

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.

References

1. Smolianiuk O.V. Marketing Communications in the Internet. Extended abstract of candidate's thesis. Kyiv, 2015. P.13-17.
2. Strauss J., Frost R. E-Marketing: 6th Edition Prentice Hall. 2011.P. 197-205.
3. Hovland R., Wolburg J. M. Advertising, society, and consumer culture. Armonk: N.Y., 2010. P.23-27.
4. What kinds of advertising do Ukrainians trust? Advertising: website. URL: <http://delo.ua/business/kakoj-reklame-doverjajut-ukraincy-304953/>. (appeal date: 01.11.2020).

Language adviser: *Kravets O.O., Senior Teacher of Foreign Languages Department, Dmytro Motorny Tavria State Agrotechnological University*

HOW CASH RECEIPTS AFFECT HUMAN HEALTH AND THE ENVIRONMENT

Kirilenko A.M., *kirilenkonastia@gmail.com*
Dmytro Motorny Tavria State Agrotechnological University

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

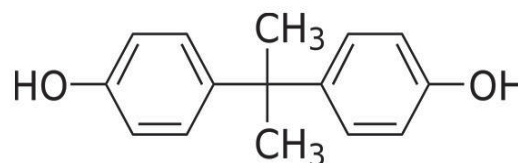


Figure 2. Chemical formula of Bisphenol A

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.

References

1. About Bisphenol A: website. URL: <http://www.bisphenol-a.org/about/index.html> (Last accessed: 13.11.2020).
2. Degradation of Bisphenol A in Natural Waters. Dorn, P.B. et al. 1987. Chemosphere. 16(7): 1501-1507.
3. Bisphenol A: website. URL: <http://www.bisphenol-a.org/about/index.html> (Last accessed: 15.11.2020).

Language adviser: *Suprun O.M., Senior Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*

ORGANIZATION'S IMAGE AS THE MAIN FACTOR OF ITS COMPETITIVENESS

Klimova A.S., *loktev1110@gmail.com*
Dmytro Motornyi Tavria State Agrotechnological University

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