

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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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

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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Language adviser: *Kryvonos I.A., Senior Teacher of the Department of Foreign Languages, Dmytro Motornyi Tavria State Agrotechnological University*

ECONOMIC PROS AND CONS OF LIVING IN GERMANY

Kolesnyk D.V., *dinykstyle@ukr.net*

Dmytro Motornyi Tavria State Agrotechnological University

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.