливо, якщо за допомогою інноваційних підходів, створити цікаве інтерактивне середовище. Інтерактивний метод дозволяє організувати взаємодію з учнями через спілкування у різних формах спілкування. Нині вчителю треба знати сучасні методи викладання іноземної мови, а також спеціальні освітні технології, методи та прийоми, щоб доцільно обрати цікаві та мотивуючі форми викладання відповідно до рівня знань, інтересів та потреб старшокласників. До сучасних освітніх технологій зараховують комунікативні та інформаційні технології. Це може бути проектна робота у процесі навчання, робота учня з комп'ютером і мультимедійними програмами для створення різноманітних презентацій з

цікавих тем, пошук в мережі Інтернет тощо. Такі технології сприяють індивідуалізації та диференціації навчання, враховуючи здібності учнів та рівень їхніх знань.

Основними принципами новітніх методів є рух від цілого до окремого, орієнтація занять на студентоцентрованість, спрямованість та певна змістовність занять, їхня спрямованість на досягнення соціальної взаємодії за наявності впевненості вчителя в успішності усіх старшокласників, інтеграція мови та засвоєння її за допомогою знань з інших дисциплін [1, с. 65]. Для організації спілкування з соціокультурними елементами використовують роботу в прах, малих і великих групах. Соціокультурний контекст доцільно створювати в ситуаціях для активної спільної діяльності старшокласників. Учні кооперуються в групи, виконуючи одне завдання, під час якого обговорюється роль кожного. Усі учні повинні відчувати відповідальність не тільки за результат своєї діяльності, а й за діяльність усієї групи. Протягом цього процесу учні старших класів з низьким рівнем знань прагнуть з'ясувати у сильніших те, що їм незрозуміло, а діти з високим рівнем прагнуть, щоб слабкі детально розібралися в завданні [1, с. 66]. Ця діяльність допомагає спільними зусиллями ліквідувати прогалини у знаннях всього класу, позитивно впливає на розвиток уваги та розумової діяльності учнів, та стимулює до співпраці.

Найефективнішими формами парної та групової роботи є: мозковий шторм (brain storm); обмін думками (think pair - share); читання за допомогою прийому «збирання пазла» (jigsaw reading); парні інтерв'ю (pair - interviews). Ці форми роботи спонукають учнів до поглиблення і розширення знань та умінь старшокласників. Метод проектів також сприяє формуванню та розвитку активного, творчого і самостійного мислення учнів старших класів та заохочує їх до дослідницької діяльності.

Таким чином, інноваційні технології є важливим і корисним компонентом уроків англійської мови, оскільки вони надають широкі можливості для диференціації та індивідуалізації навчальної діяльності. В організації освітнього процесу суттєвою є спрямованість на його кінцевий результат – творче та свідоме засвоєння матеріалу як основа для формування соціокультурної компетентності у складі комунікативної.

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WEIRD BRITISH TRADITIONS AND FESTIVALS

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To some outsiders, the Brits may seem prim, proper, and a bit too serious at times. But a closer look will dispel that notion. From ancient pagan rites to modern-day oddities, this small island has the power to charm, amaze, and occasionally disgust. Britain is home to some downright bizarre and truly weird and wonderful festivals.

Summer solstice at Stonehenge. Stonehenge is considered to be a sacred site by Britain's pagan and druid communities. Typically the monument is roped off, but the first day of summer allows solstice revelers to gather within and among the stones to watch the magnificent sunrise.

International festival of wormcharming. Wormcharming is in fact an art that hundreds of people come to witness in Devon. This unusual family event challenges costume-clad "charmners" to collect as many worms as possible in just 15 minutes.

Cheese-rolling. This festival takes place on Cooper's Hill. A nine-pound round of cheese is rolled from the very top of the hill and competitors chase after it down to the bottom. The first person across the finish line is crowned winner, with the cheese as their prize.

The flaming tar barrels. This tradition dates from around the 1600s and after Guy Fawkes failed plot to blow up the British Houses of Parliament. Each November 5, the usually quiet streets of Ottery St. Mary in Devon are lit up by the flickering light of flaming tar barrels. Men and women charge through the crowded streets while carrying fiery barrels overhead.

Whittlesea straw bear festival. Known as the "straw bear," a man covered from head to toe in straw is paraded through the streets. Accompanied by musicians and led by a "keeper" or "driver," the bear dances in front of houses and inns for gifts of food, money, or beer. It takes place during the second weekend of January.

Egg throwing world championships. It dates back to the 14th century. In an attempt to boost numbers at church, the abbot gave out free eggs to all who attended. In 1322, the river flooded and prevented locals from attending church. So monks threw eggs across the river, and the tradition was born. Nowadays teams compete for the prize by seeing who can pass the egg farthest without breaking it.

Burning the clocks. The seaside town of Brighton marks the shortest day of the year with the "Burning the Clocks" festival. Thousands of individuals line the streets to watch a procession of people with homemade fire lanterns. After parading through the town, the people ceremoniously burn the lanterns on the town's beach.

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ЧИТАННЯ АНГЛОМОВНОЇ ПРЕСИ НА ЗАНЯТТЯХ З ІНОЗЕМНОЇ МОВИ

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Як відомо, у методиці викладання іноземних мов питання навчання читання завжди займали особливе місце. Саме мистецтво читання стає основою для формування інформаційно – академічних вмінь. Воно має велике пізнавальне значення та реалізує основні цілі навчання практичні, загальноосвітні, виховні та розвивальні.

Для формування комунікативної компетентності в читанні тих, хто навчається, на заняттях з іноземної мови використовуються автентичні публіцистичні тексти сучасної англomовної преси.

Для газетного стилю англійської мови характерне використання політичних і економічних термінів, а також газетних кліше, скорочень і неологізмів. Граматичною особливістю газетних повідомлень є наявність складних синтаксичних конструкцій. Це

обумовлено необхідністю викласти найкоротше велику кількість фактів. Вибір мовних засобів зумовлений їх соціально-оцінними характеристиками і можливостями ефективного, цілеспрямованого впливу на масову аудиторію.

Переглядове читання є комунікативним видом читання, який спрямований на швидкий перегляд текстових матеріалів (газет, журнальних статей, програм та довідників, інших програмних матеріалів) з метою вилучення конкретної інформації.

Переглядове читання передбачає наявність у читача розвинутого критичного мислення та сформованих умінь: аналізу інформації; орієнтування в структурі тексту, знаходження та вибору нової чи заданої інформації; об'єднання в логічне ціле здобутої з кількох джерел інформації.

Так, характерною рисою переглядового читання є його гнучкість, динамічність; сприйняття матеріалу при перегляді є активним процесом вилучення інформації. Для переглядового читання властиві вибірковість, опора на розуміння таких елементів структури тексту, як тема, характер тексту, головна ідея тексту. Усе це робить переглядове читання ефективним інструментом визначення наявності у тексті інформації, що цікавить читача, відбору текстових матеріалів з певного питання з метою подальшого реферування, огляду тощо, критичного аналізу та новизни, актуальності, доступності тексту та оцінки перспективності використання інформації, що в ньому міститься.

Отже студенти мають вміння аналізувати зібрану інформацію та критично осмислювати можливість подальшого використання знань, якими вони оволоділи у процесі читання та обговорення публіцистичних текстів та висловлювати свої враження на основі прочитаного.

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POSITIVE BEWERTUNG DER PERSÖNLICHKEIT IN DER SPRACHE

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Eine der dringendsten sprachlichen Aufgaben ist heute die Untersuchung der Muster der Sprachkommunikation. Das Gebiet der Sprachwissenschaft, das mit dem Studium realer Kommunikationsstile verbunden ist, wird zur zentralen Richtung. Da die Bewertung alle Bereiche menschlichen Handelns durchdringt und die Wertorientierungen der Gesellschaft widerspiegelt, ist das Problem der Bewertung eines Kommunikationspartners für Forscher nicht weniger interessant.

Trotz des aktiven Studiums der Stilorganisation der Sprache, zahlreicher Studien auf dem Gebiet der Kommunikation, bleiben viele Probleme ungelöst. Die Hauptbestimmungen jeder wissenschaftlichen Theorie erfordern eine ständige Verfeinerung, Entwicklung und manchmal teilweise Überarbeitung. Sprachstiltheorie und Bewertungstheorie sind keine Ausnahme.

Die Sprache spiegelt die objektive Realität eines Menschen mit all seinen inneren und äußeren Merkmalen, Gedanken, Gefühlen, Handlungen und umgebenden Objekten wider. All dies wird in der Sprache mit beschreibenden Bedeutungen ausgedrückt. Gleichzeitig spiegelt die Sprache das Zusammenspiel von Mensch und Realität in verschiedenen Aspekten wider, von denen einer bewertend ist. Ein Mensch bestimmt, was gut für ihn ist und was schlecht. Er bewertet die Welt um sich herum in Bezug auf Gut und Böse, Nutzen und Schaden, Schönheit und Hässlichkeit.

Eine positive Bewertung einer Person ist der Hauptinhalt des Alltagsstils. Lob, Kompliment und Zustimmung sollten als Bewertungsvarianten betrachtet werden. Diese Arten der Bewertung sind bezeichnend für kooperative Kommunikation und dienen als wichtigste Regulatoren für zwischenmenschliche Beziehungen. Die Arten der positiven Bewertung werden durch ein gemeinsames Kommunikationsziel vereint, nämlich den Wunsch des Sprechers, dem Gesprächspartner zu gefallen, ihn auf kommunikative Zusammenarbeit abzustimmen, herzliche Beziehungen aufzubauen und aufrechtzuerhalten.

Die Arten der positiven Bewertung einer Person weisen eine Reihe gemeinsamer Merkmale auf, von denen eines die Motive des Sprechers sind. Das Hauptmotiv für Lob, Kompliment und Zustimmung ist der Wunsch des Sprechers, dem Gesprächspartner zu gefallen. Zu den Motiven der positiven Bewertung gehören der Wunsch eines der Mitteilenden, den Gesprächspartner zu loben oder seine Handlungen zu genehmigen, die Eigenbefindlichkeit des Empfängers zum Besseren zu verändern, den Wunsch, den Adressaten zu bestimmten Handlungen zu bewegen, die negative Meinung über den Gegenstand der Beurteilung zu ändern und die bewertende Person positiv darzustellen.

Auf sprachlicher Ebene sind evaluative Adjektive das häufigste Mittel, um eine positive Bewertung auszudrücken. Ferner folgen in abnehmender Häufigkeit Adverbien, Pronomen, Substantive, Verben und phrasenbezogene Einheiten mit einem geschätzten Wert. Die klischeehaftesten Formen sind die des Lobes und der Anerkennung. Eine positive Beurteilung einer Person erfolgt nicht immer in Form von getrennten Sprechhandlungen.

Schmeichelei sorgt immer für die egoistischen Interessen des Sprechers, den Wunsch, auf Kosten des Adressaten das zu erreichen, was er will. Zu diesem Zweck wird eine positive Beurteilung der Person als eines der wirksamsten Mittel zur Beeinflussung eines Menschen verwendet. Offene und unfähige Schmeichelei wird in der Regel vom Adressaten negativ bewertet, obwohl sie geschickt verschleiert ist. In einigen Fällen kann sie beim Gesprächspartner positive Emotionen hervorrufen.

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МЕТОДИ ДОСЛІДЖЕННЯ ТОПОНІМІВ

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Визначення методологічних основ наукового дослідження і вибір методів його здійснення є відповідальним етапом дослідницької роботи. Адже у подальшому такий підхід сприяє розробленню конкретних методик, що мають бути адекватними цілям та завданням дослідження.

Методологія дослідження завжди є складною і не завжди однозначною. Передусім її розуміють як загальну систему теоретичних знань, саме таких, що є ведучими принципами наукового пізнання, шляхів і засобів реалізації наукового дослідження.

Особливість цих методологічних принципів учені вбачають у визначенні вихідних позицій наукового пізнання, загальних для усіх наукових галузей. Особливість цих методологічних принципів також є теорією наукового пізнання в конкретній науковій галузі. Виходячи з цього, методологія поділяється на загальну і конкретну.

Як відомо, загальна методологія базується на філософських основах дослідження, їхній світоглядній функції та загальних положеннях. Часткова (конкретна) методологія конкретизує загальну методологію відповідно до специфічних особливостей змісту окремої науки, до її принципів положень та методів.

Передбачення можливості якісного та кількісного аналізу експериментальних даних, способів їх взаємозв'язку є важливою вимогою до вибору методів. Кожен результат доцільно отримувати декількома методами, що доповнюють та коректують один одного. Таким чином стає можливим уникнути не бажаних помилок, впливу не врахованих чинників, а отже підвищується надійність дослідження.

Якщо при визначенні методики не попередити вплив на результати дослідження експериментатора, його особистісні якості, бажання побачити ті зміни в об'єкті, які він очікує, то можуть відбутися викривлення ситуації та неправильне трактування дослідницьких даних.

У науковому дослідженні, як правило, використовують методи теоретичного та експериментально-емпіричного рівнів. Це, перш за все, методи абстрагування та ідеалізації, моделювання, індукції та дедукції, методи теоретичного аналізу та синтезу. А також методи тестування, рейтингу, експерименту, спостереження, опитування.

На якість наукового дослідження впливають, окрім добору загальних методів, і вивчення літературних джерел та практичний досвід, що також мають свої особливості, але ми їх розглядати не будемо, зважаючи на предмет нашого дослідження.

Серед методів наукового дослідження нами було використано: метод вивчення інформаційних джерел за проблемою дослідження; теоретичні методи; емпіричні методи; методи кількісної обробки дослідницьких результатів (частково).

При дослідженні топоніміки не можна обійтися і без кількісно-статистичного аспекту вивчення місцевих назв. Важливість кількісного фактору надзвичайно велика при виявленні складу топонімів.

Кількісні дані дозволяють часто поглиблювати висновки. Вертикальне (діахронічне, стратиграфічне) і горизонтальне (просторове) вивчення топонімів (топонімічних типів) із застосуванням кількісно-статистичного аспекту дозволяє з'ясувати межі різних ареалів, визначати шляхи просторового просування топонімічної моделі протягом віків, а також встановлювати зв'язки і взаємозалежність динаміки з соціально-історичними та природно-географічними умовами формування етносів та націй.

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SPRACHLICHE IDENTIFIZIERUNG DER DEUTSCHSPRACHIGEN PERSON IN IHREN SCHRIFTLICHEN MITTEILUNGEN

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Sprache ist ein integraler und äußerst wichtiger Bestandteil der Persönlichkeit, ihrer Entwicklung. Daher in den ersten Jahrzehnten des 19. Jhs. Studien über den Zusammenhang zwischen Sprache und menschlichem Denken, der inneren Welt und kulturellen Werten wurden initiiert, wodurch der Begriff „sprachliche Persönlichkeit“ in den aktiven sprachlichen Kreislauf eintrat.

Heute wird Identität definiert als „Bewusstsein der Zugehörigkeit zu einem Objekt (Subjekt) eines anderen Objekts (Subjekt) als Teil und Ganzes, Besonderes und Gemeinsames“, und sein Hauptmerkmal und seine Grundlage werden als „Selbstidentifizierung“ bezeichnet“. Dies ist die Anzahl der Integrationsmöglichkeiten einer Person in eine Gruppe verschiedener Ebenen (Familie, Belegschaft, Personen, Sprachgruppe). Es ist kein festes Konzept. Wie die Sprache ist sie dynamisch und hängt von Zeit und Ort ab. Das Problem der Identität der Person wurde von vielen Vertretern verschiedener Bereiche der Geisteswissenschaften gelöst. Zu den bekannten Forschern der menschlichen Identität gehört E. Erickson, S. Freud, W. James, K. Jung, A. Adler, K. Horney, D. Parfit, M. Heidegger, J. Habermas, M. Bakhtin und viele andere. Die moderne Zeit wird als das Zeitalter der Identitätssuche charakterisiert, es wird angemerkt, dass „eine Person nur dann „vollständig menschlich“ wird, wenn sie ihre Identität erkennt“ (Schneider).

Die theoretische Grundlage für die Erforschung der Identität sind bestimmte Ansätze. Sie untersuchen die sprachliche Identität in Bezug auf ethnische, nationale und soziale Identitäten. Zum Beispiel konzentriert sich der Primordialismus (K. Goertz, E. Smith, J. Fishman) auf die Variabilität der sprachlichen Identität und ihre Beziehung zur ethnischen Zugehörigkeit. Befürworter des instrumentalistischen Ansatzes betonen, dass das Vorhandensein mehrerer Sprachen bei der Identitätsbildung durchaus üblich ist.

Wenn wir wissenschaftliche Ansätze zur Definition von Identität im soziologischen Kontext herausgreifen, sollten wir auf den Essentialisten und Poststrukturalisten achten, da sie zur vollständigen Offenlegung der sprachlichen Identität im soziologischen Aspekt beitragen. Wenn sich die erste auf ein tiefes Verständnis des Wesens der Identität konzentriert, hilft die zweite, Identität in Aktion zu betrachten, d. h. im sprachlichen Verhalten des Subjekts.

Unter dem Einfluss des Internets nimmt die Kommunikation neue Formen an, die bisher unmöglich waren und sich rasch ändern. Das Hauptmerkmal der Internetkommunikation ist die Verwendung eines schriftlichen Kommunikationskanals zur Übertragung einer gedruckten Nachricht über ein elektronisches Computernetzwerk, das oft die direkte Kommunikation ersetzt.

Die Sprache der elektronischen Korrespondenz weist aufgrund der Einzigartigkeit dieses Kanals der Informationsübertragung im Allgemeinen eine andere Spezifität auf. Diese Methode der modernen Kommunikation verkompliziert und modifiziert die akzeptierten Normen und Regeln der mündlichen und schriftlichen Rede.

Synchrone und asynchrone Kommunikationsarten sind eine fruchtbare Quelle für die Identifizierung der Merkmale und Qualitäten der sprachlichen Persönlichkeit, da schriftliche Sprache eine gut motivierte, nachdenkliche, geschaffene, verschönerte und an die Empfängermeinung gesendete Sprache erfasst und lange beibehält.

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DAS PROBLEM DER ÜBERSETZUNG VON REDEWENDUNGEN

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Das Problem der Übersetzung von Redewendungen (Ausdruckscombinationen, Sprichwörter und Sprüche) ist nicht nur für die Praxis, sondern auch für die Übersetzungstheorie schwierig. Die authentische Übersetzung von Ausdruckseinheiten verursacht erhebliche Schwierigkeiten, da sie durch umgangssprachliche Färbung, Aphorismus, Bildsprache und Lakonismus gekennzeichnet sind. Die Verwendung von Ausdruckseinheiten ist sowohl für Fiktion und Journalismus als auch für lebendige Sprache charakteristisch. Diese Fragen sollten nicht nur als Problem der Übersetzung von Belletristik angesehen werden, sondern auch als äußerst wichtiges allgemeines Problem der Übersetzung.

Das Streben nach Übersetzungsgenauigkeit sollte nicht auf die Rückverfolgung beschränkt werden, weil die Rückverfolgung und die wörtliche Übersetzung zu Verzerrungen im Inhalt der Ausdruckseinheiten lenken und zum Verlust ihrer Originalität und Authentizität führen.

Bei der Arbeit mit Übersetzungen kann ihr Hauptinhalt nicht ohne Berücksichtigung der Formen übersetzt werden, da die Form der Ausdruckseinheiten auch eine bestimmte Farbe hat und bestimmte Informationen enthält und diese häufig bestimmt. Die in phrasenbezogenen Einheiten enthaltenen Informationen werden manchmal nur durch die Form selbst wahrgenommen.

Linguisten bieten drei Möglichkeiten, wie phrasenbezogene Einheiten in eine andere Sprache übertragen werden können. Erstens ist in vielen Fällen eine genaue Übersetzung möglich, wobei die allgemeine Bedeutung und der Charakter der Ausdruckseinheit erhalten bleiben. Die zweite Art der Übertragung von Ausdruckseinheiten repräsentiert bestimmte Modifikationen einzelner Bestandteile der verbalen Formel. Diese Art der Übersetzung spiegelt in gewissem Maße eher die kreative als die wörtliche Übertragung von Inhalten wider. Die dritte Übersetzungsmethode ist die Verwendung von Sprichwörtern in der Sprache, in die die Übersetzung durchgeführt wird.

Das Problem der Übersetzung deutscher Spracheinheiten in modernen Übersetzungsstudien nimmt eine der führenden Stellen ein. In der Phraseologie spiegelt sich noch mehr als im Wortschatz das nationale Bild der Welt wider: die Einzigartigkeit des Lebens, der Bräuche, der Kultur und der Mentalität der Menschen. Phraseologismen mit der gleichen Bedeutung in der deutschen und ukrainischen Sprache haben eine unterschiedliche innere Form (Motivation).

Bei der Übersetzung einer phrasenbezogenen Einheit aus dem Deutschen muss der Übersetzer ihre Bedeutung, ihre emotional-expressive und funktional-stilistische Farbgebung vermitteln. Um eine maximale Angemessenheit bei der Übersetzung von Ausdruckseinheiten zu erreichen, muss der Übersetzer verschiedene Übersetzungstechniken zu verwenden, wie: äquivalente, analoge, beschreibende, antonymische Übersetzung, Rückverfolgung, kombinierte Übersetzung.

Sprichwörter, Sprüche, Redewendungen in Werken der verbalen Kunst sind wichtige Mittel zur Reproduktion nationaler Farben. Die Übersetzung solcher national gefärbten Ausdrücke schafft erhebliche Schwierigkeiten. Hierbei ist es wichtig, nicht nur die Bedeutung von interpretationspflichtigen Ausdruckseinheiten zu bewahren, sondern auch die Art der nationalen Grundlage des Textes nicht zu verletzen, da Ausdruckseinheiten eine besondere stilistische Belastung im sprachlichen Gefüge eines Kunstwerks haben. Die Aufgabe der Übersetzung besteht nicht darin, alle Elemente des Textes, Strukturen des Originals, zu kopieren, sondern ihre Funktionen zu erfassen und sie mit Hilfe der Zielsprache zu reproduzieren.

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МОВНА СПЕЦИФІКА СЛОГАНІВ АНГЛОМОВНОЇ РЕКЛАМИ АВТОМОБІЛІВ

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Реклама – невід’ємна складова сучасної економіки та культури взагалі. В умовах жорсткої конкуренції вихід товару на ринок вимагає значної реклами, яка притягне до товару увагу, надасть інформацію про нього, в образній формі спробує переконати, що він найкращий.

Надзвичайні темпи розвитку промисловості, змін в економіці та суспільстві впливають на рекламу. Необхідність ефективно впливати на покупця в таких умовах вимагає при створенні реклами поєднання творчого підходу із науковими доробками психології, математики, статистики, логіки, соціології та ряду інших наук.

Встановлено, що основна функція реклами – регулятивна. Реклама має надати певну інформацію про товар, послугу чи бренд, привернути увагу потенційного споживача, відкластися в пам’яті. Слоган – стислий та експресивний стрижень реклами. При створенні слогану ретельно та творчо відбувається відбір мовних засобів.

Під час дослідження ми охарактеризували лексико-семантичні та стилістичні характеристики слоганів в англomовній рекламі автомобілів. Нами було проаналізовано 200 слоганів англomовної реклами автомобілів.

За допомогою автоматизованого аналізу текстів було виявлено найчастотніші одиниці: *drive, car, better, built, new, road*. Слова, які часто використовуються, належать до лексико-семантичних полів «Автомобіль», «Досконалість», «Людина», «Почуття». Слогани англomовної реклами автомобілів містять переважно лексику з нейтральною або позитивною оцінкою. В слоганах реклами технічних засобів майже відсутні технічні терміни.

Дослідження стилістичних особливостей слоганів продемонструвало активне використання широкого набору фонетичних стилістичних засобів (алітерації, асонансу, ритму, рими), лексичних стилістичних прийомів (метафори, гіперболи, гри слів), стилістичного синтаксису (повтору, еліпсису, інверсії, антитези та паралелізму, риторичного запитання). Широке вживання гіпербол пояснюється тим, що така реклама орієнтована значною мірою на чоловіків.

Таким чином, для слоганів в рекламі автомобілів характерні особливий відбір лексичних засобів, конвергенція стилістичних прийомів та використання широкого набору фонетичних, лексичних та синтаксичних стилістичних прийомів.

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ДОСЛІДЖЕННЯ АНГЛІЙСЬКОГО МОЛОДІЖНОГО СТУДЕНТСЬКОГО СЛЕНГУ В РОМАНІ ДЖЕРОМА СЕЛІНДЖЕРА «НАД ПРІРВОЮ В ЖИТІ»

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Актуальність даного дослідження визначена необхідністю вивчення специфіки перекладу сленгових одиниць англійського студентського сленгу.

В цілому, проблемою вивчення сленгу займалися такі вчені як Балабін В.В., Гальперін І.Р., Маковський М.М., Менкен Г.Л. [1], Патрідж Е.Кожен з них досліджував термін «сленг» як такий і певні його особливості. Однак сленг розглядався переважно в ракурсі лексико-стилістичних характеристик до кінця першої половини ХХ-го ст. І тільки в другій половині ХХ-го ст. було виділено ще один суттєвий аспект цієї лексики – соціальний. Однак недостатньо уваги було приділено розгляду сленгу як проблеми перекладу.

Мета нашої роботи – зіставлення та розгляд особливостей формування, функціонування та перекладу англійського молодіжного студентського сленгу.

Об'єктом даного дослідження є англійський молодіжний студентський сленг, предметом – стилістичні особливості і способи перекладу сленгових одиниць з англійської мови на українську.

Сленг охоплює всі сфери життя, описує всі ситуації, тому що сленгове слово народжується як результат емоційного ставлення оповідача до предмету розмови. Сленг – це постійний словотвір, в основі якого лежить принцип мовної гри. Нерідко саме комічний, ігровий ефект виступає головним в сленговому тексті. Щоб бути неординарним, оповідачеві важливо не тільки «що сказати», але і «як сказати».

Сленг – це живий організм, який знаходиться в процесі постійної зміни і відновлення. Він постійно запозичує одиниці з жаргонів та інших підсистем англійської мови, а також сам стає постачальником слів просторічного, розмовного вживання – така доля чекає популярний сленгізм, який через багаторазовість повтору втрачає своє експресивне забарвлення. Можемо лише простежити деякі загальні особливості притаманні сленгу англійської мови, закони його розвитку. Для його характеристики був обраний сленг 50-х років ХХ століття, базуючи своє дослідження на матеріалі роману Дж.Д.Селінджера «Над прірвою в житті».

Головний герой роману Дж.Д.Селінджера, Хол ден Колфілд, розмовляє студентським жаргоном, постійно вживає вульгаризми та не підбирає вишуканих слів. Це дозволяє нам не тільки глибше побачити портрет оповідача, а й мовними засобами охарактеризувати його думки і вчинки.

Стилю мови роману Дж.Д.Селінджера «Над прірвою в житті», який здається таким індивідуальним і своєрідним, властива універсальність, яка дає нам можливість скласти уявлення про мовну характеристику всього покоління.

Мова Холдена Колфілда і інших персонажів багата сленговими виразами, які часто в правописі, мають відхилення від фонетичної норми, наприклад, випадання кінцевого g (callin', comin', hurtin', roughin'), а також спрощення ненаголошеного them (cut'em, for'em, got'em, tell'em [2] і т. п.), і ін. Холден постійно вживає слова-паразити і словосполучення на кшталт and all (і все таке, і так далі).

Наприклад: how my parents were occupied and all; they're nice and all;
he's my brother and all;
that was in the Revolutionary War and all;
it was December and all;
right in the pocket and all;
I read a lot of classical books, like "The Return of the Native" and all;
war books and mysteries and all; it's pretty good book and all [2] і т. п.

Вживання сленгових виразів типу to shoot the bull, to chew the rag, to chew the fat, to shoot the crap, to shoot the breeze – молоти язиком, пудрити мізки; to give smb. a buzz – дзвякнути комусь по телефону; damn near (замість almost): I damn near broke my knee [2] – я майже не зламав собі коліно; і інші часто представляють труднощі для перекладача.

Висновки. Для перекладів американської літератури ХХ століття актуальним є прагнення адекватної передачі сленгу, яка широко вводилася в текст багатьма американськими авторами, зокрема Дж.Д.Селінджером. Переклад сленгових одиниць виявляється особливо складним.

Проаналізувавши ряд лексичних одиниць в романі Дж.Д.Селінджера «Над прірвою в житті» і способів передачі на українську мову, ми можемо зробити висновок про те, що кожна мова має специфічні прийоми передачі емоційних значень, які походять від загальних психологічних реакцій людей.

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2. Salinger J. D. The Catcher in the Rye / Jerome David Salinger. – M. :ProgressPublishers, 1979. – 247р.

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