MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS

FACULTY OF INTERNATIONAL TRADE AND LAW
FACULTY OF TRADE AND MARKETING
DEPARTMENT OF MODERN EUROPEAN LANGUAGES
DEPARTMENT OF FOREIGN PHILOLOGY AND TRANSLATION

THE SCIENCE OF THE XXI CENTURY: CHALLENGES OF THE CONTEMPORANEITY

IV All-Ukrainian Scientific and Practical Student Conference

(May 13, 2021)

КНТЕУ 75 РОКІВ
ЯКІСТЬ • ПРОФЕСІОНАЛІЗМ • ТРАДИЦІЇ

Kyiv, 2021

UDC 001"20" =111

The science of the XXI century: challenges of the contemporaneity [Electronic edition]: proceedings of the all-Ukrainian scientific and practical student conference (Kyiv, May 13, 2021) – Kyiv: Kyiv National University of Trade and Economics, 2021. – 466 p. – English, German.

The conference proceedings of the all-Ukrainian scientific and practical student conference «The science of the XXI century: challenges of the contemporaneity» includes modern theories, their practical aspects, tools and managing complex problems in the field of economy, international business, law, information technologies, ecology, psychology, pedagogy, and philology.

UDC 001"20" =111

DISCUSSION PLATFORM 1

A NEW STAGE IN THE ECONOMIC MODERNIZATION OF UKRAINE

DISCUSSION PLATFORM 2

SCIENTIFIC INNOVATIONS IN UKRAINE AND THE WORLD

DISCUSSION PLATFORM 3

INFORMATION TECHNOLOGY IN ECONOMICS, SCIENCE AND EDUCATION: THE LATEST TENDENCIES

DISCUSSION PLATFORM 6

PHILOLOGY: THE RELEVANT ISSUES

DISCUSSION PLATFORM 8

LEGAL SCIENCES AND LANGUAGE CULTURE OF A LAWYER

DISCUSSION PLATFORM 9

ADVERTISING AND MARKETING COMMUNICATIONS

DISCUSSION PLATFORM 10

COMPETITIVENESS MANAGEMENT OF ORGANIZATIONS AND COUNTRIES

DISCUSSION PLATFORM 11

COMMODITY INNOVATION POLICY OF THE ENTERPRISE

DISCUSSION PLATFORM 12

PERSONALITY AND SOCIAL PSYCHOLOGY

DISCUSSION PLATFORM 1

Bondar Tetiana,
Faculty of Finance and Accounting,
course II, group 6, specialty "Accounting and Taxation",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Harbuza Tetiana, PhD in Pedagogics,
Associate Professor of the Department of Modern European Languages, KNUTE

SETTING PRIORITIES OF ECONOMIC POLICY AND MECHANISMS OF DEVELOPMENT FOR POST-INDUSTRIAL ECONOMY

The term "post-industrial economy" was proposed in the 50-60s of the twentieth century. At first, the post-industrial society was considered within the framework of only the old development, linear progress, economic growth and the increase of well-being. In the 1970s and 1980s, the term "information society" was coined to define civilization based on the growing importance of the process of active use of information resources in the transforming activities of society.

The economic theory of post-industrial society distinguishes three stages in the evolution of the state. The first is pre-industrial society, in which the entire workforce, together with simple production means, is engaged in the production of consumer goods, and the mechanism of exchange and distribution is inefficient. The second is industrial society, where the transition from manufacturing products from natural materials to their production leads to an increase in the efficiency of production at the expense of the use of capital. The third is the post-industrial society in which the priority is given from the primary production of goods to the production of services, conducting research, on the development of human personality, puts the value of people, which becomes more involved not only in natural and technological and labour, but also in socio-cultural processes.

Post-industrial society is a stage of social development which replaces the industrial society. If the previous model was focused on increasing the material product at the expense of additional energy, power, labour, the new model involves increasing the factor of knowledge, information, use of renewed types of energy, protection of environment. Post-industrial society is a society in which the sphere of services has a priority development and outweighs the total industrial production and production of agricultural products [1].

Political freedom in a post-industrial society is closely connected with economic freedom. The statistical indicator that reflects the level of economic freedom is the budgetary pressure on GDP. In order to solve the problems of transition to a post-industrial society, budgetary pressure must be lower than in countries with signs of post-industrialization. This will allow for relatively more resources to be left at the disposal of private economic entities, which will give them the ability to implement innovations.

The innovative type of economic development is increasingly becoming the foundation that determines the economic strength of the country and its prospects in the world market. The innovation process in the modern sense is not limited to the first appearance on the market of a new product or service or bringing a new technology to its design capacity. At the rate of disclosure innovation improves, becomes more efficient, acquires previously unknown marketable properties. This opens up new spheres of application, markets, and new consumers for it [2].

An overall indicator for measuring the level of innovation in the country is the Global Innovation Index, developed jointly by the Boston Consulting Group, the National Association of Producers and the Institute of Manufacturing. It examines the commercial results of innovation activities in the countries, the activity of governments to promote and support innovation activities in public policy. In the ranking of countries of the world according to the innovation index in 2013 the leaders are Switzerland, Sweden, Great Britain, the Netherlands and the USA. Ukraine was ranked 71 in the Global Innovation Index, 8 positions lower than in 2012 and 11 positions lower than in 2011 [3].

Innovative type of development is a way of economic growth, which is based on constant and systematic innovations aimed at the substantial improvement of all aspects of the economic system and the formation of relatively stable competitive advantages [4].

An important risk of post-industrial society is the increased role and importance of the human factor. The structure of labour resources is changing: the part of physical resources is decreasing and the part of intellectual highly qualified and creative labour is increasing. The costs of workforce training are increasing: the cost of training and education, professional development and retraining of workers. Modern "new economy" is the production and use of new knowledge, conversion of them into a full-fledged factor of production, which plays a leading role in the system of factors [1].

Policies of formation of institutions must be directed both to the Ukrainian integration of the post-industrial sector and to the integration of the network of post-industrial economy with the industrial sector. This requires pre-industrialization ("new industrialization") of the country and more complete economic development of its space, and, therefore, the creation of institutions that are absent for the industrial sector. It should be noted that the formation of a post-industrial society is possible only on the basis of a developed economy, which would ensure expanded public creation [5].

Table 1

Elements of the Institutional Environment of the Transformation of the Economy

Institutions	**Industrial society**	**Post-industrial society**
Institutions regulating social and labour relations	Institutions guaranteeing labour rights of a worker, ensuring stable employment	Institutions for ensuring the sustainability of social and labour relations, labour market, and worker mobility
Institutions regulating investments in human capital	Institutions of state and private investments in professional education, Institutions for professional staff recruitment at enterprises	Institutions of private investment in human capital and raising the level of its capitalization in relations with employers
Institutions of the market system	Institutions of Production Cooperation, Formation of Stages of Value Creation, Institutions of Financial Capitals Concentration	Institutions of the market of innovative products, institutions of modern financial market, capital overflow and redistribution of ownership control
Institutions in the sphere of state social and economic policy	Institutions of industrial policy, state system of social guarantees, social and economic development programs	Institutions of liberalization and openness of economy, Institutions of self-protection of the worker, institutes of private protection [6]

REFERENCES:

1. Іноземцев В. Сучасне постіндустріальне суспільство: природа, протиріччя, перспективи: *книга, посібн. для студ. вузов.* М.: Логос. 2000. С. 304.
2. Лазутін Г. І. Сучасні тенденції розвитку інноваційної діяльності. *Економіка і прогнозування*. 2003. № 2. С. 99–113.
3. Кривов’язюк І. В. Україна в міжнародних економічних рейтингах: посткризові синдроми чи апокаліпсис. *Актуальні проблеми економіки.* 2014. № 10. С. 56–62.
4. Варналій З. С. Стратегії інноваційного забезпечення конкурентоспроможності національної економіки. *Теоретичні та прикладні питання економіки.* 2013. Вип. 28. Т. 1. С. 20–28.
5. Лебедева Л. Проблеми становлення концепції постіндустріального суспільства. *Вісник КНТЕУ*. 2012. № 6. С. 83–91.
6. Ляховець О. О. Формування інституційного середовища в процесі модернізації економіки. Економіка і регіон: наук. *Вісник ПолтНТУ*. 2014. № 4 (47). С. 113–119.

Kapustynska Valeriia
Faculty of Finance and Accounting,
course I, group 7, specialty "Banking"
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Stroganova Galyna, PhD in Linguistics,
Associate Professor of the Department of Modern European Languages, KNUTE

FOREIGN CAPITAL IN THE BANKING SECTOR OF UKRAINE

To contribute to the development of the national economy, the banking system should be regulated and controlled by the state. If a country wants to develop, first of all, it must develop its macroeconomics and microeconomics. There are many different ways of economic development:

- increasing the level of privatization;
- protection of competition;
- closure of unfair monopolies;
- attracting foreign capital etc.

Ukraine uses almost all possible ways to boost the economy, but, unfortunately, it is not very effective, because Ukraine is affected by many factors that slow down its economic development, particularly the post-Soviet transition, a high level of corruption, the war in the Donbas region and the coronavirus pandemic.

To better understand this issue, it is necessary to learn about the structure of the banking system in Ukraine. Ukraine has two-tier banking system. It consists of the National Bank of Ukraine and commercial banks. The National Bank fully controls professional activities of all commercial banks.

As mentioned above, Ukraine is trying to boost its economy and it has chosen foreign capital investment as one of its development options. There are many banks with foreign capital in Ukraine today. A bank with foreign capital is a bank in which the share of capital owned by at least one foreign investor is not less than 10 percent [1].

A large share of foreign capital in the banking system can have both advantages and disadvantages. The advantages and disadvantages of foreign capital have been studied by many scholars (Bazylevych V. D., Baranovsky O. I., Bukovsky I. V., Vitlinsky V. V., Geets V. M., Korneev V. V., Novitsky V. E., etc.). Having studied this issue, we have identified the following advantages of foreign capital in the banking sector of Ukraine:

- investment resources;
- international experience in conducting professional affairs;

- strengthening fair competition;
- introduction of modern technologies;
- service improvement;
- introduction of modern methods of document management;
- the transition of the bank from the domestic model to a more developed foreign model.

There are indeed a lot of foreign investments in the domestic banking sector. But there are also many risks and negative consequences associated with foreign investments in Ukrainian banks:

- insufficient control by the National Bank;
- dependence of the domestic banking system on foreign capital;
- displacement of weak domestic banks by foreign ones;
- emergence of unreliable banks;
- investors' interest only in making a profit, and not in the development of the country in which they invest.

Having analyzed all the advantages and disadvantages of foreign investment in the banking sector of Ukraine, we can conclude that investment of foreign capital is a very positive phenomenon. It is quite positive for an underdeveloped banking system, because with the help of foreign capital it is possible to raise its level, as well as the level of the entire national economy. But the share of this capital should not be too high and should be constantly monitored by the relevant government agencies. If the share of foreign capital is too high, the state in which the investment process takes place will lose its financial and economic independence. In Poland, this share exceeds 75 percent, which negatively affects the national economy. For developed countries, a large share of foreign capital in the national economy should not be allowed. For example, in the USA, Japan and Sweden the share of foreign capital is up to 7 percent.

Ukraine makes extensive use of foreign capital. This process is regulated by laws. Enterprises and banking institutions with foreign capital submit statistical reports on foreign investments in accordance with the law [2]. Today, many Ukrainian banks are bought by foreigners or merged with foreign banks. Raiffeisen Bank Aval, for example, is the largest Ukrainian bank with foreign capital.

Thus, foreign capital investments have both positive and negative consequences. Each country determines the permissible amount of foreign investments in its banking sector. But the size of foreign capital should not be abused, because it can irreversibly affect the economy. It is possible to take advantage of the experience of developed countries, where the share of foreign capital investments is relatively small. For Ukraine, the creation of a modern European-style banking system and its fair regulation will be the best way to boost the economy. Then our country will not need foreign capital investments.

REFERENCES:

1. Про банки і банківську діяльність від 7 грудня 2000 р. № 2121-III / *Відомості Верховної Ради України.* 2001. № 5. Ст. 30.
2. Про режим іноземного інвестування від 19 березня 1996 р. № 94/96-ВР / *Відомості Верховної Ради України.* 1996. №19. Ст.81.

Lavska Kateryna,
Faculty of Trade and Marketing,
course II, group 31, specialty "Logistic activity",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Debych Mariia, Doctor Habilitated in Educational Sciences,
Senior Researcher, Associate Professor

ECONOMIC CHANGES IN UKRAINE DURING THE PANDEMIC

The economic outlook was stable prior to the outbreak of COVID-19 with steady growth, moderate public debt, and relative price and currency stability. To illustrate the key economic projections for Ukraine in 2020 (pre and post COVID-19) we have compiled a table 1.

Table 1

Key economic projections for Ukraine in 2020 (pre and post COVID-19)

Economic outlook 2020	**Pre-COVID-19 projections**	**Post-COVID-19 projections**
Inflation (y/y)	5.5%	8.7%
UAH/USD exchange rate	27	29.5
GDP (%)	3.7%	– 7.2%
Unemployment	8.1%	9.5%
Monthly average salary (UAH)	12.5 thousand	10.7 thousand
Balance on Current Account (% GDP)	N.A.	–2.0%
General Government Net Lending/ Borrowing (% GDP)	N.A.	–8.2%

Let us consider the impact on the economy during the pandemic. From January to September 2020, Ukraine's national budget deficit was UAH 81.725 billion which is four times higher than the deficit for the same period last year. On September 24, the National Bank of

Ukraine (NBU) upgraded its budget deficit forecast for 2020 (from 7.5% to 6.0-6.5% of GDP) [1].

The direct impact of the pandemic on the economy has been channelled through stopped domestic economic activity in sectors affected by the shutdown, as well as lower demand for Ukrainian exports and lower remittances from abroad. Travel restrictions almost completely stopped local and international tourism [3]. “Shutdown” of domestic sectors causes gross value added by domestic sectors to decline between –1.4% and –2.3% [2].

Second-round effects stem from reduced household income, redirection of government spending and disruption of investment plans of companies, resulting in lower demand for a wide range of goods and service. For example, reduced electricity demand caused disruptions in energy system balance and lower demand for coal [3].

The rise in unemployment so far has not been as sharp in Ukraine as in many OECD countries, although the unemployment rate reached 9.9% in Q2 2020 before falling back to 9.4% in Q3. The NBU suggests that a smaller increase in unemployment may be partly due to employment being informal, as well as the strong uptake of remote working in Ukraine, particularly among larger companies [1].

Short-term economic statistics show that economic pain inflicted by the pandemic was immediate and severe. Transport was hit the hardest as it was affected both by the shutdown and lower external and domestic demand. In April freight transportation (in tonne/km) was down by 27% including a 7.5% drop in railway freight and a 27% drop in trucking freight.

Transportation by pipeline was down by 45%. At the same time, freight traffic in the seaports increased in April as compared to April 2019 (higher grain and iron ore shipments offset lower seaborne steel exports) as part of international trade likely moved from land to sea to avoid delays on land borders.

The shutdown of intercity transport and restricted services of the local transport reduced passenger transport by bus (in passenger/km) declined in April by 95% over a year earlier and by electric transport (trolleybuses and trams) by 75%. Passenger service by rail and underground ceased completely.

There were no significant disruptions in retail supply chains, and consumer prices remained broadly stable**,** increasing by 0.8% in March and April.

Industrial production fell by 16.2% in April over a year earlier even though no industrial plants were ordered to shut down. The drop in output was more severe than the decline in demand likely due to uncertainty about future orders and the build-up of inventories in March.

Food, beverage, and tobacco production dropped by 6.5% over a year earlier, metallurgy production by 30% and machine-building by over 35%. Chemical industry increased output by 6.5% and pharmaceutical production by over 17% a due to higher demand for disinfectants and medicines [3].

With a view to enabling the banks to focus on supporting the economy during the most acute period of the crisis, the NBU for the duration of the crisis eased some regulatory and supervisory requirements [4].

In conclusion, main factors for downturn were private consumption and investments, with the stronger decline in investments. Summing up all information, COVID-19 pandemic had drastic effects on economic activity in transportation while agriculture held up relatively well. The impact of the shutdown on retail sales seems to be more limited than could be expected from the scale of store closures in April.

REFERENCES:

1. The COVID-19 Crisis in Ukraine – OECD. [Інтернет ресурс]. Режим доступу: https://www.oecd.org/eurasia/competitiveness-programme/eastern-partners/COVID-19-CRISIS-IN-UKRAINE.pdf
2. Economic impact of the Covid-19 pandemic on Ukraine. [Інтернет ресурс]. Режим доступу: https://www.german-economic-team.com/ukraine/wp-content/uploads/sites/7/GET_UKR_PS_01_2020.pdf
3. COVID-19 Pandemic and Its Immediate Impact On Ukrainian Economy. [Інтернет ресурс]. Режим доступу: https://rpr.org.ua/en/news/covid-19-pandemic-and-its-immediate-impact-on-ukrainian-economy/
4. National bank of Ukraine. Inflation Report July 2020. [Інтернет ресурс]. Режим доступу: https://bank.gov.ua/admin_uploads/article/IR_2020-Q3_eng.pdf?v=4

Oliinyk Alina,
Faculty of Finances and Accounting,
course I, group 1, specialty “Accounting and Taxation”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Radchenko Yuliia,
lecturer of the Department of Modern European Languages, KNUTE

THE CRISIS AND BUSINESS: WHAT SHOULD BE THE ROLE OF THE STATE?

The history of all known economic crises shows that overcoming their consequences has never happened without government intervention. The depth of this intervention depended on the seriousness of the problems and causes that led to the economic downturn.

Under the current conditions of global economic development, the economic role of the state depends not on the degree of intervention in the market mechanism, but on participation in ensuring internal and external conditions for the effective functioning of the national economy.

In order for the government's role to have a positive impact on overcoming the crisis, the government can use existing infrastructure (for example, the current system of subsidies to public services) to distribute resources to those most in need: low-income families, the unemployed, the sick. Financial assistance to these vulnerable groups can not only mitigate the crisis by stimulating consumer spending, but also allow these groups to prepare for the worst phase of the crisis [2].

Now, unfortunately, we have a great example of how the involvement of countries and their role in the crisis is very significant. We are talking about the crisis during the COVID-19 pandemic, which brightly demonstrates to the whole world that the role of the state is really very important both for business and for each individual person.

Governments around the world are now working in firefighting mode to defeat the virus, save lives and limit economic damage. But once the firefighting is over, everyone agrees that we need to "build better." For example, countries need to create more good-paying and safe jobs, strengthen positions in the industries of the future, and create a model of training and work that makes people work-ready [4].

Small and medium enterprises have an out-sized impact on local economies. They account for half to two-thirds of private sector employment in the United States and the European Union, respectively, and contribute close to 40 percent of national income in emerging economies.

There are the most common government support measures used by 130 countries to help cash-strapped small businesses. Financial assistance such as grants was the most used policy measure (adopted by 77 percent of countries), followed by public guarantees on loans (50 percent), delays in loan repayments (30 percent), tax relief (28 percent), and lower interest rates (24 percent) [3].

We can also look at specific examples of how other states are protecting businesses. We and the rest of the world cannot know exactly what the global consequences of the pandemic will be. The predictions, unfortunately, are not good. In Sweden, the government plans to spend about $31 billion to support the country's economy. These funds will be used to pay for forced vacations of working citizens and other expenses of the population due to temporary downtime of their businesses. The British government prepared a program of financial incentives for business. It includes tax cuts and cheap loans. The U.S. government presented a bill which will provide $850 billion for saving the national economy. We are talking about tax breaks and cheap loans for business, payment by the state of forced vacations and sick pay for company employees, etc.

We must realize that we are not the USA or other European and Asian countries with their economic strength. Even before the pandemic, Ukraine had a crisis of tax revenues and a budget deficit, half of the economy was working in the shadows [1].

Based on the experience of previous crises, the state needs to take several steps to minimize the negative impact of the crisis on the economy. Their essence is simple: you need to invest in infrastructure and production, help businesses, and control public debt. Then the fall will be less, and we will feel the positive effect.

- Increase development spending (the government should not increase "consumer spending" (wages, pensions, subsidies), but "development spending" (investment, privatization)).
- Reduce taxes for the hardest-hit industries (it is important to find a balance between reducing taxes and increasing development spending. Otherwise, additional budget deficits could lead to a detrimental level of public debt).
- Strengthen liberalization for businesses and investors (the government should create new incentives for entrepreneurs to support pre-crisis levels of production or services).
- Balanced monetary policy (moderate lowering of the discount rate to avoid higher inflation).

The lesson of overcoming past crises is that it is possible to divert worse. The state does not have to invent something it cannot implement; instead, it should use the examples of previous crises to develop a quick and decisive response to the current one.

REFERENCES:

1. Андрій Гмирін. Як інші держави захищають уряд та громадян? Економічна правда. 2020. URL: https://www.epravda.com.ua/columns/2020/03/19/658262/ (дата звернення: 15.04.2021)
2. Юрій Городніченко. Якою має бути відповідь України на глобальну економічну кризу? VoxUkraine. 2020. URL: https://www.epravda.com.ua/columns/2020/03/21/658347/ (дата звернення: 16.04.2021)
3. By Kazuko Shirono, Esha Chhabra, and Yingjie Fan. How Countries Are Helping Small Businesses Survive COVID-19. IMFBlog. 2021. URL: https://blogs.imf.org/2021/03/09/how-countries-are-helping-small-businesses-survive-covid-19/ (дата звернення: 15.04.2021)
4. International Forum of Sovereign Wealth Funds. The Role of the State in the Post-Covid Environment. 2020. URL: https://www.ifswf.org/publication/role-state-post-covid-environment (дата звернення: 15.04.2021)

Parkhomenko Daria,
Faculty of Finance and Audit,
course II, group 4, speciality "Financial Intermediation",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Sushko Inna,
lecturer of the Department of Modern European Languages, KNUTE

CREDIT OPERATIONS OF THE BANK

Credit operations play an important role in the economy today. They help to ensure social-economic development of the state, implement numerous business projects and increase the welfare of the population.

The loan is provided on the terms of repayment with payment of interest for using by one legal entity or individual to another. There are three types of loan repayment terms: short-term, medium and long-term [1, p. 318].

- Short-terms are provided by banks to avoid temporary financial difficulties of borrowers in connection with the costs of production and circulation, the formation of working capital.

- Medium-term loans help companies to pay for equipment, finance capital investments.

- Long-term loans are issued for a period of more than 3 years, which are aimed at forming the fixed assets of the enterprise.

In turn credit relations affect the balance of the economy and regulation at the proportions of social reproduction between productive and non-productive spheres.

The main functions of the loan are control, stimulating, redistribution and emission [2, p. 564].

- The redistributive function means that credit redistributes funds in the economy. Redistribution is carried out on the basis of return, payment, urgency, security.

- The issuance function is to create credit money for money circulation. It is used in both bank and commercial credit. It is closely related to the redistributive function.

- The control function helps to ensure bank control over the borrowers' activities.

- The stimulating function of the loan stimulates economical, rational using of fund by borrowers.

Credit plays a significant role in ensuring cash payments – cash and non-cash. It also helps to increase production, avoid crises. Credit helps to speed up money circulation. There are different types of credit today. The most famous are commercial, banking, consumer, mortgage and international credit.

- Commercial credit is provided by sellers to buyers in the form of deferral.

- Banking credit is provided by a bank for the temporary using of part of its own or borrowed capital. It is carried out in the form of loans and bills.

- International credit is a form of movement of borrowed capital in the field of international economic relations, where creditors and borrowers are entities from different countries.

- Mortgage loan is secured by real estate.

- Consumer loans are provided by the creditor to the consumer for the intended purpose. This may be a home loan, car loan, instalments for the purchase of household goods.

Credit has something in common with other economic categories – money, finance and trade capital. They are closely related. Credit serves the movement of capital, promotes the formation of financial resources, trade development [3, p. 420].

In order to improve the state of affairs in the field of lending, it is necessary to achieve financial stability in Ukraine. Conducting a rational industrial and tax policy would allow banks to make productive investments and borrowers will be able to restore their creditworthiness.

The loan should create favourable conditions for the development of the national economy of Ukraine. It is an important source of capital investment, so it traditionally has an important role in economic restructuring and investment. It is necessary to expand the using of credit relations in the investment sphere in Ukraine today [4, p. 215].

Credit plays an important role in further reforming Ukraine's economy and reviving national production. The end result of lending should be the development and efficiency of the national economy.

REFERENCES:

1. Васюренко О.В. Банківські операції: Навч. посіб. — 6-те вид., перероб. і доп. — К.: Знання, 2008. — 318 с. — (Вища освіта XXI століття).
2. Вовчак, О.Д. Кредит і банківська справа [Текст]: підручник / О. Д. Вовчак, Н. М. Рущишин, Т. Я. Андрейків. – К. : Знання, 2008. – 564с.
3. Адамик Б. П. Центральний банк і грошово-кредитна політика. Підручник. 2-ге видання, доп. і переробл. – Тернопіль: Тернограф. – 2010. – 420 с.
4. Лагутін В. Д. Кредитування: теорія і практика: Навчальний посібник — 3-тє вид., перероб. і доп. — К.: Товариство “Знання”, КОО, 2008. — 215 с.

Rudas Karina,
Faculty of Economics, Management and Psychology,
course I, group 5, specialty "Economics",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine,
Scientific supervisor: Shumeiko Natalia, Candidate of Pedagogical Sciences,
Assistant Professor of the Department of Modern European Languages, KNUTE

UKRAINE'S ECONOMIC COMPETITIVENESS: AN OVERVIEW

The assessment results of the state of development of the global economic system are submitted in different documents. Ukraine is represented in several international rankings that assess its potential and competitiveness. The authoritative one is the Global Innovation Index (GII). The report "The Global Innovation Index 2020", in particular, contains detailed data on the innovation activities of 131 countries, including Ukraine. Global innovation index 2020 rankings provide an overall synthesis and assessment of information on the economic development of countries in 2020. The report appropriately reflects the state of affairs, including on outstanding issues in business development. The leading positions were obtained by Switzerland, Sweden, the USA and United Kingdom. Ukraine is the 45th in the rank [3, p. xxxii].

The Bloomberg Innovation Index (BII) is published for several years in a row. It evaluates the diffusion of innovations throughout the economy on the basis of a number of criteria, such as research and development (R&D) expenditures in relation to gross domestic product (GDP), productivity, the percentage of innovative companies in the total number of enterprises, the number of scientists per million inhabitants, value added production. Germany ranked first in the 2020 Bloomberg Innovation Index, becoming the leader in the ranking of the most innovative countries in the world. Ukraine ranked 56th in 2020 with a total score of 48.24. A year earlier, in 2019, our country was ranked number 53 out of 60 countries [1].

The 2020 Bloomberg Innovation Index amply demonstrates year-over-year growth (YoY) change of Ukraine's rank in 2019-2020. In 2019, Ukraine's rank was 53 out of 60 countries. And later, in 2020, our country's position in ranking list was 56. In this regard, it has to be recognized that YoY change is minus three. At the same time, the 2020 Bloomberg Innovation Index provides information on R&D intensity (57), manufacturing value-added (57), productivity (57), high-tech density (35), tertiary efficiency (48), researcher concentration (49) and patent activity (36) in Ukraine [1].

Ukraine was ranked number 53 out of 60 countries in the CEOWORLD magazine that shared information provided by Bloomberg Innovation Rank 2019. Besides, CEOWORLD investment index of Ukraine is 49. Moreover, startup friendliness index - 43 out of 60 countries.

It is worth mentioning that the following index looks at the exposure of R&D, human capital investment, policy dynamics, technical workforce, and entrepreneurial infrastructure [2].

Major review findings were as follows: Ukraine gives way to countries that are the leaders of the world economy as of 2020, but at the same time, it is not in the last place in the rating of economic effectiveness.

REFERENCES:

1. Україна опустилася в рейтингу інноваційних економік Bloomberg. *Укрінформ: мультимедійна платформа іномовлення України*, 2020. URL: https://www.ukrinform.ua/rubric-economy/2859436-ukraina-opustilasa-v-rejtingu-innovacijnih-ekonomik-bloomberg.html (дата звернення 30.04.2021).
2. Dhiraj A. B. Here are the 60 most innovative countries in the world for 2019'. *Ceoworld magazine*. 2019. URL: https://ceoworld.biz/2019/01/23/here-are-the-60-most-innovative-countries-in-the-world-for-2019/ (дата звернення 30.04.2021).
3. Global Innovation Index 2020. Who will finance innovation? 13th edition. / Editors: S. Dutta, B. Lanvin, S. Wunsh-Vincent. *Cornell, SC Johnson College of Business.* 2020. 448 p. URL: https://www.wipo.int/edocs/pubdocs/en/wipo_pub_gii_2020.pdf (дата звернення 30.04.2021).

Sintiuk Yana,
Faculty of Finance and Accounting,
course I, group 1, specialty «Accounting and Auditing»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Radchenko Yuliia,
lecturer of the Department of Modern European Languages, KNUTE

INNOVATIVE ACTIVITY IN THE CONDITIONS OF ECONOMIC COMPETITION IN UKRAINE

In recent years Ukraine has transferred from export of production of heavy industry to advanced technology products and services. It is worth noting that precisely the high technology sectors of Ukrainian economy are the most attractive for foreign investments. Development centres, development of software and equipment, joint aerospace projects are only separate examples of such cooperation. In addition, there are a large number of promising projects in Ukrainian infrastructure, agriculture, nuclear energy, oil and gas sector, biotechnology and pharmacology. Ukraine develops and that is why now is the best time to invest in new business possibilities [2]. The main form of implementation of scientific achievements and acceleration of productive processes is innovation. In modern conditions of development and functioning of enterprises, the main resource is knowledge and information are intellectual technologies that help to solve an issue of limited natural sources. That is why evaluation of innovative activity of an enterprise plays a leading role in the characteristic of its operating. Additionally, development of mechanisms to stimulate innovative activity of economic entities remains the relevant subject of researches and discussions in domestic economic thinking and practice.

Modern economic practice demonstrates that enterprises can achieve high results only with systematic and purposeful innovation aimed at finding opportunities that economic environment may give regarding production and introduction of new types of goods, new industry and transport means, development of new markets and forms of organisation of production. This implies especial innovative style of management, in the basis of which is focus on innovations, systematic and purposeful activity. Competitive advantages are being achieved thanks to introduction of innovations – totally new methods and techniques of industry and commercial activity. The search for new idea is the respond of business entities to reduced income of their activities conditioned by certain market sector glut of certain goods. The possibility to create and use innovations by economic entities depends on the general level of scientific and technological progress of a country and resources. That is why evaluation of innovative policy of an enterprise plays a leading role in the characteristic of its operating, determination of efficiency indicators of enterprises and development of the mechanism to stimulate its innovative activity [3].

Different aspects of innovative activity have been researched by many scientists (Buniak, 2011; Golovach, 2014; Illyashenko, 2003; Ackoff, 1978; Drucker and MacIarello, 2010; Schumpeter, 1982). In researches they analyse theoretical foundations of the innovative component of business, resources to implement innovations, factors of innovative development, modern tendencies of development of innovation world market, consider issues of state regulation of innovative and investment activity, etc. [9]. To be successful in business, there must be two - and only these two main functions: marketing and innovation, so its need to be researched [8]. (Kovalchuk, 2004; Usik, I. 2017) and others researched characteristic of modern state of innovative activity in Ukraine in their studies. However, in general problematics of implementation of the model of innovative business development, it is still relevant to develop interconnected indicators of analysis of innovative activity of an enterprise, as well as to study main factors of stimulation of innovation and investment activity of business entities, which determines the relevance and choice of research focus [4].

In modern science, enterprises are active if they are engaged in innovative activity, which is all scientific, technological, organisational, financial and commercial actions that really lead to implement innovations or aimed at this purpose. Implantation of innovations means introduction of new or significantly improved product (service, goods) or process, new method of marketing or new organisational method in activity of an enterprise, organisation of jobs or external connections. In its turn, innovative product is product, which is new or its properties or ways of using are significantly improved. New products are goods and services, which essentially differ in their characteristics or purpose from products manufactured by an enterprise earlier. Significant improvements may be made through changes in materials, components and other product features that improve their properties. It includes improvements of technical characteristics, components and materials, software and other functional characteristics [1].

Recently, Ukraine has seen a significant increase in diplomatic support for innovation through the use of economic and financial policy instruments, as well as the method of creating organizational and legal conditions that encourage the dynamics of economic entities to innovate. This opens for Ukraine the possibility of transition to world standards of rational and reasonable energy consumption, development of environmental resources, raising the level of technology, legal protection of intellectual property. The ultimate goal of these shifts is to create progressive innovative products competitive on world markets.

In the conditions of globalization and constant aggravation of competition the foundation of competitiveness is innovations which give the chance to the countries possessing innovative competitive advantages to take a proper place in the world community.

Globalization and modern communication technologies create opportunities for the existence and development of successful innovative enterprises and clusters, even despite the general technological backwardness, low purchasing program to promote consumers and territorial remoteness, through inclusion in international chains that create added value. This has a positive effect on the development of the vast majority at the expense of the economy and provides additional opportunities for prominent small and medium enterprises [6].

The modern Ukrainian state has very limited financial and institutional capacity. Therefore, the available resources and potential should be focused on the creation of public goods, in particular in the field of innovation - to support research, which is one of the foundations of innovation potential. To solve the problem of transition to innovative growth, the Strategy of Innovative Development offers from a variety of possible tools those that:

- the best way to overcome obstacles is the most interfere with the innovation process in Ukraine;
- do not require the introduction of mechanisms that in the long run reduce revenues to budgets of different levels and are able to bring tangible results with minimal investment;
- are the least vulnerable to corruption and other abuses.

The current state of innovation is a consequence of the lack of strategic vision and consistent policy to transfer Ukraine to the innovative path of development, the formation of a national innovation ecosystem that would ensure its implementation and increase the development of innovation culture in the country, using other mechanisms for innovation.

So, for the sustainable development of the country it is necessary to provide favorable conditions for the creation and operation of innovative enterprises, the development of the ecosystem of innovation, attracting domestic and foreign investors. The functional approach proposed in the Strategy is aimed at overcoming the problems that hinder the innovative development of any sector of the economy [5].

The importance of innovation for both the individual enterprise and the economy as a whole is very important because it is considered as the factor of competitiveness of products, efficiency of usage of productive resources, increase of adaptability of enterprises to the conditions of the environment, expansion of enterprises' opportunities for entering new markets, creation of conditions for long-term economic stability.

Potential of innovation factor should be one of the key conditions of development for large, medium and small business entities. This approach is focused on providing efficiency of enterprises' economic activity and increasing innovative activity that is important to achieve strategic goals. Today there are many factors, which impede the qualitative development of such enterprises. That is why the improvement of business and investment climate in Ukraine, stimulation of innovation-intense activity of domestic enterprises should become one of the key priorities of the state to strengthen and integrate national economy [7].

REFERENCES:

1. Буняк Н.М. Сутність національної інноваційної системи. Ефективна економіка, 2011. URL: http://nbuv.gov.ua/UJRN/efek_2011_7_18 (дата звернення: 19.02.2021)
2. Головач Т.В. Ризик та економічна стійкість підприємницьких структур. Вісник Хмельницького національного університету. Економічні науки. 2014. URL: http://nbuv.gov.ua/UJRN/Vchnu_ekon_2014_2(2)__7 (дата звернення: 27.02.2021)
3. Ілляшенко С.М. Управління інноваційним розвитком: проблеми, концепції, методи. Суми: "Університетська книга". 2003. 278 с.
4. Ковальчук С.С. Інноваційна діяльність як пріоритет економічного розвитку України. Фінанси України: Науково-теоретичний та інформаційно-практичний журнал Міністерства фінансів України. 2004. 7, 96 с.
5. Мачуський, В. Стратегія інноваційного розвитку України на період до 2030 року. 2018. URL: https://www.businesslaw.org.ua/strategiya-innovaciinogo-rozvutku-ukrainy/ (дата звернення: 07.03.2021)
6. Управління конкурентоспроможністю підприємства: Навч. посіб. / [Л.В. Балабанова, Г.В. Кривенко, І.В. Балабанова та ін.]. – К.: Видавничий дім "Професіонал", 2009. 256 с.
7. Управління конкурентоспроможністю підприємства: Навч. посіб. / [С.М. Клименко, Т.В. Омельяненко, Д.О Барабань та ін.]. – [Вид. – 2-ге, без змін]. – К.: КНЕУ, 2009. – 520 с.
8. Drucker, P.F., & MacIarello, J.A. «Management». 2010. URL: https://www.academia.edu/28602386/Marketing_and_innovation_in_the_Drucker_Management_System (date of application: March, 2021)
9. Schumpeter, J. Theory of Economic Development (Investigation of Enterprise Profit, Credit, Percent, and Circulation of Circumstances). 1982.

Skladaniuk Maryna,
Faculty of Accounting and Finance,
course II, group FBSS-21d, specialty "Financing, Banking and Insurance",
Vinnytsia College of Trade and Economics,
Vinnytsia, Ukraine
Yurenko Alina,
Faculty of Accounting and Finance,
course III, group FBSS-31d, specialty "Financing, Banking and Insurance",
Vinnytsia College of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor: Hnydyuk Inna, Candidate of Economic Sciences,
Associate Professor of the Department of Financing, VTEI KNUTE

USING THE GEOGEBRA PROGRAM IN THE PROCESS OF STUDYING PROBABILITY THEORY TO ENSURE SUSTAINABLE ECONOMIC GROWTH OF UKRAINE

Nowadays, people strive to be confident not only in the future, but also in the correctness of each choice, in the success of each experiment. This need can be met by studying the methods and provisions of probability theory.

Probability theory is one of the most interesting sections of Further Mathematics. It helps not only to study the theoretical part, but also finds its practical reflection in everyday life, for example, during daily decision-making in the conditions of complete uncertainty. However, it can be "transformed" into some certainty with the help of probability theory. It can provide significant assistance in stabilizing Ukraine's economic development.

Bykov V.Yu. [1], Zhaldak M.I [3], Zabolotny V.F, Klochko V.I, Lapinsky V.V., Lvov M.S, Morse N.V, Rakov S.A, Ramsky Y.S, Spivakovsky O.V and other scientists did significant researches in the field of improving the process of studying probability theory with the help of modern technologies.

Probability theory studying and the calculations of its processes are quite complex and capacious, and sometimes require multiple repetitions and verifications. Many inconveniences and errors can occur when the experiments are practiced.

For these reasons, it is convenient to use automated systems for calculating many quantities and constructing some graphs and objects when we work with probability theory. GeoGebra is one of the programs that allow the use of such functions. There is a possibility of using a probability calculator, conducting experiments to determine the probabilities of a phenomenon and constructing curves and probability graphs in this program.

The example of solving the problem of probability theory using this program is given below.

Condition of the problem. To define as probability will change if a casual size take on a value on a segment [X1; X2] at the change of the expected value and standard deviation.

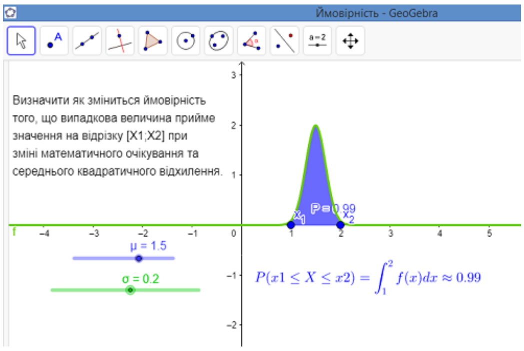
You need to build a graph that is set by the function of Laplace to determine the probability. It must be written down in the line of introduction:

$$f(x) = \frac{1}{\sqrt{2\pi\sigma^2}} \cdot e^{-\frac{1}{2}\left(\frac{x-\mu}{\sigma}\right)}$$

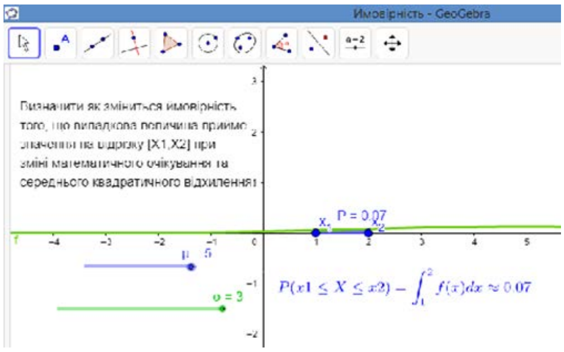
Sliders of values of mathematical expectation (μ) and standard deviation (σ) are created in the process of construction. They are given by some arbitrary intervals of numbers. Next step is calculating the probability that is given in this case in the form of the area of the figure under the graph. You need to find the integral of the given formula, limited by the interval [1; 2], according to the formula:

$$\int_1^2 f(x)dx$$

The graph will move, the area of the figure described by the curve and the probability value will change when we change the value on the sliders. It is clearly shown in (Pic. 1).

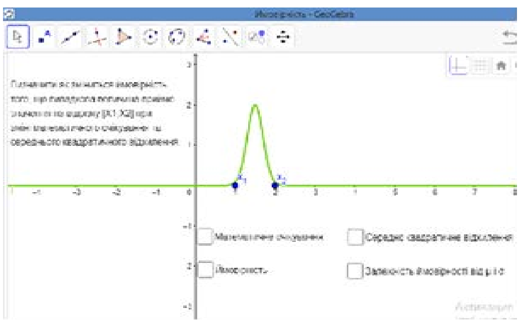


Pic. 1 (a)

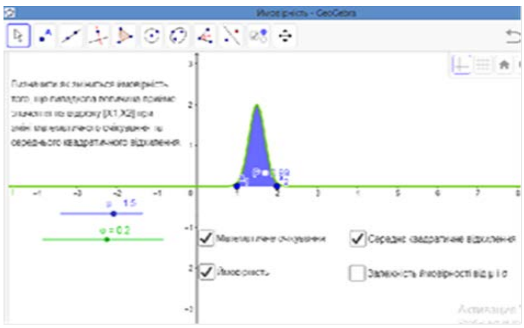


Pic. 1 (b)

It is possible to use symbols, text, buttons and flags on the canvas in the process of working in the program GeoGebra. It helps to form a more accurate and clear idea of the method of calculation and details of its application in practice. You can type down text on the canvas using the «TEXT» command. It allows you to describe the condition of the solved problem or performed experiment and to place additional objects for further reference in buttons or flags.



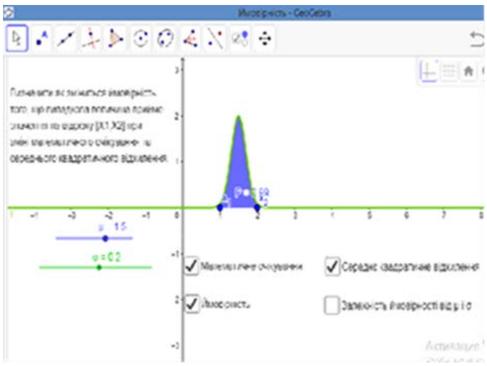
Pic. 2 (a)



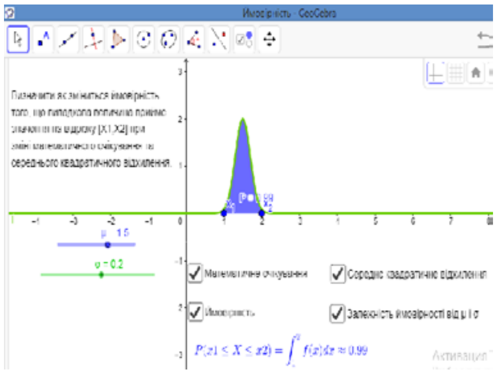
Pic. 2 (b)

Also, you can highlight the answer in a certain color for a clearer expression. So, let's place flags on the canvas that will be responsible for visualizing the relevant processes and will have different appropriate names. You need to create four objects in the «FLAG» command section. You need to add existing objects from the input line or canvas in the script of these commands. As a result, when the flag is checked, these objects will either appear or disappear from the canvas (Pic. 2).

Also, it is necessary to visualize the change in probability in the form of an integral formula, which will be an auxiliary object (as a hint) and will appear after the check box "probability dependence on μ and σ" (Pic. 3).



Pic. 3 (a)



Pic. 3 (b)

Thus, analyzing all the advantages of the problem-solving process in GeoGebra, we can say that the study of probability theory with this program is easy and understandable, and most importantly accurate and error-free. It will allow a high probability of success to compile and implement financial, investment and economic plans for the stable development of Ukraine.

REFERENCES:

1. Биков В. Ю. Проблеми та завдання сучасного етапу інформатизації освіти. В. Ю.Биков , О. М. Спірін, О. П. Пінчук. Наукове забезпечення розвитку освіти в Україні: актуальні проблеми теорії і практики (до 25-річчя НАПН України). Зб. наук. пр. К. Видавничий дім «Сам». 2017. С. 191-198.
2. Гусак Л.П.Організація самостійної діяльності студентів у процесі актуалізації знань і вмінь з вищої математики. Сучасні інформаційні технології та інноваційні методики навчання в педагогіці фахівців: методологія, теорія, досвід, проблеми: зб. наук. пр. Вип. 33. Вінниця: ТОВ фірма «Планер». 2012. С. 295-299.
3. Жалдак М. І. Комп’ютер на уроках геометрії : посіб. [для вчителів]. М. І. Жалдак, О. В. Вітюк. К. Вид-во НПУ ім. М. П. Драгоманова. 2000. С. 154.

Starovir Victoria,
Faculty of Economics, Management and Law,
course II, group E-22d, specialty 051 "Economics",
Vinnytsia Institute of Trade and Economics, KNUTE,
Vinnytsia, Ukraine
Scientific adviser: Nedbalyuk Olexander, PhD in Economics,
Associate Professor of the Department of Economy and International Relation

SOCIAL ORIENTATION AS A PREREQUISITE FOR MODERNIZATION OF UKRAINE'S ECONOMY

Without formation of a socially oriented state economy is impossible a new stage of industrial and innovative modernization of Ukraine's economy. After all, social orientation is the basis for increasing the efficiency of social production, increasing the welfare of the population. Socio-economic institutions, which characterized the socially oriented market economy, as a special model of industrial-innovative economy, determine the functioning of all elements of this system in the direction of achieving the goals of social justice, security, high standard and quality of life.

Social factors, primarily motivational, have a significant impact on the current stage of modernization of Ukraine's economy and are manifested in its various spheres, which leads to a change in the structure of social needs and types of economic activity. Modern processes of social orientation of the economy are unsystematic and unregulated in the presence of characteristic signs of socialization of the economy in Ukraine [1, p. 5].

The social economy is a set of socio-economic relations between people that arise in the process of production, distribution, exchange and consumption of material goods and services in a world of limited resources. It creates a certain economic system (economy), which is consciously focused on personal development, economic growth and social progress, improving welfare and living standards in the country [2, p. 137].

In modern conditions of the need to implement a new stage of industrial and innovative modernization of Ukraine's economy the urgency of the issue of state regulation of the social orientation of the economy is growing. Underestimation of their importance has a negative impact in the long run on economic activity and the growth of welfare. Foreign experience of the leading countries of the world testifies to expediency of increase of a role of the state in the course of industrial and innovative modernization of economy by maintenance of social orientation of economy. Further optimistic scenario of a new stage of industrial and innovative modernization of Ukraine's economy determines the formation and functioning of a socially oriented economy. In this regard is relevant the problem of determining priority areas and improving the mechanisms of state regulation of the social orientation of the economy.

The effectiveness of state regulation of social orientation of the economy is proposed by:

- expenditures for social activities in the structure of the state budget, which include expenditures on health care, spiritual and physical development, education, social protection and social security;

- the level of wages of employees in the structure of GDP;

- investments in fixed capital. The optimal ratio of these costs, a sufficient level of social and material security of the population will contribute to economic growth [3, p. 231].

Expenditures for social purposes are in fact one of the indicators of the social orientation of the economy, and their correct increase has a positive impact on economic growth.

To ensure the balance of economic and social development of the country in the modernization of the economy it is necessary to strengthen state regulation of such processes in the budget sphere on the basis of:

- improving public financial management through the introduction of medium-term planning;

- introduction of a system of monitoring and evaluation of the effectiveness of budget programs;

- determination of standards for monthly publication of information on the state of budget execution and extra-budgetary funds, in particularly through the Internet;

- introduction of the limit of state budget expenditures;

- increasing the efficiency of spending budget funds for social needs;

- concentration of resources on priority areas of socio-economic development [1, p. 6].

In order to ensure the interaction of state and regional authorities in addressing the implementation of state regional policy and to ensure industrial and innovative modernization of the economy of Ukraine, as a set of economic complexes of the regions approved Regulations on the Council of Regions, main assignment of which are:

- study of the state of socio-economic development of regions and development of a coordinated position on the priorities of state regional policy, directions, strategies and mechanisms for sustainable development of regions, systemic reforms in this area;

- ensuring balanced socio-economic development of the regions and developing mechanisms for overcoming disparities in the development of territories, effective use of the economic potential of the regions, increasing their competitiveness;

- consideration of state target programs of economic, scientific and technical, social, national and cultural development;

- formation and implementation of regional policy, implementation of new development models in Ukraine [4].

The methodology of studying the fundamental factors of economic modernization as a mechanism for ensuring the social orientation of the region's economy is related to the analysis of the region's factors of self-development, determining the rationality of accumulation and realization of the region's own socio-economic potential. However, in theoretical terms, the development of the question of the mechanism of interrelation of self-development of economic and social subsystems in Ukraine is just beginning [5, p. 12].

Thus, we can conclude that today the social orientation of the economy is a formal social institution, a kind of fetish of a new stage of industrial and innovative modernization of Ukraine's economy. Given this, it is important to find new approaches to solving problems of social orientation of the economy and the actual implementation of mechanisms for its implementation. Research on the problems of social orientation of the economy as the basis of the process of modernization of Ukraine's economy is interesting and promising. And although it seems that there is no possibility to interfere in this process due to its scale and opacity of many socio-economic processes, but we should try to regulate them.

REFERENCES:

1. Амоша О. Соціальна орієнтація економіки: проформа чи реальність? Економіст. Київ, 2012. № 7. С. 4-7. URL: http://nbuv.gov.ua/UJRN/econ_2012_7_2
2. Головніна О. Г. Основи соціальної економіки: підручник. Київ: Центр учбової літератури, 2013. 648 с
3. Гріневська С.М. Системний аналіз процесів управління соціальним бюджетом. Системний аналіз та інформаційні технології: матер. міжн. наук.-практ. конф., м. Київ, 23–28 травня 2011 р. Київ, 2011. С.230-234.
4. Указ Президента України від 9.04. 2010 р. № 533/2010 «Положення про Раду регіонів» URL: http://www.rada.gov.ua. 1
5. Гальчинский А. Экономическое развитие: методология обновленной парадигмы. Экономика Украины. Київ, 2012. № 5. С.4-17.

Tolmach Anna,
Faculty of Finance and Accounting,
course I, group 1, specialty «Accounting and Auditing»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Radchenko Yuliia,
lecturer of the Department of Modern European Languages, KNUTE

THE IMPACT OF CORRUPTION ON DEVELOPMENT AND ECONOMIC PERFORMANCE

During the last decades, corruption became an important topic on many national as well as on the international agenda. About twenty years ago the issue started to gain increasing attention. Organizations like the United Nations, the Organization of American States, the International

Chamber of Commerce, Transparency International and also the Organization for Economic Cooperation and Development all engage in the fight against corruption. This is a remarkable change compared to the situation before the 1990s. Back then, most people did not see it as a pressing problem. Actually, it was more seen as an integral part of doing business [1].

Over the last year, Ukraine's indicators in the Corruption Perceptions Index increased by 3 points. With 33 points out of maximum 100, we ranked 117th out of 180 countries in the CPI list. Next to us in the ranking are Egypt, Africa's Eswatini, Nepal, Sierra Leone, and Zambia — all of these countries also scored 33 points in CPI 2020 [2].

Bribes are given to ensure that public services are delivered either in time or at all. Ukrainians stated they give bribes because they think it is customary and expected. Some of the biggest bribes involve more than $1 million USD. According to a 2008 Management Systems International (MSI) sociological survey, the highest corruption levels were found in vehicle inspection (57.5%), the police (54.2%), health care (54%), the courts (49%) and higher education (43.6%). On June 8, 2011 Ukrainian President Viktor Yanukovych stated that corruption costs the state budget US$2.5 billion in revenues annually and that through corrupt dealings in public procurement 10% to 15% (US$7.4 billion) of the state budget "ends up in the pockets of officials".

According to the United States Agency for International Development (USAID), the main causes of corruption in Ukraine are a weak justice system and an over-controlling non-transparent government combined with business-political ties and a weak civil society.

Companies encounter corruption mainly in business licensing, taxation and customs. The Organisation for Economic Cooperation and Development has stated corruption is a "significant obstacle" to doing business in Ukraine [3].

Research shows that a society with less income inequality (better redistribution) almost always enjoys more frequent and longer periods of economic growth (sustainable development).

Research also shows that a society with a higher happiness index (approval ratings) almost always enjoys more frequent and longer periods of economic growth (sustainable development).

It almost goes without saying that corruption is futile to any effective redistribution scheme a government is undertaking. It also goes without saying that corruption frustrates people and leave them disproving of their institutions. Both things mean that a society with corruption cannot possibly enjoy leaps and bounds of sustainable economic growth and development.

Corruption is now recognized to be one of the world's greatest challenges. It is a major hindrance to sustainable development, with a disproportionate impact on poor communities and is corrosive on the very fabric of society [4].

Corruption is one of the disincentives for foreign investment. Investors who seek a fair, competitive business environment will avoid investing in countries where there is a high level of corruption. While investing in emerging markets remains a popular investment area, investors are naturally hesitant to put their money at risk in countries known to have high corruption levels. Studies show a direct link between the level of corruption in a country and measurements of the competitiveness of its business environment.

A working paper of the International Monetary Fund (IMF) shows corruption has an adverse impact on the quality of education and healthcare provided in countries with emerging economies. Corruption increases the cost of education in countries where bribery and connections play an important role in the recruitment and promotion of teachers. As a result, the quality of education decreases and this affects the overall health of the economy.

Also, corruption in the designation of healthcare providers and recruitment of personnel, as well as the procurement of medical supplies and equipment, in emerging economies results in inadequate healthcare treatment and a substandard or restricted, medical supply, lowering the overall quality of healthcare [5].

REFERENCES:

1. The impact of corruption on development and economic performance. URL: https://www.grin.com/document/153649 (дата звернення 18.04.2021).
2. Ukraine in the corruption perceptions index 2020. URL: https://ti-ukraine.org/en/research/ukraine-in-the-corruption-perceptions-index-2020/ (дата звернення 18.04.2021).
3. Corruption in Ukraine // Wikipedia: free encyclopedia. URL: https://en.wikipedia.org/wiki/Corruption_in_Ukraine (дата звернення 18.04.2021).
4. The Effects of Corruption on Economic Development. URL: https://www.tamimi.com/law-update-articles/the-effects-of-corruption-on-economic-development/ (дата звернення 18.04.2021).
5. How Corruption Affects Emerging Economies. URL: https://www.investopedia.com/articles/investing/012215/how-corruption-affects-emerging-economies.asp (дата звернення 18.04.2021).

Tsyrul Anastasiia,
Faculty of Finance and Accounting,
course II, group 8, specialty "Accounting and Taxation",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Rudeshko Yevheniia, Senior Lecturer
of the Department of Modern European Languages, KNUTE

CURRENT SITUATION IN BANKING

One of the most important conditions under which it is possible to realize continuous economic development of a country is a strong banking system. In modern world the banking system is extremely important because of the links between different sectors of the economy. It is the so-called circulatory system of any country. As it is known, the most important functions of banks are to ensure uninterrupted circulation of funds, provide financing and continuous customer service, as well as to create favorable conditions for raising funds to accumulate savings in the national economy. In the conditions of great competition and technological breakthroughs, the banking system is trying to invent more and more sophisticated approaches to provision of services to the customers. The desire of the bank to achieve the maximum effect of stable profitability is inextricably linked with the client. It is the client who is the driving force in the improvement process and creating innovations [2].

In terms of increasing risks in the industry and the danger of further unforeseen challenges, banks need to ensure the continuity and the reliability of their recovery plans. The events of the recent and previous global crises show convincingly that some banks need to pay special attention to maintaining an adequate level of capital and improving their corporate governance systems. Most banks, even in conditions of unfavorable isolation and constraints, have improved their business and profitability. It shows that the most important features of a successful bank are the ability to adapt quickly to changes, to learn continuously and to be flexible [1].

Since the world is developing constantly and banks as well, I propose to consider the current trends in the banking system:

Digitalization. There was a transition of most banking operations to digital banking with the advent of technological and scientific achievements of mankind. It can be done in different ways: by phone - telebanking, personal computer - e-banking, Internet - Internet banking, portable means - mobile banking. [2] It reduces the expenditure of time and simplifies the process of registration of any banking operations. It also allows to optimize the interaction with the client and improve the level of integration of banks with other systems. Immersion of a person into technologies, his awareness, and autonomy have given a significant impetus to the development of financial institutions. Therefore, banks are now beginning to introduce innovations that are aimed not just to facilitate the client's work with banks, but to anticipate his unique needs and capabilities depending on his past requests and experience of interaction with financial institutions. Omnichannel banking allows to synthesize different types and methods of cooperation with the consumer, trace his intentions and perform banking operations from any device or place [3].

Green finances. The main impetus for the development of green banking is Ukraine's integration into the European Union because the EU's requirements were to improve Ukraine's environmental protection and to raise environmental protection standards. Some banks are becoming more and more responsible for the environment and therefore are implementing the following projects: energy efficiency, reducing carbon dioxide emissions, increasing social responsibility among both banking employees and customers. "Green" lending includes mortgage lending, eco-deposits, car loans, and servicing of "green" credit cards service, as well as project financing, construction lending and leasing of fixed assets for businesses. Therefore, the benefits of green financing are:

• ecological improvement of the environment,

• reducing of the use of energy resources and thus saving money,

• capabilty to develop banking not only in the short-term perspective but in the long-term as well,

• increase of the investment attractiveness and competitiveness of our country.

Nowadays the need to increase mortgage lending is obvious. It is necessary to emphasize that mortgage lending is a fairly common phenomenon in financing the purchases of real estate in the developed countries in comparison with the post-Soviet countries where bank lending is very problematic because of very high interest rates set by banks. Mortgages include long-term bank loans used to purchase or build real estate, and to establish or diversify private businesses. Such loans are secured by property itself. Currently, the Ukrainian banking system is trying to overcome this problem and reach a new level of services. One of the most important advantages of mortgage lending is its longevity, because it provides banks with constant customers and minimizes the risks when issuing loans, as they are sufficiently secured by real estate. In the future, the loyal conditions created by banks will give impetus to the development of the economy of Ukraine. They will increase GDP and will provide effective competition in the lending market as well. And as a result all these factors may help to improve relations with customers.

Moreover, the current state of the banking system is affected by the corona crisis started in 2020. Such a situation has caused a reduction of both world and Ukrainian GDP. The main factors of changes in indicators were quarantine restrictions and lockdowns. The banking system has undergone many changes and tests in the pandemic. However, it is important to mention that the banks played a crucial role in stabilization of the economy. Some of them were able to navigate and adapt quickly to the current situation, while others lost their market positions.

Let's now move on to look at the following trends which can be observed in the Ukrainian banking sector during the coronary crisis: increase in short-term liquidity, namely the transition of a large amount of money from deposit accounts to current ones, low level of crediting, increase of the amount of cash in circulation, expansion of the shadow business, depreciation of the hryvnia and inflation within 5% (which is within the inflation limits of the NBU) [3]. After the introduction of quarantine, it is extremely important for banks not to stop lending to enterprises and individuals, for the sake of the proper functioning of the banking and the financial system of the country as a whole.

Besides, another important fact in the Ukrainian economy is that the interest rates on bank loans and deposits have a clear downward trend.

Hence, the banking sector is the main link in the financial and credit system of the national economy. It plays an important role in ensuring the functioning of cash flows and the organization of the control mechanism over socio-economic life. Thus, the introduction of various banking innovations leads to qualitative changes in the banking sector and contributes to banks' profits. That is why we can assume that banks are at the forefront of many positive changes in the economy.

REFERENCES:

1. Ткачук В. О. Інноваційна політика банків на ринку банківських послуг // Економічний аналіз : зб. наук. праць / Тернопільський національний економічний університет; редкол.: С. І. Шкарабан (голов. ред.) та ін. – Тернопіль: Видавничо-поліграфічний центр Тернопільського національного економічного університету «Економічна думка», 2013. – Том 14. – № 2. -– С. 43-51.
2. Шуба М. В., Рудник А. О. Світові тренди банківських інновацій // Ефективна економіка. 2015. №12. [Електронний ресурс]- Режим доступу: http://www.economy.nayka.com.ua/?op=1&z=4638
3. Vasiliev S. A., Serov E. R. Omnichannel Banking Economy // Quantitative Methods in Economics and Finance (Accessed 7 November 2019). URL: https://www.researchgate.net/publication/337097382_Omnichannel_Banking_Economy

Zakrevska Oleksandra,
Faculty of Finance and Accounting,
course II, group 6, specialty "Accounting and Taxation"
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Harbuza Tetiana, PhD in Pedagogics,
Associate Professor of the Department of Modern European Languages, KNUTE

INNOVATION PROBLEMS IN BUSINESS

The process of innovation is not always smooth. It often requires a specific environment to be in place so the people involved are encouraged, as well as enabled, to generate ideas freely – ideas that can truly propel projects forward. The right tools must also be in place for the innovative process to offer as much value as possible.

Innovation strategy: One of the most important elements of taking your organization from an emerging newcomer to an established brand, is your company’s innovation strategy. An innovation strategy helps to define the direction of innovation and the implementation of operations. Without an innovation strategy in place, your organization may be missing the mark, and a misalignment of your innovation efforts is a risk you are taking [4].

Innovation is centralized to one functional group: In many organizations, innovation is the responsibility of solely one functional group, like product development. The myth that one functional group is more suited to innovate than others is a severe hindrance to the pace of innovation. Each department provides a unique perspective on the problems of customers which can be critical for driving successful innovation [3].

Employees are not motivated or empowered: A number of managers erroneously believe that innovation will prove to be more of a hindrance than a help in the company. As a result, employees are not empowered to innovate. Employees need the freedom to take risks and/or try new ideas but this internal innovation cannot be accomplished without the support of managers and other leadership. Employee motivation for the sake of innovation can come in many forms, including contests, incentive programs for inventors or simply time set aside for unstructured employee innovation [4].

Lack of time: Employees already feel pressure to get more done in less time, so adding innovative ideas can quickly overwhelm workers. A lack of time and focus are a major hindrance to innovation. And, unfortunately, instigating major changes on a large scale takes just that: time and focus. Leaders are aware of the need to invest time if they want to see their company become more innovative. For executives, there needs to be a general acceptance that innovation won't result in instant gratification. Rather, changes and progress will be seen over time, and it might take years, not months [2].

Losing track of ideas: If an idea moves into prototype production but then stalls, it's a waste of resources. Likewise, an idea that will be great – when the technology to support it advances – is useless if there's no way to keep tabs on it for when the time comes. There are apps for managing ideation, incubation and every phase of innovation, so make use of them. Being new doesn't have to be a limitation – just as innovation doesn't have to be a burden. With the help of technology, and a true understanding of what innovation is, any company can make innovation a top priority [1].

The wrong culture: Company culture can say a lot about the potential for innovation. While corporate culture can be a positive aspect for some companies, it can also be a hindrance. For example, if your company's culture is more about politics and bureaucracy, it's probably going to stifle innovation. An employee or team might come up with an innovative idea, but if the systems aren't in place for them to act on that idea, or the company has a history of letting the ball drop, they might not make the effort [2].

Use purpose-driven stories to rally support: Create an opportunity for employees and/or customers to tell stories that remind everyone of your company’s purpose. This will make it easier for employees and customers to accept the innovations as they will be able to better understand why the innovations are necessary [1].

Customer connections: Customer feedback is incredibly important when it comes to innovative success. Customer empathy is a must-have for all businesses in order to truly understand changes in demand, while reaching for the goal to meet future trends. Stay on top of listening for customer feedback and you will find an organizational roadmap for problems that need to be solved next [4].

Lack of collaboration: Collaboration is the key to innovation. While many organizations understand the importance of collaboration internally, collaboration externally can be equally important. Innovation ecosystems bring together industry partners, customers, and even competitors to drive innovation in the industry forward.

Innovation is crucial initiative for driving success in your organization long-term. When beginning innovation initiatives, it’s important to remain aware of the challenges and plan for them while working against these challenges of innovation in business. Building a strong innovation culture in your organization not only helps to avoid these challenges, but also to ensure that innovation is a strategic focus for every employee [3].

REFERENCES:

1. Innovation Challenges Every New Company. URL: https://www.business.com/articles/innovation-challenges-new-companies-face/
2. 7 big threats to innovation and how to overcome.URL:https://www.cio.com/article/2996520/7-big-threats-to-innovation-and-how-to-overcome-them.html
3. 9 Challenges Hindering Innovation in Your Organization. URL: https://www.innovation-asset.com/blog/9-challenges-hindering-innovation-in-your-organization
4. 5 Challenges of Innovation in Business. URL: https://www.planbox.com/5-challenges-of-innovation-in-business/

Zyuzko Anna
Faculty of Economic, Management and Psychology,
course II, group 8, specialty “Corporate Finance”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Shyrmova Tetiana,
Senior Lecturer of the Department of Modern European Languages, KNUTE

ENVIRONMENTAL AUDIT: TOOL FOR MANAGING THE SAFETY OF AN INDUSTRIAL ENTERPRICE, IMPLEMENTATION AND DEVELOPMENT IN THE ECONOMY OF UKRAINE

The goal of this research is to analyze the essence of environmental audit, to identify problems and prospects for the implementation of such audit in Ukrainian enterprises. The main condition for development of any economy is the combination of economic interests with the problems of environmental safety of society, the preservation of the quality of the environment. Over the past two decades, Ukraine's economy has been reformed into an environmentally sound one. It is impossible to solve a wide range of environmental problems without introducing and implementing an environmental audit mechanism, which should become a mandatory component of the eco-oriented corporate governance system at the enterprise and should consider the specifics of the functioning of enterprises in the corporate sector of the economy [1].

In the scientific literature, research on certain issues of environmental audit was carried out by such leading scientists as L.I. Maximiv, V.M. Navrotsky, I.M. Potravny, L.A. Sakhno, G.P. Serov, F. Butynets, A. Kuskov, A. Petrik, V. Chernoivanov, A. Shaporenko and others. Despite the significant results of the scientific searches of these scientists, theoretical and methodological foundations of environmental audit are needed further in-depth study and improvement. At the same time, environmental audit is considered as a form of environmental control, a subspecies of economic activity, an instrument for assessing the impact of productive economic activity on the environment, etc. Environmental audit functions are not only evaluation, but also advisory. That is, the environmental audit not only provides conclusions about possible negative impacts on the environment, the state of environmental safety, but also assesses the degree of risk, presents qualified recommendations on measures that need to be considered during design or construction.

Ukraine's economy is being reformed. The system of environmental management and audit should also be reformed. It refers to functions such as: restructuring of production, privatization, creating a competitive environment and market pricing, as well as functions of program-to-target financial distribution. It could be: audit of decommissioning of enterprises at restructuring of the industry; audit assessments of environmental risks, priority environmental remediation activities of enterprises that are being privatized; audit assessment of environmental costs; etc. The environmental audit is used in privatization, which considers the environmental factor when assessing property. The investor will undertake obligations to ensure the environmental safety of production for European or world standards. It will entail environmental costs to be considered in the process of determining the cost of objects privatization.

For enterprise managers environmental audit is profitable investment of capital. It reduces costs of removing waste, extraction of raw materials and producing commodities due to using better technologies and use of water and energy more economically. Also, markets are expanding for goods among the "environmentally conscious" buyers and improving the reputation of the enterprise.

To sum up, we can state that environmental audit is important for enterprises and for the economy of Ukraine as a whole. Integration processes which are developing in Ukraine and interest of foreign investors in financing projects require the application of generally accepted environmental procedures in the world practice [4]. Auditing as an element securing property rights is extremely significant for the economy, since it reduces the information and commercial risk associated with management decisions in order to develop recommendations for the effective use of resources in the field of environmental management and protection. The application of environmental audit as a tool for managing the safety of an industrial enterprise is one of Ukraine's priorities.

REFERENCES:

1. Петрик О. Екологічний аудит в Україні: проблеми методики та організації / Петрик О. // Бухгалтерський облік і аудит. – 2008. – № 4. – С. 51-56.
2. Про екологічний аудит, Закон України від 24.06.2004 р. № 1862-IV – Режим доступу: http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=1862-15.
3. Экологическое проектирование и экспертиза: Учебник для вузов / К. Н. Дьяконов, А. В. Дончева. — М.: Аспект Пресс, 2002. - 384 с.
4. Ruban A. Introducing environmental auditing as a tool of environmental governance in Ukraine. Journal of Cleaner Production. Vol. 212, 1 March 2019, Pages 505-514.

DISCUSSION PLATFORM 2

Borovets Anna,
Department of Economics and Business,
course I, group 20, specialty "Economics",
Kharkiv College of Trade and Economics of
Kyiv National University of Trade and Economics,
Kharkiv, Ukraine
Scientific supervisor: Klochko Vitalii, Candidate of Economic Sciences, Associate Professor, Lecturer of the Cycle Commission of Economics, Management and Administration, Kharkiv College of Trade and Economics, KNUTE

WAYS TO IMPROVE THE EFFICIENCY OF PERSONNEL IN BANKING ORGANIZATIONS DURING A CRISIS PERIOD

Anti-crisis management of the bank's personnel provides for targeted actions of the organization's management to ensure social protection of employees, creating conditions for the effective use of human resources.

Let's highlight the following areas of work with personnel in a crisis: staff reduction; refusal to recruit new employees; reducing the cost of the compensation package; reduction of working time and, accordingly, employee wages (reduction of the working day, working week, vacation).

The use of anti-crisis management mechanisms as an alternative to bankruptcy will ensure the bank's transition from a defensive to an offensive strategy of activity.

For effective personnel management, along with traditional management methods, it is necessary to use innovations, improved, and non-traditional approaches in management activities, since today the basis of any type of enterprise management is highly efficient activity. In our opinion, it is expedient to assess the efficiency of personnel and the bank as a whole using the Business Performance Management (BPM) methodology [1, p. 108].

BPM is a program to increase efficiency, motivate and stimulate the development of employees in an organization. In other words, it is an achievement management system.

The BPM methodology is based on the idea of a continuous management cycle that includes strategy development. At this stage, the strategic plans for the development of the enterprise are determined, a system of key performance indicators (KPI) is formed and their quantitative values are established. The operational development of plans and the reallocation of resources for the implementation of the strategy is carried out. Planned target KPI values are used as benchmarks when preparing plans; monitoring and control.

Operational accounting of the actual execution of budgets, comparison of planned and actual values in budget items, as well as planned and actual KPIs are carried out; analysis and regulation. The corporate governance cycle ends with the adjustment of strategic goals and operational plans, ensuring the continuity of its stages.

It has been proven that today BPM solutions in HR management are effective. Firstly, it is the volatility of the economic environment that accompanies the globalization of the world economy.

The second reason is the emergence of new management tools and the possibility of their effective use. BPM is the result of the evolution of both management theory and information technology since it has incorporated both current management principles and modern technologies [2, p. 110].

Another option for improving the personnel management system is the SAP information system module – "SAP HR", which provides efficiency, convenience, and speed in resolving issues of selection and recruitment of personnel. The software offered for the work of HR departments, in general, has limited functionality, aimed primarily at solving problems such as personnel records and payroll. SAP HR offers a completely different approach to the automation of HR services. A well-built SAP HR system does not operate in fragments but obeys the general logic of company management by its development strategy.

Now the innovative personnel management system is rapidly developing based on information and communication technologies, which can distinguished in the following projects.

1. "Career portal" - an Internet resource integrated with social networks (a potential candidate for promising positions in the organization uses information portals, blogs, web tests, and web games);

2. "Virtual School" – an internal portal of the organization (any employee online gets acquainted with the lectures of specialists in the field under study, studies in the distance programs of Western business schools, participates in distance business games and webinars)

3. "Social card of an employee" – a program of "non-monetary motivation" of employees (the formation of virtual accounts of employees in the "social budget" of the company, the choice of benefits for a predetermined differentiation of their cost, etc.);

4. "Gamification" (a new business concept based on the application of approaches characteristic of computer games in software tools for non-game processes and the use of the best ideas of loyalty programs, game mechanics, and behavioral economics in real business processes). The main areas of Gamification are HR, IT and marketing departments of companies. Gamification is a search for non-standard solutions that help make work more interesting.

Particularly acute for most banking divisions is the problem of turnover among newly young professionals. This is because in the first months of work, employees are just mastering the business process, most of them have low wages, which are not satisfactory. The solution to this problem can be the introduction of an adaptation allowance in the amount of 20-30% of the approved target income for each profession. Such an additional payment, on the one hand, compensates for the low efficiency of new employees, and on the other hand, it will keep them interested in improving their efficiency.

To increase the efficiency of the existing personnel management system, the bank additionally needs to introduce methods that will take into account an individual approach to adaptation, training and motivation of personnel. It is possible to find an individual approach to each subordinate and reduce employee turnover in the first months of work by introducing a mentoring system. With such a system, a mentor (mentor), who is a qualified employee with sufficient experience in the company, will help a newcomer to "join" the team, master new norms of behavior, corporate values, understand their responsibilities, and understand how to grow and develop in the company [1, 77].

We propose the following measures to improve the efficiency of personnel labor motivation in banking organizations during the crisis period:

1) an increase in the fixed and variable income of employees;

2) introduction of an adaptation allowance;

3) introduction of a mentoring system;

4) regular individual conversations between managers and subordinates;

5) an individual approach when creating a social package;

6) horizontal rotation of employees;

7) delegation of powers.

REFERENCES:

1. Адаптация молодых специалистов. *HR Лига. Сообщество кадровиков и специалистов по управлению персоналом.* URL: https://hrliga.com/index.php?module=profession&op=view&id=228 (дата звернення 15.03.2021).
2. Мирошниченко Ю.В., Навіцкас В.А., Сорокіна А.В. Сучасні методи управління персоналом. *Молодий вчений*. 2016. № 5. С. 107–111.

Chazov Ernest,
Faculty of Economics, Management and Psychology,
course II, group 3, specialty “Economics of Trade”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Radchenko Yuliia,
lecturer of the Department of Modern European Languages, KNUTE

THE FALLIBLE DEVELOPMENT OF ECONOMICS

In the past Economics was conceived, as we may conceive Ethics or Esthetics, as being concerned with ends as such. The economic system was treated as a gigantic machine for turning out an aggregate product and proceeding to enquire what causes make this product greater or less, and in what proportions this product is divided. Its preoccupations were not sharply distinguished from those of the technical arts of production - with ways of using given means [1]. As a result economics and the technical arts of production have presented great difficulties to the economists of that time who have thought that they were concerned with the causes of material welfare. It was clear that the technical arts of production were concerned with material welfare. Yet much scientific knowledge was germane to the technical arts of production that was foreign to Economic Science. So where is one to draw the line? Sir William Beveridge has put this difficulty very clearly in his lecture on Economics as a Liberal Education. “It is too wide a definition to speak of Economics as the science of the material side of human welfare. A house contributes to human welfare and should be material. If, however, one-is considering the building of a house, the question whether the roof should be made of paper or of some other material is a question not of Economics but of the technique of house building” [2]. Let us consider the behavior of an isolated man in disposing of a single scarce commodity. Let us consider, for instance, the behavior of a Robinson Crusoe in regard to a stock of wood of strictly limited dimensions. Robinson has not sufficient wood for all the purposes to which he could put it. For the time being the stock is irreplaceable. What are the influences which will determine the way in which he utilizes it? Now, if the wood can only be used at one time and for one purpose, or if it is only wanted at one time and for one purpose, and if we assume that Robinson has ample time to devote to its utilization, it is perfectly true that his economizing will be dictated entirely by his knowledge of the technical arts of production concerned. If he only wants the wood to make a fire of given dimensions, then, if there is only a limited supply of wood available, his activities will be determined by his knowledge of the technique of fire-making. His activities in this respect are purely technical. But if he wants the wood for more than one purpose—if, in addition to wanting it for a fire, he needs it for fencing the ground round the cabin and keeping the fence in good condition—then, inevitably, he is confronted by a new problem—the problem of how much wood to use for fires and how much for fencing. In these circumstances the techniques of fire-making and fencing are still important. But the problem is no longer a purely technical problem. Or, to put the matter another way, the considerations determining his disposal of wood are no longer purely technical. Conduct is the resultant of conflicting psychological pulls acting within an environment of given material and technical possibilities. The problem of technique and the problem of economy are fundamentally different problems. To use Professor Mayer's very elegant way of putting the distinction, the problem of technique arises when there is one end and a multiplicity of means, the problem of economy when both the ends and the means are multiple. The economist studies the disposal of scarce means. He is interested in the way different degrees of scarcity of different goods give rise to different ratios of valuation between them, and he is interested in the way in which changes in conditions of scarcity, whether coming from changes in ends or changes in means—from the demand side or the supply side-affect these ratios. Economics is the science which studies human behavior as a relationship between multiple ends and scarce means which have alternative uses [3].

The modern conceptual framework deserves attention not because it constitutes a new discovery, but because something as commonsensical as reflexivity has been so studiously ignored by economists. The field of economics has gone to great lengths to eliminate the uncertainty associated with reflexivity in order to formulate universally valid laws similar to Newtonian physics. In doing so, economists set themselves an impossible task [4]. Karl Popper's falsification theory would require social scientists to produce generalizations of universal and timeless validity [5]. If the human uncertainty principle is valid, that is an impossible task. Yet, in order to achieve the impossible, economists postulated some kind of fixed relationship between the participants' thinking and the actual course of events. Karl Marx asserted that the material conditions of production determined the ideological superstructure; Freud maintained that people's behavior was determined by the unconscious. The same argument applies to the mainstream economic theory currently taught in universities. It is an axiomatic system based on deductive logic, not on empirical evidence. If the axioms are true, so are the mathematical deductions. In this regard, economic theory resembles Euclidian geometry. But Euclid's postulates are modeled on conditions prevailing in the real world while at least some of the postulates of economics, notably rational choice and rational expectations, are dictated by the desire to imitate Newtonian physics rather than real-world evidence. The modern conceptual framework is built on two relatively simple propositions. The first is that in situations that have thinking participants, the participants' views of the world never perfectly correspond to the actual state of affairs. People can gain knowledge of individual facts, but when it comes to formulating theories or forming an overall view, their perspective is bound to be either biased or inconsistent or both. The second proposition is that these imperfect views can influence the situation to which they relate through the actions of the participants. The participants' thinking serves two functions: One is to understand the world in which we live - cognitive function; the other is to make an impact on the world and to advance the participants' interests - manipulative function. Situations that have thinking participants have a different structure from natural phenomena. The difference lies in the role thinking plays. In natural phenomena, thinking plays no causal role. Events unfold irrespective of the views held by the observers. The structure of natural events can be described as a chain of cause and effect generating a steam of objective facts, without any interference from the subjective aspects of reality. Consider the statement 'It is raining.' That statement is true or false depending on whether it is, in fact, raining. And whether people believe it is raining or not cannot change the facts. By contrast, in human affairs, thinking is part of the subject matter. The course of events leads not only from facts to facts but also from facts to the participants' perceptions (the cognitive function) and from the participants' decisions to facts (the manipulative function). Now consider the statement 'I love you.' The statement is reflexive. It will have an effect on the object of the affections of the person making the statement and the recipient's response may then affect the feelings of the person making the statement, changing the truth value of the original statement. The implication of the human uncertainty principle is that the subject matter of the natural and social sciences is fundamentally different; therefore, they need to develop different methods and should be held to different standards. Economic theory should not be expected to meet the standards established by Newtonian physics. A methodological convention that merely asserts that social sciences should not be confined to the same methods and be judged by the same criteria as the natural sciences may not seem like an adequate remedy for the ills I have identified [6]. But look at the straightjacket Lionel Robbins imposed on economics: it prevented economists from recognizing reflexivity and encouraged the development of synthetic financial instruments and risk management techniques that ignore Knightian uncertainty with disastrous consequences from which we have not yet found an escape [7]. The future leap of development in Economics as a social science will take place only after an explicit recognition of both fallibility and reflexivity and the Knightian uncertainty they create. Universally and timelessly valid theories cannot be expected to yield determinate predictions because future events are contingent on future decisions, which are based on imperfect knowledge [8]. Time- and context-bound generalizations may yield more specific explanations and predictions than timeless and universal generalizations.

REFERENCES:

1. Robbins L.C. An essay on the nature and significance of economic science. 1932. URL:https://books.google.com.ua/books/about/An_Essay_on_the_Nature_and_Significance.html?id=nySoIkOgWQ4C&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false (date of application: February, 2021)
2. Beveridge W. H. Economics as a Liberal Education. 1921. URL: https://www.jstor.org/stable/2548500?seq=1 (date of application: March, 2021)
3. Mayer H.F. Untersuchung zu dem Grundgesetz der wirtschaftlichen Wertrechnung. 1956. URL: https://niklas-luhmann-archiv.de/bestand/bibliographie/item/mayer_1921_wertrechnung-1 (date of application: March, 2021)
4. Soros G. The alchemy of finance. 1987. URL:https://books.google.com.ua/books/about/The_Alchemy_of_Finance.html?id=qxkiYul2wgoC&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false (date of application: March, 2021)
5. Popper K.R. The Logic of Scientific Discovery. 1959. URL:https://books.google.com.ua/books/about/The_Logic_of_Scientific_Discovery.html?id=Yq6xeupNStMC&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false (date of application: March, 2021)
6. Soros G. The Soros lectures at the Central European University. 2010. URL:https://books.google.com.ua/books/about/The_Soros_Lectures.html?id=upw5DgAAQBAJ&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false (date of application: March, 2021)
7. Knight F.H. Risk, uncertainty and profit. 1957. URL:https://books.google.com.ua/books/about/Risk_Uncertainty_and_Profit.html?id=EsUsAwAAQBAJ&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false (date of application: March, 2021)
8. Popper K.R. The poverty of historicism, II. A criticism of historicist methods. Economica, 43, 119–137. 1957.

Dziumak Tetiana,
Faculty of Accounting and Finance,
course IV, group OBO-41d, specialty "Accounting and Taxation",
Vinnytsia Trade and Economic Institute, KNUTE,
Vinnytsia, Ukraine
Scientific supervisor: Kudyrko Olena, PhD in Economics,
Associate Professor of Accounting and Taxation, KNUTE

THE NECESSITY OF CONDUCTING AN ENVIRONMENTAL AUDIT OF INDUSTRIAL ENTERPRISES IN UKRAINE ON THE WAY TO EUROPEAN INTEGRATION

Nowadays, problems which influence the environment are becoming more widespread in modern conditions of manufacturing industry development in Ukraine. The new economic model is characterized by the necessity of introducing new categories of economic control. For example, there is the environmental audit procedure, which can, firstly, influence the environmental situation at the level of manufactures and industrial areas. After all, effective accession of our state to the European community depends from the way of solving such problems.

The following Ukrainian specialists had been researching issues of ecological audit problems as: V.O. Anishchenko, V.A. Borisov, T.П. Galushkin, P.I. Korenyuk, L.I. Maximov, O.L. Mihayliuk, B.M. Navrotsky, A.A. Sadekov, Y.M. Satalkin, V.F. Semenov. Among foreign scientists there are: A. Endresa, N.V. Pakhomova, I.M. Potravny, K. Richter, G.P. Serova, V.L. Sidorchuk, C.C. Timofeeva and others. [3]. All above-mentioned scientists had studied the main aspects of rational nature management and production cycles, but many problems are still staying opened and unresolved by law.

Environmental auditing is successfully used as a sphere of economic activity in many foreign countries, while such a phenomenon is only at the beginning in Ukraine. Therefore, the aim of the study is to reveal the concept of environmental audit as a tool of environmental control, reflect the conducting procedure and the reason of the necessity for its conducting at the level of manufacture enterprises and the whole state.

Moreover, environmental audit is needed to create a competitive product to be competitive on European markets. Chamber of Commerce and Industry is one of the coordinators of Ukraine's economic integration into EU standards. The Chambers are created to promote the development of the national economy and integrate it to the world economic system, create modern industrial, financial and trade infrastructures, necessary conditions for business, comprehensive development of all types of business activity, science, technology and trade relations between Ukrainian enterprises and enterprises of foreign countries [2]. One of the functions of the Chamber of Commerce is to manage an examination of the origin of goods, to control and audit their environmental quality, quantity, completeness.

The International Chamber of Commerce determines environmental audit involves a registered, objective, periodic and systematic assessment of the effective environmental protection of enterprises, such us:

- reinforcing management and controlling activities which are directed to the natural environment;
- taxation according to certain requirements;
- assessment of the activities of enterprises (companies) according to regulations and requirements [2].

So, environmental safety of goods is one of the main indicators of the quality of national goods which integrate to the European market. During the course of production of products with high-quality environmental safety indicators, an important part of them is a process of an environmental audit at the enterprise, which makes it possible to identify disadvantages over the whole "life cycle" of goods.

Environmental audit is taking according to its plan indicated in contract between the customer and the contractor [1]. Customers may be every business entity that is interested in defining weaknesses and disadvantages during the production process and assessment of the risk to the environment of the object. Besides, the audit may be conducted only by certified individuals or legal entities that have the law to engage this business activity. There are approved orders of the Ministry of Environmental Protection where we can find a number of necessary documents to get a certificate of environmental auditor, to be contributed to the Register of environmental auditors and legal entities entitled to conduct environmental audits.

The procedure for conducting an environmental audit of an industrial enterprise consists of the following stages:

- visual exploring objects of audit (technological processes, production, emissions in the atmosphere, sewage, waste);
- checking the presence and absence of regulatory and permitting documentation (regulations on the company's policy in the sphere of labor and environmental protection, environmental passport, license for using hazardous waste, subsoil);
- summarizing the congregated materials by the audit team and formation of previous conclusions with the help of legislation documents;

- formation of practical recommendations to effective use of resources in the sphere of nature management and environmental protection in the auditor's report and delating this information to the customer.

The auditor's report must be formed in accordance with valid legislation documents. Environmental audit of environmental quality management systems is based on regulations of Ukraine, ratified international agreements (contracts). Also it is regulated by some international standards. For example, Ukraine has adapted the International Standard on Auditing (ISA) 1010 "Consideration of environmental issues in the audit of financial statements", ISO14000 series standards, including: DSTU ISO 14010-97, 14011-97, 14012- 97.

So, environmental audit is an important tool to increase the environmental and economic feasibility and efficiency of the business entity. The necessity of its application is to establish the company's compliance with environmental legislation, prevent penalties from environmental inspections, avoid excessive environmental payments and fines, reduce waste management costs, reduce the risk of emergencies related to environmental pollution.

In conclusion, an environmental audit is necessary for an industrial enterprise to improve its own production technology directing to environmentally friendly qualities, which promotes to development on the way to the European market immediately.

REFERENCES:

1. Про екологічний аудит: Закон України від 24.06.2004р. №1862-IV. Дата оновлення: 16.10.2020. URL: https://zakon.rada.gov.ua/laws/show/1862-15 (дата звернення 15.04.2020);
2. Про торгово-промислові палати в Україні: Закон України від 02.12.1997р. №671/97. Дата оновлення: 17.03.2020. URL: https://zakon.rada.gov.ua/laws/show/671/97 (дата звернення 15.04.20);
3. Кудирко О.М., Патраманська Л.Ю. Сутність та необхідність широкого запровадження екологічного аудиту в Україні. *Vĕdecký průmysl evropského kontinentu:* Materialy VI mezinárodni vĕdecko-praktická conference, Praha: Publishinq House «Education and Science» sro,2010.С. 99 - 101.

Lazarenko Vladimir,
Faculty of Finance and Accounting,
course 1, group 6, specialty "International Finances",
Kyiv National University of Trade and Economics
Kyiv, Ukraine
Scientific supervisor: Oleksandrova Galina, PhD in Philology, Associate Professor of the Department of Modern European Languages, KNUTE

SCIENTIFIC AND INNOVATIVE ACTIVITY OF EUROPE

SPAIN. Among the priorities of the current Spanish government is state support, cincl. significant financial, development of science and new technologies. To this end, in April 2008 a new Ministry of Science and Innovation was established (), which is responsible for development and implementation of government policy in the field of research, technological development and innovation and whose main task is to bring Spain to a leading position in the world in these areas.

In Spain, there are 48 public universities, which along with performing the functions of higher education institutions also perform functions research centers (they employ 86.9 thousand people, finance 4% of activities industries I + D and use 29.5% of government spending on I + D). In these University centers produced 70% of Spanish scientific output international use.

Spain's scientific system also includes various organizations and institutions that are intermediaries between the R&D sector and the industrial sector and their the task is to promote the introduction of new achievements in the field of production (in particular Research transfer offices, science and technology parks, technology centers).

ITALY. The first innovation structures, technology parks or science and technology parks (STP) began to be created in Italy in the early 70's to coordinate and intensification of scientific research in the interests of supporting the general scientific and technical development, introduction of new technologies in production, acceleration development in depressed, economically backward regions of the country, especially in the south Italy.

As of 2008, according to the Association of Science and Technology Parks of Italy.The country has 31 STPs, which include about 600 high-tech enterprises, 140 of which are incubated, 14 business incubators, specializing in supporting the creation and development of new enterprises, and 150 research centers. About 2,500 Italian companies use the services of existing ones science and technology parks, in which the number of employees only in high-tech production is about 6,300 people. STP AREA Science Park is part of the European Innovation Relay Center Network - IRENE, based technology exchange decision of the European Commission in 1995. The IRENE network includes more than 70 European STP, which employs about 65,000 companies, research centers and other R&D organizations.

GERMANY. According to the level of costs for research and experimental design Germany (R&D), which accounts for 2.5% of GDP, Germany is one of the leading places among economically developed countries. Significant increase in spending to support innovation, science and education is also provided in the framework two packages of measures to support the economic situation, approved by the German government in November 2008 and January 2009 in order to counter the global financial and economic crisis.

POLAND. According to the Law "On Research Organizations", research units are considered to be state organizations, separated from the legal, organizational and economic and financial point of view, created for the purpose of scientific research and works, the results of which must find application in certain areas of the economy state and public life. Research institutions are:

- research institutes;
- research centers, central laboratories and others

organizations whose main task is to conduct research activities.

SWITZERLAND. The State deals with the issues of innovation policy in Switzerland Secretariat of Vocational Education and Technology, which is part of the Federal Department (Ministry) of Economy. The Secretariat may delegate its own powers to other government agencies and universities. The mechanism for promoting innovation is as follows. Interested in development the party submits the project to the State Secretariat for Vocational Education and Technology project documentation. Depending on the type of appeal in the case of a decision on project support it may be decided to delegate the project to 38 university or other research institution. At all stages of his project implementation is monitored by the Secretariat. Funds to support innovation are allocated by the state. On in the period of 2008–2011 it is planned to allocate 532 million Swiss francs. fr. ($ 483 million).

SWEDEN. The Swedish innovation system consists of 3 main areas: national innovation system, sectoral innovation system, regional innovative systems. National programs - provide support to scientists at the stage implementation of programs on a commercial basis, as well as centers responsibilities that develop academic links research and industrial design and engineering centers. Research plays an important role in Sweden's innovation system for the sake of. They are not directly involved in innovation but provide support in conducting research that is inherent innovative.

To support the development of scientific and innovative activities were specially two research councils were established. This is the Swedish Research Council for Workers age and social sciences (Swedish Research Council for Working Life and Social Sciences - FAS), in the field of social sciences and the Swedish Research Council for Security Environment, Agricultural Research and Spatial Planning (Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning - FORMAS), in the field of environment.

REFERENCES:

1. Electronic resource [http://www.novoya.com/info/1500.html].
2. Андрушкевич Ф. Інновації в польській та українській освіті як наслідок підписання європейських освітніх декларацій: (порівняльний аналіз) / Фабіан Андрушкевич // Директор шк., ліцею, гімназії. – 2011. – № 2. – С. 32–40.
3. Андрощук Г. Інноваційна політика ЄС: стан і тенденції. //Проблеми науки — 2002, № 12. — с. 25–32
4. Биков В.Ю. Моделі організаційних систем відкритої освіти: [монографія]/ Валерій Юхимович Биков. - К.: Атіка, 2008. – 684 с.
5. Electronic resources etc.

Liashenko Ilona,
Faculty of Finance and Audit,
course II, group 4, specialty “Finance, Banking and Insurance”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Sushko Inna,
Lecturer of the Department of Modern European Languages, KNUTE

FEATURES OF THE INSURANCE MARKET DEVELOPMENT OF UKRAINE

One of the most crucial areas of the national economy of Ukraine is the financial sector. One of its components is the insurance market, the development of which in terms of integration into the world economic community occupies one of the leading positions in the national economy, which requires significant financial resources. The insurance industry is an essential financial instrument, according to which you can accumulate funds in the future and invest them in the economy. This action could lead to an increase in the wealth of the nation. It emphasizes the urgency of improving the insurance market of Ukraine by solving several problems that hinder its development.

Insurance market - an area of money relationships, where the object purchases and sale is a specific service - insurance protection, is formed supply and demand. The origin and development of the insurance market in Ukraine are closely related to the country's transition in the early '90s to a market economy. The first cooperatives appeared on the insurance market of Ukraine in 1988, and since the 1990 year - the first insurance companies, the number of which increased rapidly. After adopted the law "On Insurance" in 1996, the process began in the country's regulation and state supervision of insurance activities [1, p. 126].

There are four stages during which changes took place in the number of insurance companies in the domestic insurance market:

The first stage (1990-1994) is a rapid increase in the number of insurance companies in Ukraine. The period of creation and adoption of the first legislative acts regulating the activities in the insurance market. The beginning of the development of the insurance market in Ukraine was facilitated by the adoption of the Decree of the Cabinet of Ministers of Ukraine "On Amendments to the Law of Ukraine "On Banks and Banking" of April 26, 1993, № 38–93, which forbade banks to operate in insurance.

Stage II (1995-1996) - there is a sharp decrease in the number of insurance companies connecting the 1993 decree "On insurance and insurance market" which came into force in 1994.

The purpose of the decree was the liberation of the Ukrainian market from unreliable insurance companies.

Stage III (1997–2007) - transition to new standards and approaches in regulation and development of the insurance market. Increasing competition, professionalism in the activities of insurers. The emergence of a new regulator - the State Commission for Regulation of Financial Services Markets of Ukraine. Installing new claims on the statutory funds of insurance companies for 1 million euros for "nonlife" insurers and 1.5 million euros for insurers who carry out "life" insurance.

Stage IV is the period associated with the financial crisis. The main feature of this period is the exit from the insurance market of unstable and unreliable insurance companies [2, p. 623].

To date, the insurance market of Ukraine has created a competitive environment favorable for the development of the insurance services market. The mechanism of competition among insurers performs an important selective function constantly. Every year several people leave the insurance market in Ukraine with uncompetitive insurers and at the same time are included in the State register of new insurance companies.

Currently, the insurance market in Ukraine is one of the segments of the financial market dynamically developing services. In general, the state of the insurance market shows its significant potential and prospects for further growth, in particular:

• increase in the number of types of compulsory insurance;

• tax benefits;

• high profitability of insurance;

• a significant number of potential consumers of insurance services.

The insurance market of Ukraine is growing both in size and complexity.

The average annual growth rate of insurance premiums over the past three years amounted to 42%. Besides, there have been many positive developments in legislation and regulation, which accelerated the growth of the insurance sector [3, p. 82].

Thus, the insurance market of Ukraine has already passed the stage of formation and is on the path of gradual integration into the world. Realization these recommendations should preserve and strengthen the financial capacity insurance market of Ukraine, which has already acquired a certain level of development but has not a real factor of stability and its characteristics do not meet trends in world insurance markets. This will create a favorable foundation for intensification of the investment activity of insurance companies.

REFERENCES:

1. Фурман В. М. Особливості та сутність страхового ринку / Фурман В. М. // Фінанси України. – 2005. №11. С. 126–131.
2. Гринчишин Я.М. Стан та перспективи розвитку страхового ринку України / Я.М. Гринчишин, А.В. Прокопюк // Молодий вчений. – 2017. − №3 (43). – С. 622-626.
3. Диба В.А. Сучасний стан та перспективи розвитку страхових компаній в Україні / В.А. Диба // Економіка та держава. – 2016. – № 11. – С. 80-83.

Diana Malchyk,
Educational and Scientific Institute of Humanities,
course II, group 1, specialty "Philology",
University of State Fiscal Service of Ukraine,
Irpin, Ukraine
Language advisor: Liudmyla Onuchak,
PhD in Pedagogical sciences,
Head of the Department for Modern European Languages

DIRECTIONS OF IMPROVEMENT OF FINANCIAL CONDITION INDUSTRIAL ENTERPRISES OF UKRAINE

In modern economic conditions that have developed in Ukraine, a rigorous external and internal competition, political instability increases rapidly, increases the level of business risks. In this regard, the independence of enterprises and organizations in the adoption and implementation of managerial decisions increases with each day, their economic and legal liability increases to implement effective financial and economic activities. Thus, the formed economic instability requires enterprises and organizations of the use of a qualitative, comprehensive assessment of the financial condition.

By performing an analysis of scientific works devoted to the topics of the analysis of the financial condition of the enterprise it should be noted that their number in recent years has increased significantly, which once again confirms the relevance of the chosen issue of scientific research. The study of the evaluation of the financial condition of the enterprise is devoted to the works of such scientists of economists: Bilyk M. D., Buryak L. D., Bulgakova S.O., Baranovsky O. I., Korobov M. Ya., Podderyogin A. M., Tereshchenko O. O. and others. The purpose of this study is to master theoretical aspects of the analysis of the financial condition of the enterprise and the development of practical recommendations for its improvement.

Today there is a single vision of the interpretation of the concept of "financial condition of the enterprise". In our opinion, it is most fully revealed by scientists to the economists of Shmorkun N.P. and Golovko IV, which interpret the financial condition of the enterprise as integrated by many indicators of the quality of the business entity, which is a product of interaction of all elements of the system of financial relations of the enterprise [1].

The real financial condition of the enterprise should be considered by using a comprehensive set of indicators that show the influence of a certain system of factors on the relevant economic features. Based on research on the financial state of industrial enterprises of Ukraine, isolate the most effective and primary ways to improve the effectiveness of enterprise data:

- introduction of a comprehensive, uninterrupted analysis of the financial condition and the results of their financial and economic activity;
- development of measures to improve product quality in accordance with European standards;
- achievement of the optimal ratio between its own and attracted capital;
- implementation of measures to achieve the lowest level of production, improving the composition of the range of goods;
- increase of labor productivity, by introducing and consolidated on a permanent basis of motivational measures for employees, material stimulation of their work;
- automation of the production process, replacing equipment on which products are made to a more modern [2].

Thus, obtaining real financial independence and stability of economic results of industrial enterprises of Ukraine is possible only with a certain compliance with certain rules and laws on the implementation of effective financial and economic activities. One of the main rules is a regular, high-quality analysis of the financial condition of industrial enterprises, which will provide management personnel with high-quality and true information about their activities for the adoption of productive and well-grounded decisions.

REFERENCES:

1. Shmorgun N.P., Golovko I.V. Financial analysis: teaching. manual. Kyiv: CNL, 2006. 528 p.
2. Karpenko G. V. Ways to improve the financial condition of the enterprise. The state's economy. 2010. No 1. P. 61 - 62.

Maziy Alexandr,
Faculty of Finance and Accounting,
course I, group 6, specialty “Finance, banking and insurance”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Oleksandrova Halyna, Phd in Philology,
Associate Professor of the Department of Modern European Languages, KNUTE

INNOVATIVE FINANCIAL STRATEGIES FOR CALCULATING THE EXCHANGE RATE OF COUNTRIES

Scientists in many countries have repeatedly tried to develop economic and mathematical models for forecasting exchange rates. Most experts believed that these models should be based on the theory of purchasing power parity of national currencies. The input parameters for the construction of such a model should be the size of the country's GDP, data on the volume of money supply and others. Basic models of exchange rate forecasting are divided into five basic models:

1. Model based on exponential and power functions.
2. Model Based on the purchasing power parity of national currencies.
3. Model Based on analytical dependencies.
4. Based on international economic exchange.
5. Based on expert statements.

Lets see how this models work in details.

Exchange rate forecasting model based on exponential and power functions is the model in which the calculation of the forecast value of the exchange rate is calculated by the formula [1]:

$$B_к = a_1h_1 + a_2h_2 \ldots + a_nh_n$$

where h_1, h_2 … h_n – factors (parameters) influencing the formation of the exchange rate; a1, a2… an - coefficients that characterize the relationship between factors and the value of the exchange rate. First, the factors (parameters) influencing the formation of the exchange rate are determined. For each factor (parameter) a selection of relevant statistics for the period under consideration is made. Then, using numerical methods, it is necessary to find the coefficients (a). This process is quite complex and time consuming, even with the use of the latest computer technology. So, this method is subsidiary to ***methods based on analytical dependencies*** and ***method based on the purchasing power parity of national currencies***.

The next ***method is based on analytical dependencies***. The model of forecasting the exchange rate on the basis of analytical dependencies is built by analyzing the mechanism of exchange rate formation under the influence of certain factors (parameters) and making the appropriate mathematical relationships between input and output parameters of the model. Ideally, you can calculate the

forecast value of the exchange rate by the formula [1]: $B_k \dfrac{\frac{M}{gdp}}{\frac{M_3}{gdp_3}}$

where M - money supply in first country; M3 – money supply in second country; gdp – real gross domestic product in first country; gdp3 – real gross domestic product in second country.

Model based on the purchasing power parity of national currencies is based on the assumption that in the long term period there is an equalization of prices in the two countries for the same goods of international trade. Therefore, the relative value can be calculated by the formula [1]: $B_{\text{кв}} \frac{P}{P_3}$

where P- the level of prices in first country; P_3 – the level of prices in second country.

Exchange rate forecasting ***model based on expert estimates***. Initially, different development options are considered, and for each of the options, in turn, can also be considered several development options, which can also generate new events, etc. Namely, a "tree" of scenarios is built. This method is called "scriptwriting".

What purpose of these methods is in real life? If we talk about present, we need to say about ***modern foreign exchange market*** as a system of stable economic and organizational relations between the participants of international settlements not only foreign exchange transactions, but also foreign trade, services, investment and other activities. Nowadays, a lot of companies can use these methods to save money which are spent on raw materials because a lot of materials are imported. So, their price varies greatly due to exchange rate and if a company has approximate courses it can save 2-8% on each purchase. The second reason is that, method based on analytical dependencies can help the company executives to analyze is it necessary to run a business or what investment will give more profit and less loses. It also can help investors to save their money on purchase of international shares.

In conclusion, I want to mark five theses:

1. The state of the national currency reflects the state of the entire national economy and the processes reflected in it.

2. The exchange rate of the national currency of the country is affected by all the changes that occur in this country and in the world.

3. When we forecast the exchange rate we use statistics that by the moment of forecast could be changed which increases the probability of error.

4. Depending on the interval between obtaining statistical data and the final forecast, the error in the forecast may increase due to the so-called "time lags" - the time intervals between the beginning of changes in factors affecting the national currency and the effective beginning of changes in its rate [2].

5. These methods help to save money which are spend on imported raw materials and can give information about profit and losses of the company which helps businessman to understand is it necessary to run the company or invest money.

REFERENCES:

1. Журавка Ф.О., Русаненко І.С. Прогнозування валтотного курсу як один з інструментів хеджування валютного ризику Фінанси України, 2000. NO 9.- С. 49 - 58.

2. Козловський С.В., Козловський В.О. Макроекономічне моделювання та прогнозування валютного курсу в Україні. 2005. С. 42 - 50.

Oboznyi Vlad,
Faculty of International Trade and Law,
course II, group 16, specialty "International Business",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zvarych I.M., Doctor of Sciences in Pedagogics, Professor,
Professor at the Department of Foreign Philology and Translation, KNUTE

ONLINE EDUCATION

The existing education system, with all its attempts to reform and modernize, has been unable to respond in a timely and prompt manner to the significant scientific discoveries that have been made over the past twentieth century. The students of Universities and secondary schools are working on updated programs, textbooks, which have many shortcomings, and the adult population, including teachers, faced significant problems because they, based on previously acquired knowledge, were unprepared to implement new discoveries, which gave modern science: to master the latest technologies, including computers and distance learning platforms, to carry out the learning process at a distance. Most educators have repeatedly had difficulty with technical equipment, computer literacy, to provide accessible educational information for their students and to receive timely feedback.

Changes in society, in particular the global pandemic, have led to the active start of distance learning in higher and secondary education, and thus forced teachers, lecturers, students and parents to improve the technical means of learning, transfer educational information and get results, perception and mastery of educational material in a particular discipline, coverage of project presentations. Online education is becoming more and more popular. Many people all over the world prefer distance education to full time education. The history of this kind of studying started in the late 1900s and firstly came to practice when U. S postal service was developed. Never the less, that a lot of people adore the distance learning higher education, but there are a number of shortcomings, and we would like to underline them.

I.M. Zvarych highlights the following disadvantages of distance learning, such as: *restrictions on direct communication between students and teachers, lack of students' direct access to the teacher, students' constant self-motivation during the distance learning, distance learning isolation, limitation of available special training courses to master specialization, the necessity for constant reliable access to the latest learning technologies and Internet, mandatory accreditation of distance learning educational programs, employment restrictions, unforeseen* *additional costs for distance education, restrictions on improving students' oral communication skills [1].*

The most important for us is: *the necessity for constant reliable access to the latest learning technologies and Internet.* Modern education requires the introduction of the latest learning technologies to improve the quality of students' knowledge level, skills and abilities, to expand international and educational ties of the university, to accelerate its entry into the scientific and educational space. At the same time, computer technology and the Internet provide teachers with new opportunities, allowing students to enjoy the exciting process of learning about the nature mysteries and scientific discoveries. The learning process using the latest technology and the Internet causes emotional uplift in students, even those who have learning difficulties are willing to work with a computer. However, the computer cannot replace the teacher, his/her ability to teach the subject and have communication with students, so it only complements the teacher and is a unique tool that allows communication in e-mail or in real time. It is important in the process of distance learning to have constant reliable access to the latest learning technologies and the Internet so teachers and as students [2]. Technical failures, ignorance of the latest learning technologies and inability to work with technical equipment, including computers, can cause stress and frustration in mastering the material, because due to computers and the Internet, students transmit their tasks and presentations, search necessary information for a thorough subject study. For example, online courses require a computer with Internet access. All of students and teachers must have a media player for the CD or DVD course.

Currently, not all higher learning institutions are technically prepared for distance studying, so lectures and seminars are held using Office 365, Google Classroom, and the quality knowledge level, skills and abilities are assessed through the text tests, project presentations and research reports: social networks, including Moodle, Zoom, Skype, Viber, Telegram Messenger.

Therefore, teachers and students must be familiar with the latest learning technologies, have computer literacy, be able to work with technical equipment, have constant reliable access to computers and the Internet necessary to meet the requirements of a special course in distance learning subjects.

Based on the above, we draw the following **conclusions.** Without denying the benefits of distance learning, it is necessary to pay more attention to the adults' education in computer literacy, including students, teachers, parents. Modern education requires a thorough the academic subject mastering, therefore, it is necessary to improve the distance learning structure to achieve greater efficiency in learning. Therefore, it is desirable to use practical video tutorials in the process of distance learning education, to develop additional special courses for mastering academic and elective courses, and learning courses of recollection the students' knowledge missing level, and it is desirable to introduce a rating system to assess the quality of students' knowledge level.

REFERENCES:

1. Зварич І.М. Дистанційна система навчання та її недоліки // Актуальні проблеми навчання іноземних мов в умовах дистанційної освіти**.** Збірник наукових праць. Ізмаїл: РВВ ІДГУ. 2021. 102 с.
2. Advantages and disadvantages of Online Learning. 2021 [Електронний ресурс]. – Режим доступу до ресурсу: https://elearningindustry.com/advantages-and-disadvantages-online-learning

Osetskyi Volodymyr,
Faculty of Trade and Economics,
course I, group 28, specialty "Entrepreneurship Trade and Exchange Activities",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Radchenko Yuliia,
Lecturer at the Department of Modern European Languages, KNUTE

FUTURISTIC TECH INNOVATIONS

Our scientific conference is focused on the 21st century innovations, I decided to write my article about futuristic tech innovations that will change the world. We live in a fast-evolving world, particularly when it comes to technology. The latest decade changed the ways of communication (smartphones), television (Netflix), driving (electric cars), and shopping (Amazon). The new decade is poised to bring more futuristic tech that may legitimately modify the world. So how futuristic tech will re-shape the world? The tech of the future will be seen and felt in all segments of life. We'll look new revolutions in medicine and diagnostic technology, transportation, artificial intelligence (AI), and 3D printers that can do everything, from "grow" food to construct rockets that are capable of traveling into space. I pointed some innovations that are poised to shape how we live and work in two thousand-twenty first.

The first one is heart-monitoring clothes. Yes, we've watches and Fitbit devices to monitor your heart rate and count steps. However, the following generation of heart health might lie in heart-monitoring T-shirts. These devices accurately measure heartbeats and then load the data into a Cloud server. The data is then analyzed in order to detect arrhythmias (irregular heartbeat) and other possible anomalies so that action can be taken. The shirt could be use for a variety of purposes. It'll be particularly useful for people who have cardiovascular conditions to assistance detect heart attacks before they happen.

For the second place I positioned Cancer-Detecting smart needles. There were over 1.7 million new cancer diagnoses in the US in two thousand-nineteenth, with over 600.000 deaths.

Most medical experts consent that early detection is key to defeating cancer. Now, a “smart needle” that's being developed in the UK could assistance root out cancer earlier. The device south a technique called Ramon spectroscopy and a low-powered laser to inspect specific areas. It can spot potentially cancerous cells in seconds [2].

The third is 3D Printing. 3D printers work by building objects layer by layer, using a variety of materials including plastic and metal. 3D printers have been around for some time now, but the applications in the future nearly seem limitless. We'll use 3D printers to build houses, cars, food, restore damaged coral reefs, medical models, instruments and artificial devices, rockets and rocket engines, dental products such as dental implants, bridges, and dentures.

In my humble opinion, the fourth one is the main scientific develop now. It will change billion lives, it is artificial neurons and medical treatment. Artificial neurons represent the first legitimate way to reproduce the electrical properties of real neurons. Why does this matter? Neurons convey critical information throughout your body. Neurological problems occur when there is a disruption of this communication. The development of artificial neurons, and a legitimate way to implant them in the body, could revolutionize the way we treat sickness in the future. Here’s how it works: Step one: Create an artificial neuron. Step two: Attach neuron to a silicon microchip. Step three: Create implantable devices that can be d to treat and even reverse degenerative conditions such as Alzheimer’s and heart failure [2].

Next one I placed the evolution of smartphones. Our smartphones already control much of our lives. See for even more technological concepts to create your devices more powerful and useful. Many believe holographic displays and communications will become a common feature on most smartphones. Advances in graphic chips will create phones better for gaming than most current consoles. Expect phones to become more fully integrated with IT technology, as well. The bright homes of the future may also authorize you to dock your phone in a single station and still create calls or issue voice commands any in the house.

Self-Driving Cars. The latest decade saw the development of electric vehicles. The following may very well become known for introducing self-driving cars. Tesla is already developing a vehicle that can drive on “Autopilot” mode and actually get over some driving controls. There will probably arrive a day car manufacturers expand totally hands-free vehicles. Maybe flying cars aren't just something reserved for a certain futuristic cartoon family.

Robotic guide dogs. The product, designed by Anthony Camu, replicates the functions of a guide dog as well as programming fast and secure routes to destinations using real-time data. Theia, named after the titan goddess of sight, is a portable and concealable handheld device that guides users through outdoor environments and large indoor spaces with very little input. Using a special control moment gyroscope (CMG), Theia moves to your hands and physically "leads" them – much love holding the brace of a guide dog. The device is designed to process real-time online data, such as traffic density (pedestrians and cars) and weather, to guide your accurately and safely to their destinations. It'll have a fail-safe procedure for high-risk scenarios, such as crossing active roads – pushing the r back into a "manual mode", similar to using a cane.

Smart sutures that detect infections. How does a doctor know when a patient's wound is infected? Well, they could wait for the patient to start displaying signs of an infection, or they could speak to a high school student Ohio who's developed an ingenious and lifesaving invention. At the age of seventeen, Dasia Taylor invented sutures that modify color shining ruddy to shadowy purple when a wound becomes infected, detecting a modify in the skin's pH level. When a wound an injury or surgery becomes infected, its pH rises five to nine. Taylor found that beetroot juice naturally changes color at a pH of nine, and that as a dye for suture material. While other solutions are available – bright sutures coated with a conductive material can sense the status of a wound by changes in electrical resistance and send a message to a smartphone – these are less helpful in developing countries smartphone isn't widespread [1].

Some of these inventions have already been implemented, but they have not yet gained world fame, some are just in the implementation stage, but all of them can change human life for the better and bravely can be called innovation.

REFERENCES:

1. Scientific journal Sience Focus,2021, URL: https://www.sciencefocus.com/future-technology/future-technology-22-ideas-about-to-change-our-world/ (дата звернення 27.04.2021)
2. The independent newspaper of the university of Iowa state, 2020, Iowa. URL: https://dailyiowan.com/2020/01/13/10-futuristic-tech-innovations-that-will-change-the-world/ (дата звернення 25.04.2021)

Petrenko Viktoria,
Havrylova Ruslana,
Faculty of Economics, Management and Psychology,
course I, group 13, specialty "Trade Management",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Mamchenko Switlana,
Senior Lecturer of the Department of Modern European Languages, KNUTE

THE IMPACT OF COVID-19 ON E-COMMERCE

E-commerce is the most convenient form of purchasing different types of goods and services. It became especially popular after the beginning of the COVID-19 crisis in 2020. People are changing what products they are buying, when, where, and how. There was a mass transition from in-store shopping to online shopping. The World Health Organization informed us on its website: “The likelihood of an infected person contaminating commercial goods is low and the risk of catching the virus that causes COVID-19 from a package that has been moved, travelled, and exposed to different conditions and temperature is also low.” So when you buy online all the packages are safe. Brands are having to adapt to e-commerce and be flexible to meet consumer needs in a convenient and safe form [3].

The main objectives are:

1. To analyze the influence of COVID-19 on E-commerce.
2. Investigate the major changes affecting the use of E-commerce.
3. To understand the current state and trends of E-commerce.

E-commerce business is taking place when buyer and seller carry out their business operations with the help of the Internet. The term e-commerce refers to any type of business transaction that involves the transmission of information over the Internet. E-commerce helps companies expand their market position by providing cheaper and more efficient distribution channels for their products or services. For example, the mass retailer Target has complemented its brick-and-mortar presence with an online store that lets customers purchase everything from clothes to teapots, from toothbrushes to action figures.

Main types of e-commerce businesses:

1. Business-to-Business (B2B);
2. Business-to-Consumer (B2C);
3. Business-to-Government (B2G);
4. Consumer-to-Consumer (C2C);
5. Mobile Commerce (M-Commerce).

You should not be underestimated the power of e-commerce as it continues to help us in everyday life and presents significant opportunities for small, medium, and large businesses. Amazon, for example, which set the standard for customer-orientated websites is selling over 4000 goods a minute.

Due to the COVID-19 crisis, people in many OECD (Organisation for Economic Co-operation and Development) countries have been forced to significantly limit physical interaction with each other. The use of quarantine measures in many OECD countries to avoid contamination has led to the partial suspension of a large proportion of traditional brick-and-mortar retail virtually on hold, at least temporarily. In the United States retail sales via mail order houses or the Internet in April 2020 increased by 30% compared to April 2019, while total retail sales diminished by 17.9%. As a result, changes from brick-and-mortar retail to e-commerce are probably significant across countries.

Purchasing priorities have changed. At the start of the pandemic, shoppers focused on buying masks, toys to keep their kids entertained at home, and food stocks. Currently, buyers are focused on home improvement and gardening. Business and Industrial and Toys and Games are still seeing growth, but not as intense as during a pandemic. In many categories, the number of orders and page views on an annualized basis increased on average between April and May. The Services category bucked the trend, growing faster in May than in April. Services, which include financial services, real estate, travel, education, saw page view growth more than double (62% YOY (Year-Over-Year) in May, compared to 26% in April). While service order count accelerated to 216% YOY in May, compared to 128% in April.

Now that many restrictions have been lifted and the economy is recovering, demand for some services, which were previously almost unused during the lockdown, has begun to grow. In the USA, for example, more housing offers are appearing online than in the previous month, and air travel and hotel bookings are both trending upwards.

Not all product categories benefitted from the rise in e-commerce. The demand dropped for goods related to sports, travel, or formal clothing (e.g. suitcases, bridal clothing, gym bags, etc.) In Korea between July 2019 and July 2020, where official statistics are available, online transactions involving culture and leisure services or travel arrangements and transportation services declined significantly, by 67.8% and 51.6% respectively. In China, sales of clothing products decreased by 16% compared to 2019 [4].

Dynamics vary across countries, but these data suggest that despite the transition to e-commerce, a major share of e-commerce sellers is facing the same economic consequences as traditional brick-and-mortar retailers. A sample of 200 000 third-party Amazon vendors in the United States suggests that particularly affected were sellers with less than 1 500 product listings, while sellers with over 3 000 listings saw positive upswings [1]. It means that the COVID-19 crisis might have involved a shift in demand from small and specialized sellers to larger and diversified sellers. The COVID-19 crisis also highlights the complementarity between online and offline sales channels. Walmart, Target, and similar companies benefitted from large networks of bricks-and-mortar stores make possible fast delivery and pick-up by the consumer.

In conclusion, in this article, we analyzed the impact of COVID-19 on e-commerce and identified its current state and trends. We live in a time when everything changes in minutes, not even days. Customers are trying their best to adapt to strange times. As a business owner, you are facing much of the same uncertainty, while trying to support customers’ needs and your own.

We can conclude that COVID-19 affected goods and services in different ways, so shopping priorities have changed significantly, some products and services have gained considerable popularity(masks, toys for kids, food, etc.), but there are also those for which demand has greatly decreased (housing offers, air travel, and hotel bookings).

In each country, this process was different, but you can see the main positive trend of e-commerce in trade, and as a result, this version of commerce has become an alternative way to meet human needs. How it impacted e-commerce will be encouraging other researchers to investigate more deeply in this area.

REFERENCES:

1. Capriolo P. How Many Amazon Businesses Survived the Coronavirus? *Zentail*. 2020 / URL: https://www.zentail.com/blog/how-many-amazon-seller-businesses-survived-the-coronavirus.
2. Connecting Businesses and Consumers During COVID-19: Trade in Parcels. *OECD*. 2020 / URL: https://www.oecd.org/coronavirus/policy-responses/connecting-businesses-and-consumers-during-covid-19-trade-in-parcels-d18de131/.
3. Coronavirus disease (COVID-19). *World Health Organization.* 2020 / URL: https://www.who.int/emergencies/diseases/novel-coronavirus-2019/question-and-answers-hub/q-a-detail/coronavirus-disease-covid-19.
4. E-commerce in the time of COVID-19. *OECD*. 2020 / URL: https://www.oecd.org/coronavirus/policy-responses/e-commerce-in-the-time-of-covid-19-3a2b78e8/.
5. Kashuba M. The impact of COVID-19 on e-commerce. *Customer Think*. 2021 / URL: https://customerthink.com/the-impact-of-covid-19-on-e-commerce/.
6. Meyer S. Understanding the COVID-19 Effect on Online Shopping Behavior. *BigCommerce*. 2020 / URL: https://www.bigcommerce.com/blog/covid-19-ecommerce/#understanding-panic-buying-and-coronavirus.

Petrychuk Maxym,
Faculty of the tax Militia's training, retraining and professional development,
graduate student, course I, group 3, specialty "Law",
University of State Fiscal Service of Ukraine,
Irpin, Ukraine
Language advisor: Tetiana Ruzhenska,
teacher of the Department for Modern European Languages

ADMINISTRATIVE AND JURISDICTION ACTIVITY OF STATE FINANCIAL CONTROL BODIES IN UKRAINE

The current KUPAP does not combine all administrative offenses associated with violation of legislation in the field of financial control, one or more norms. In ch. 12 of the Code such statements are provided as an offense in the field of finance (Article 163-12, 164-2, 164-12, 164-14, 166-6). Also direct violations of the requirements of financial control (the content of which are defined only by non-submission (late submission) of the Declaration of the Person, the submission of inaccurate information, postponement (untimely 35 notification) on the opening of the currency account in the institution of the non-resident bank or significant changes in property condition) are attributed to administrative offenses. associated with corruption (Chapter 13th, Article 172- 6), and non-compliance with the legitimate requirements of the Accounting Chamber, a member of the Accounting Chamber (Article 188-19) - to offenses that encroach the established management order (Ch. 15) (At the same time, obstruction of the employees of the state financial control body in conducting audits and inspections (Article 164-2 KupAP) is considered as an offense in the field of finance).

Such legislative approaches induces to scientific reflections on administrative liability for violations: (a) legislation in the financial sphere (Article 162-164-2, 164-12, 166-5, 166-9 [101, p. 89]) ; (b) budget legislation (Article 164-12) and the presence of misconduct, which only relates directly to the budget sphere (Article 51, 164-2, 164-14, 184-1) [103, p. 14]; (c) violation of financial control requirements (Article 172-6) [6]. Consequently, the lack of isolation of the sphere of state financial control as an object of administrative-legal (administrative-delict) protection leads to the dispersion of administrative misconduct in the arrests of the KUPP and to the non-identity regarding the quantitative and meaningful listing, allegations of the inconsistency of the current legislation (for example, Collisions of BC and a BUSAP on budget offenses [7, p. 36]).

One of the criteria for the unification of administrative misconduct in the field of state financial control, in our opinion should be the involvement of state financial control bodies to the administrative-delection process as subjects, endowed with the right to draw protocols on administrative offenses and consider such cases. In particular, this is an administrative offense: (1) provided for art. 164-2 (violation of legislation on financial issues), Part 3-6. 166-6 (violation of the order of termination of a legal entity or entrepreneurial activity of an individual - an entrepreneur) (for which cases are considered by the state financial control body (Article 234-1 KupAP)); (2) Provided st. 163-12 (violation of the terms of issuance of bills), 164-12 (violation of budget legislation), 164-14 (violation of the procurement legislation) (for which admin protocols are made by the authorized officials of the Accounting Chamber, state financial control bodies); (3) Provided Part 5,6 of Art. 188-19 (Failure to comply with the legitimate requirements of the Accounting Chamber, a member of the Accounting Chamber) (for which admin protocols are made by the authorized officials of the Accounting Chamber).

At the same time, it should be noted that, despite the name of Art. 172-6 KUPP "Violation of financial control requirements", this is an offense, in our opinion, is not covered by the scope of state financial control in the understanding of the financial and economic activity of the subjects specified in Art. 2 of the Law of Ukraine "On the Basic Principles of Public Financial Control in Ukraine". And although administrative responsibility for such offenses is due to the prescriptions of section VII "Financial Control" of the Law of Ukraine "On Prevention of Corruption" [9], the content of violations of financial control requirements and the content of the concept of "state financial control" are not coinciding. This is really an offense associated with corruption. Since such financial control applies only to the submission of declarations of persons authorized to meet the functions of the state or local self-government, and indication of the relevant information in them, in order to avoid the wrong understanding of violations of financial control requirements (state financial control), it seems appropriate to specify the name of Art. 172-6 KupAP as a "violation of the requirements for submitting a declaration of a person authorized to carry out the functions of the state or local self-government."

Administrative-jurisdictional activities of state financial control bodies, as repeatedly emphasized, needs to be improved, in order to increase the efficiency of their assignments and functions, first of all, in the sphere of attracting guilty to administrative responsibility. Provision and implementation of the Institute for Administration Liability in the field of state financial control are an important guarantee of successful activities of these bodies.

In strategic and conceptual normative legal acts on the development of the system of state financial control, the Institute of Liability for Financial / Budget Offenses occupies an important place (despite the lack of direct indication of administrative liability): from the tasks of a strategy / concept to specific measures of their implementation.

Conclusion. Recovering the foregoing one can conclude that the lack of isolation of the sphere of state financial control as an object of administrative and legal protection leads to the dispersion of administrative misconduct in the arrests of the KUPP and not unanimity for the quantitative and meaningful listing, statements about the inconsistency of the current legislation (in particular, budget and administrative-delicent). In the context of the development of social relations protected within the KUPP, and recognition of significant importance in financial and control legal relations, it seems appropriate to distinguish the sphere of state financial control, as an object of administrative and legal protection - "Administrative offenses that are committed in the field of state financial control . " In this sense, it should be considered as a collection of financial and economic activities that arise are formed and provided within a single financial space and aimed at meeting the lawful financial needs of the state and subjects of financial and economic activity, the use of which is controlled by controlled by authorized state bodies. One of the criteria for the unification of administrative misconductes in the field of state financial control should be the involvement of state financial control bodies to the administrative-delection process as subjects, endowed with the right to draw protocols on administrative offenses and consider the following cases: this is st. 163-12, 164-2, 164-12, 164-14, Part 3-6 of Art. 166- 6, h. 5 and Part 6 of Art. 188-19 KupAP.

REFERENCES:

1. Administrative responsibility and proceedings on administrative offenses: teaching. manual. / for zag. ed. O.V. Kuzmenko. Kyiv, 2016. 388 p.
2. Belikova O. V., Pogrebnyak S.V. Administrative liability as a means of enforcing the implementation of the budget legislation of Ukraine. State and regions. Series: right. 2013. No. 4 (42). P. 34-37.
3. Argunov V.V., Argunov A.V. About the commission of jurisdiction. Legislative. 2008. No. 11 P. 56-65.
4. Banchuk O.A. Legislation on administrative delines of European states: General characteristics // O.A. Banchuk / administrative law and process. - №1 (11). - 2015. - P. 102.
5. Yen R. O. Legal regulation of documentary inspections carried out by the financial control bodies of Ukraine: Dis. Cand. Law. Sciences: 12.00.07 / NATION. B-QU. VI Vernadsky. Kyiv, 2015.
6. The Code of Ukraine on Administrative Offenses: Law of Ukraine dated 07.12.1984 No. 8073-X (with changes and supplements).
7. Korchak N. M., Korchak Y.O. Problematic issues of attracting to administrative liability for violation of financial control requirements. A comparative-analytical law. 2015. No. 6. P. 194-197.
8. Luchtsov G. Administrative responsibility for violation of financial control requirements. Entrepreneurship, economy and law. 2017. No. 12. P. 169-173.
9. Mandrychenko Yu. O. Scientific views on problematic issues of guaranteeing of financial control bodies in financial law. Scientific notes of the Institute of Legislation of the Verkhovna Rada of Ukraine. 2017. No. 2. P. 81-86.
10. Moroz E. S. About the scientific development of issues of participation of state financial control bodies in the administrative-tort process of Ukraine. Scientific notes of the Institute of Legislation of the Verkhovna Rada of Ukraine. 2017. No. 6. P. 90-96

Sharaienko Olga,
Educational and Scientific Institute of Economics, Taxation and Customs,
graduate student, course I, group 1, specialty "Economics",
University of State Fiscal Service of Ukraine,
Irpin, Ukraine
Language advisor: Onuchak Liudmyla,
PhD in Pedagogical sciences,
Head of the Department for Modern European Languages

INVESTING INTO HUMAN CAPITAL FOR ENSURING OF ECONOMIC DEVELOPMENT OF ENTERPRISES

In a period of economic instability and global uncertainty, enterprices, regardless of their size, ownership and location, realize that proper investment in human capital affects their performance, competitiveness and is one of the main factors of their economic development. Adaptation to changing market conditions on a constant basis encourages enterprices to invest money and energy in the development of human capital, increasing their competencies.

The study of investing in human capital as a part of the economic development of enterprises is an urgent problem of scientists in the social sphere of economics. However, despite the importance of analyzing the role of human capital in ensuring the economic development of enterprises, this issue has not been sufficiently developed in economic research. That is why the purpose of the research is investing in human capital as a part of the economic development of enterprises.

According to Harry Becker's research, human capital can be classified as general, suitable for usage in different workplaces, and specific capital, which is best used in a particular enterprices [1].

There are several approaches of investing in human capital:

— investing in general human capital - investment in special or general trainings and allows you to acquire general knowledge that can be used in different enterprices. This approach leads to a higher expected return on investment in the future;

— investing in specific human capital. This approach improves specific competencies and skills for a specific position; it`s less risky in terms of staff turnover, as the use of specific knowledge is less commonly used in other enterprises;

— investing to improve working conditions (usage of more effective and innovative protective equipment and tools);

— investing in order to improve the health of employees (implementation of quality social programs) [2].

In economics, investing in employees` education is the most common practice of investing in human capital. Employees` education can be provided in two ways: personal trainings and vocational education, but for this the enterprices have to create appropriate conditions for individual education of employees, organized non-formal learning and a quality system of corporate training. This process is a cyclical process based on the goals of corporate strategy, the principles of corporate learning policy and consists of four stages (table 1).

Table 1

Stages of effective investment in trainings of employees [4]

	Title	**Description**
.	Identification and analysis of educational needs	Collection of information on current skills, knowledge and competencies of employees, their comparison with the desired level and, as a consequence, the development of training programs.
.	Training planning	Identification of objects, topics and target groups of the proposed training and selection of appropriate methods of educational activities. Planning the financial resources of each activity and determining ways

		to evaluate them.
.	Implementation	Implementation of certain educational activities in accordance with the defined professional educational plan of the enterprise. Required elements of this stage: objects, methods, programs, motivation, participants and teachers. Ensuring the expected effect of investment.
.	Evaluation of the educational process	Obtaining information about the success or failure of educational activity, feedback received during the test, whether training improves the performance of individual employees and the enterprise as a whole. Development of methods for assessing the effectiveness of investment in human capital.

To invest effectively in human capital, it is necessary to plan carefully the educational activities of the enterprise, but often enterprises face problems, namely insufficient budget for trainings, which is the main reason for the irregularity of this activity.

In addition to employees` trainings, investment in benefits for personnel should not be neglected (motivational benefits, benefits that support the competitiveness of the enterprise in the market, benefits that increase employees` satisfaction, etc.). According to M. Hitko, investing in an effective system of distribution of corporate benefits to employees is a key solution for recruitment and retention, as well as a way to further develop teams of high quality employees [5].

When investing in human capital, the company must be guided by the criteria, specifics and factors that affect the investment process. Strategic human resource planning is guided by the following criteria:

— feasibility of investment: assessment of the availability of necessary resources, effective time factor, amount of invested capital, etc;

— acceptability of the investment.

When making a decision on investing in human capital, it should be borne in mind that the implementation of this decision is limited and depends on the projected amount and availability of capital expenditures, expected income from investment management, cost of capital and optimal quantification of the investment period [3].

Investing in human capital is an important tool for economic development of the enterprise, because the right choice of investments and their implementation reduces the number of absenteeism, time for implementation of new technologies, increases productivity, profitability and production volumes, quality of products (services), use of employee potential, systems and equipment are used more effectively, new products (services) are created.

In conclusion, an important component of economic development of the enterprise is investing in human capital, namely investment in knowledge and skills (general or specific), working conditions and health of employees. The most popular and effective type of investment is in employees` trainings. This process consists of 4 stages, the effective implementation of which leads not only to employees` development, but also to optimization of enterprise`s costs, increasing of productivity, profitability and efficiency.

REFERENCES:

1. Caplanova A, Martincova M, Inflation, Unemployment and Human Capital from a Macroeconomic Perspective: Theoretical and Practical Problems. 2014. 1st ed., Bratislava, Wolters Kluwer. 2014. 130 p.
2. Drabek J., Lorincova S., Javorcikova J.Investing in Human Capital as a Key Factor for the Development of Enterprises. URL: https://www.intechopen.com/books/issues-of-human-resource-management/investing-in-human-capital-as-a-key-factor-for-the-development-of-enterprises
3. Drabek J, et al, Human Resources Development II, 1st ed., Zvolen, Technical University of Zvolen. 2013. 265 p.
4. Kucharcikova A, Vodak J, Effective employee education, 2nd ed., Prague, Grada Publishing. 2011. 240 p.
5. Hitka M, et al, Corporate culture as a tool for competitivenes improvement, In: Business Economics and Management Conference. 2015. p. 27–34.

Zymonina Polina,
Faculty of Trade and Marketing,
course I, group 33, specialty "Entrepreneurship Trade and Exchange Activities",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific director: Shlomenko Olena, PhD in Pedagogy,
Senior Lecturer of the Department of Modern European Languages, KNUTE

MODEL OF INNOVATIVE DEVELOPMENT OF THE USA IN THE CONTEXT OF THE MODERN DEVELOPMENT

In the face of global competition, innovation leaders are improving innovation development strategies for the formation of an effective national model of innovative development. Methods and approaches to the innovation process in different countries are unified, but there are also characteristic features that are cultivated separately for each country. Mandatory components of innovation the process of different countries are: strategy of innovation and economic development; state innovation policy; availability of innovatively active enterprises; developed innovation infrastructure; distribution system innovation;

mechanisms for financing the innovation process; intensification of role and interaction small, medium and large businesses in the innovation process.

Analysis of the main provisions in management innovative development of countries-innovation leaders allows to reveal features of their models of innovation development. The US model of innovative development provides the country with world leadership in the field of innovation, which determines the relevance of the study. In modern economics, there are three types of models of innovative development of economically developed countries:

- focus on reserves in science and implementation of large-scale targeted projects that cover all stages of the research and production cycle (Great Britain, USA, France) - building strategy;
- diffusion of innovations and creation of a favorable innovation environment, as well as rationalization economic structures (Germany, Sweden, Switzerland) - transfer strategy;
- introduction of innovations through the development of innovation infrastructure, provision receptivity to scientific and technological progress and coordination of different sectors in the field of science and technologies (Japan, South Korea) - borrowing strategy.

The basic principles of innovation policy formation come from the chosen model of innovation development, with each country having its own national model of innovative development. Progress innovative development of the country in modern conditions, is determined by economic growth, achievement competitive economy and, accordingly, accompanied by a process of intellectualization of the economy that involves the accumulation and application of new knowledge created as a result of R & D and technology progress; increase investment in education and appropriations in science, introduction of best practices in all areas of management; increasing the openness and receptivity of innovation processes in the socio-economic sphere. The model of US innovation development over the past fifty years has been characterized building and maintaining the leading military-political, scientific-technological and economic positions in the international arena, ensuring sustainable economic development, stability and advantage in in the context of globalization. This is a model of a complete innovation cycle - from the formation of an innovative idea to mass production of the finished product. The transformation of the US economic system into a new innovative economy took place as if under the influence evolution of market mechanisms (increased competition within the country and internationally, its acquisition of a more dynamic character, the complication of the structure of the stock market and the emergence of new ones tools for the development of inventions - venture capital and small innovative business), and as a result active public policy. The United States has managed to develop the optimal ratio of market mechanisms and state regulation with the maximum account of available features of development which allowed achieve the most dynamic economic and social development.

Working with OECD member countries and through active dialogue with nonmember countries, DSTI has accumulated wide expertise on innovation in the context of high-income economies. This resulted in the OECD Innovation Strategy, which formulates a set of policy priorities that also apply to emerging and developing countries. These include: framework conditions that encourage entrepreneurship and the mobility of factors on all markets; openness to trade as global networks of innovation emerge; public and private investment in human capital, R&D and other intangibles. These principles need to be applied in ways which accommodate the different prevailing conditions of emerging and developing countries to support innovation in these economies.

Ongoing work on innovation for development focuses on six themes:

1. The contribution of innovation to economic growth and well-being
2. The impact of globalization on development and innovation
3. Inclusive innovation
4. Education, skills and human capital
5. ICTs for development
6. Institutional frameworks for innovation policy.

REFERENCES:

1. http://dspace.nbuv.gov.ua/bitstream/handle/123456789/92453/05-Hairova.pdf?sequence=1
2. https://www.oecd.org/innovation/inno/50586251.pdf

Berezhny Danyil,
Fakultät für Handel und Marketing,
Hauptfach: Unternehmerschaft, Handel und Börsentätigkeit,
Studenten des ersten Studienjahres, Gruppe 24,
Kyjiwer Nationale Universität für Handel und Wirtschaft
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

DER AMAZONAS UND SEINE BEDEUTUNG FÜR DAS GLOBALE KLIMA

Amazon ist der tiefste Fluss der Erde und fließt durch Südamerika. Die Länge des Amazonas ist in der wissenschaftlichen Gemeinschaft ein umstrittenes Thema und beträgt nach verschiedenen Messungen: von der Quelle des Maranon-Flusses – etwa 6400 km, von der Quelle des Apachet-Flusses – 6992 km und von der Quelle des Ucayali-Flusses – ca. 7100 km.

Im Amazonasbecken befindet sich der größte tropische Regenwald der Welt. Das Klima des immergrünen Äquatorwaldes ist heiß und feucht. Das ganze Jahr schwanken die

Temperaturen zwischen 25° und 28° C und fallen auch nachts nicht unter 20° C. Regenfälle sind hier ungewöhnlich oft. Ihre jährliche Menge beträgt 2000 – 4000 mm. Es ist bekannt, dass Regenwälder für unseren Planeten außerordentlich wichtig sind. Warum sind Regenwälder wichtig und wozu eigentlich brauchen wir die überhaupt? Seit Jahrhunderten setzen sich Wissenschaftler mit solchen und ähnlichen Fragen weltweit kritisch auseinander.

Die Regenwälder der Erde sind von größter Bedeutung für das Leben auf unserem Planeten, weil sie einen positiven Einfluss auf unser Klima ausüben. Viele Medikamente enthalten Wirkstoffe aus tropischen Regenwald-Pflanzen. Und exotische Leckereien, zum Beispiel Kakao, Mango oder Vanille, kommen ursprünglich aus dem Regenwald. Der Nutzen des Regenwaldes für die Menschen ist nicht zu übersehen.

Schwitzende Bäume, fliegende Flüsse und ein gigantischer Kohlenstoffspeicher – der Amazonas-Regenwald ist eine erstaunliche Klimaanlage, deren Funktionen wir noch nicht bis ins Detail verstanden und untersucht haben. Es liegt aber auf der Hand, dass der Regenwald zur Bekämpfung der Klimakrise eine unverzichtbare Rolle spielt. Deshalb ist es auch für uns in Europa so wichtig, die andauernde Zerstörung des Regenwaldes aufzuhören.

Der Regenwald ist fähig, riesige Mengen des Treibhausgases Kohlendioxid (CO2) aufzunehmen und den enthaltenen Kohlenstoff (C) in seinen Pflanzen und im Boden zu speichern. Bei diesem Prozess wird so viel Kohlenstoff im Urwald gespeichert wie in rund zehn Jahren auf der ganzen Erde freigesetzt wird! Falls der Amazonas-Regenwald nicht gerettet wird, kann auch die Klimakrise nicht verhindert werden.

Wenn die Sonne auf den Amazonas-Regenwald scheint, setzt ein faszinierender Effekt ein: Feuchtigkeit verdunstet in riesigen Mengen über den Flüssen und Wäldern. Auf solche Weise entstehen die sogenannten „fliegenden Flüsse“. Dabei ist ein einzelner Baum imstande, beim „Schwitzen“ 1000 Liter Wasser pro Tag abzugeben. Um die tägliche Verdunstungsmenge von 20 Milliarden Kubikmeter Wasser zu erzeugen, würde man einen Energieaufwand von 1,86 Millionen Gigawatt brauchen. Durch diese gigantischen Mengen Feuchtigkeit wird der Atmosphäre Wärme entzogen und die ganze Welt wird dabei abgekühlt. Dazu kommt noch, dass die Wolken bzw. „fliegender Fluss“ die Erde zusätzlich kühlt.

Anschließend regnet ein Großteil der Wolken südlich des Amazonas wieder ab und sorgt in Brasilien, Paraguay, Bolivien und Argentinien für fruchtbare Böden. Ohne diesen Effekt könnten die Agrarnationen Brasilien, Paraguay und Argentinien nicht so wirtschaften, wie sie es heute tun. Ohne diesen fliegenden Fluss wäre die Vegetation südlich des Amazonas-Regenwalds wie in Afrika und Australien auf dem gleichen Breitengrad: Eine Wüste beziehungsweise Halbwüste.

Doch die Zerstörung des Regenwalds könnte nicht nur das Klima in Südamerika, sondern auf der ganzen Welt beeinflussen. Weniger Regen und Phasen extremer Trockenheit sind die Vorboten von Klimaveränderungen. Die Klimamodelle sind zunehmend dramatisch. Es kann sein, dass der Kipppunkt bereits eingetreten ist beziehungsweise in etwa fünf bis zehn Jahren eintrifft.

Durch Abholzung verliert der Regenwald also immer mehr an seine Funktion als Kohlenstoffspeicher und Bremse des Treibhauseffektes und wird im Gegenteil zum Produzenten von Treibhausgasen.

Der Reichtum des Regenwaldes wird von uns tagtäglich ganz selbstverständlich, oft ohne es zu wissen, genutzt oder sogar missbraucht. In unserem Einkaufswagen im Supermarkt landen tropische Produkte wie Ananas, Mango und Papaya, genauso wie Kakao. Unser Essen ist gewürzt mit scharfem Pfeffer oder süßer Vanille. Und auch Schokolade oder Erdnussflips wären ohne die Tropen gar nicht denkbar. Sogar im Badezimmer nutzen wir tropische Pflanzen. Aus dem Samen der Ölpalme wird Palmöl gewonnen. Das ist Bestandteil von Kosmetika, Seifen, Shampoos oder auch Waschmitteln.

Zum Schluss soll hervorgehoben werden, dass das globale Klima durch den Missbrauch des Regenwaldes (wenn weitläufige Flächen gerodet werden, um Nutzpflanzen für die Massenproduktion anzubauen) negativ beeinflusst wird. Es ist noch nicht zu spät, die Katastrophe zu verhindern und unseren Planeten für nächste Generationen zu behalten!

LISTE DER VERWENDETEN QUELLEN:

1. Der Amazonas – Klimaanlage der Welt: die Bedeutung des Amazonas und warum sie Schutz braucht. WWF Deutschland. 2021. URL: https://www.wwf.de/klimakrise/amazonas
2. Bedeutung und Nutzen Warum ist der Regenwald wichtig für uns? OroVerde – Die Tropenwaldstiftung. 2020. URL: https://www.regenwald-schuetzen.org/kids/wissen-ueber-den-regenwald/bedeutung-und-nutzen

Ewgenija Derewjanko,
Fakultät für Handel und Marketing,
Hauptfach: „Unternehmerschaft, Handel und Börsentätigkeit“,
Studentin des ersten Studienjahres, Gruppe 24,
Kyjiwer Nationale Universität für Handel und Wirtschaft
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen KNUTE

VIRTUELLE WIRTSCHAFT ALS BLOCKCHAIN-INDUSTRIETECHNOLOGIE IN DER UKRAINE.

Der aktuelle Entwicklungsstand der digitalen Wirtschaft verändert die Rolle und Formen des Geldes im Bereich der Finanzberechnung. Digitale Hightech-Innovationen erfreuen sich wachsender Beliebtheit von E-Währungen, die sich durch Einfachheit, Sicherheit und andere Vorteile für die Benutzer auszeichnen. Trotz aller Erfolge in diesem Bereich steht die Entwicklung der digitalen Wirtschaft nicht still. Seine rasante Entwicklung hat zur Entstehung neuer Technologien beigetragen, mit denen alle wirtschaftsbezogenen Bereiche weiter verbessert werden können. Blockchain, das heißt eine Kette von Transaktionsblöcken — eine verteilte Datenbank, in der eine geordnete Kette von Datensätzen (sogenannte Blöcke) gespeichert ist, die sich ständig verlängert. Daten sind gegen Fälschung und Verfälschung geschützt. Jeder Block enthält einen Zeitstempel, einen Hash des vorherigen Blocks und Transaktionsdaten, die als Hash-Baum dargestellt werden [2].

Diese Technologie hat die Aufmerksamkeit ukrainischer Fachleute auf sich gezogen (und nicht nur Programmierer, Vertreter technischer Berufe, sondern auch Staatsmänner, Notare und große Unternehmen, die bereit sind, mit der Zeit Schritt zu halten). Insbesondere wurde am 16. Juni 2017 in Kiew ein Memorandum von Kooperation im Bereich der Implementierung der neuesten Informationstechnologien, insbesondere des Blockchain-Systems, unterzeichnet. Bis Ende 2017 ist geplant, das staatliche Landkataster der Ukraine auf diese Technologie umzustellen. Das Fehlen einer klaren Verankerung dieser Kategorie in der nationalen Gesetzgebung zeigt jedoch, dass dieses Thema untersucht werden muss [1].

Die Analyse inländischer wissenschaftlicher Veröffentlichungen auf diesem Gebiet ist recht begrenzt, aber wir können Wissenschaftler nennen, die die Gelegenheiten für den Einsatz der Blockchain-Technologie in der Ukraine untersuchen. Darunter sind: K. M. Afanasyev, N. Yu. Golubeva, Yu. Ya. Samahalska, T. E. Kharitonova, Ye. O. Kharitonov. Es ist unmöglich, Fachleute wie Stuart Haber und W. Scott Stornett nicht zu erwähnen — sie waren die ersten, die mit der Erforschung dieser Technologie angefangen haben [1].

Die Entwicklung der Blockchain-Technologie ist in der Ukraine mit dem Aufkommen von Bitcoin verbunden. Mit der Weiterentwicklung dieser Idee wurde die Blockchain als separate Technologie identifiziert, die außerhalb der Kryptowährung verwendet werden kann. Es heißt " verteilte Registrierungstechnologien". Eine verteilte Registrierung ist eine Datenbank, die zwischen Netzwerken über mehrere Standorte, Institutionen oder geografische Regionen verteilt und synchronisiert wird. Dies ermöglicht die Durchführung von Transaktionen durch öffentliche "Zeugen" und verhindert so Cyberangriffe. Ein Mitglied in jedem Knoten des Netzwerks kann auf die von diesem Netzwerk verteilten Datensätze zugreifen und hat auch eine eigene identische Kopie. Darüber hinaus werden alle Änderungen oder Ergänzungen, die innerhalb von Sekunden am Register vorgenommen wurden, angezeigt und an alle Teilnehmer des Registers kopiert [1],[3].

In den letzten Jahrzehnten haben Computer den Abrechnungsprozess mit ihrer Geschwindigkeit und Bequemlichkeit versehen. Um mit der Innovation Schritt zu halten, werden Informationen heute in völlig neuen Formen gespeichert, nämlich kryptografisch sicher, schnell und dezentral. Bereits heute hat die verteilte Registrierungstechnologie ein großes Potenzial und kann die Arbeit von Regierungen, Regierungsbehörden und Unternehmen radikal verändern [3].

Die Regierung kann mithilfe der verteilten Registrierungstechnologie Steuern erheben, Pässe ausstellen, Grundstücke registrieren, Lizenzen ausstellen, Sozialleistungen planen und abstimmen. Der Hauptnachteil, der der Verbreitung dieser Technologie im Wege steht, sind die negativen Auswirkungen auf die vorhandene Finanzinfrastruktur. Die Vorteile der Verwendung eines Blockchain-Systems umfassen:

1) Dezentralisierung;
2) Nachweisbarkeit (kryptografische Bestätigung);
3) Transparenz (öffentlicher Zugang);
4) Sicherheit;
5) Unmöglichkeit der Änderungen;
6) Zeit sparen (Systembetrieb 24 Stunden am Tag, 7 Tage die Woche);
7) Einsparung von Ressourcen (insbesondere öffentliche Mittel) [1].

Diese Technologie könnte helfen, eines der Hauptprobleme unseres Landes zu lösen, und zwar, das Problem der Korruption. Dank der Blockchain können die Ukrainer nicht nur blind vertrauen, sondern sich selbst von der Transparenz und Ehrlichkeit der Handlungen von Beamten und allen anderen Regierungsbeamten überzeugen. Diese Tatsache verhindert die Einführung der Blockchain-Technologie in allen Bereichen der heutigen Wirtschaft. Um dieses System effektiv umsetzen zu können, muss es jetzt rasch weiterentwickelt werden, damit es das Leben aller erleichtert und verbessert und nicht die ohnehin instabile Wirtschaft unseres Staates Ukraine zerstört [2].

Heutzutage wird diese Technologie mit dem Internet der 90er Jahre verglichen, weil sie etwas Neues ist und sich gerade auf dem Weg der Entwicklung befindet. Angesichts der Trends in diesem Bereich und der Möglichkeit ihrer Umsetzung können wir davon ausgehen, dass die vollständige Blockchain in 10 bis 15 Jahren in unserem Leben verwendet wird und nur unter folgenden Bedingungen, wenn die nationalen Rechtsvorschriften an die neuen Realitäten des Einsatzes von Informationstechnologie angepasst werden. Um die Vertraulichkeit zu gewährleisten, wird vorgeschlagen, dass die Blockchain nur den Hash und nicht alle Informationen über die Transaktion speichert. Darüber hinaus kann die Sicherheit dieser Technologie teilweise durch die Verwendung nicht nur öffentlicher, sondern auch privater Schlüssel gewährleistet werden [1].

Zusammenfassend können wir sagen, dass die Blockchain eine wirklich revolutionäre Technologie ist, die es in einer verteilten Welt ermöglicht, zu einer Art "Konsens" zu gelingen, der in allen Bereichen des öffentlichen Lebens verwendet werden kann [2].

Liste der verwendeten Quellen:

1. Давидова І. В. ТЕХНОЛОГІЯ БЛОКЧЕЙН: ПЕРСПЕКТИВИ РОЗВИТКУ В УКРАЇНІ. Часопис цивілістики. 2017. URL: file:///C:/Users/zhenya/Downloads/Chac_2017_26_10%20(2).pdf
2. Слобода Л. Я., Сенькович Ю. А. РОЗВИТОК ТА ІМПЛЕМЕНТАЦІЯ ТЕХНОЛОГІЇ БЛОКЧЕЙН У ПРОВЕДЕННІ РОЗРАХУНКІВ ФІНАНСОВИХ УСТАНОВ. Socio-Economic Problems of the Modern Period of Ukraine. 2018. URL: http://ird.gov.ua/sep/sep20182(130)/sep20182(130)_040_SlobodaL,SenkovychYu.pdf
3. Pisa M., Juden M. Blockchain and Economic Development: Hype vs. Reality. Center for Global Development. 2017. URL: https://www.cgdev.org/sites/default/files/blockchain-and-economic-development-hype-vs-reality_0.pdf

Orofiy Artur,
Fakultät für Wirtschaft, Management und Psychologie,
Studenten des zweiten Studienjahres, Gruppe 3,
Fachrichtung: Handelswirtschaft,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

WAGNISKAPITAL IN DEUTSCHLAND

Wagniskapital ist für die Wirtschaft von größter Bedeutung, weil es Innovationen ermöglicht. Mit Wagniskapital-Investitionen in junge Unternehmen werden neue Produkte und Dienstleistungen realisiert und Arbeitsplätze geschaffen. Es ermöglicht somit nicht nur die technologische Weiterentwicklung einer Volkswirtschaft, sondern sorgt auch für Wirtschaftswachstum. Doch was versteckt sich hinter dem Begriff „Venture Capital“ und wie sieht die Lage in Deutschland wirklich aus?

Wagniskapital gehört zur Branche des außerbörslichen Beteiligungskapitals – auch Private Equity genannt. Wagniskapital ist Kapital, das eine Privatperson oder eine Wagnis-Kapital-Gesellschaft dem Unternehmen zur Verfügung stellt. Bei diesen Unternehmen handelt es sich meistens um junge Technologieunternehmen – sogenannte Startups – die noch nicht an der Börse gehandelt werden können. Aufgrund der Unvorhersagbarkeit der Entwicklung dieser Startups hält man solches Investment als riskant.

Auch Investitionen in Startups oder Wachstumsunternehmen im Rahmen von Crowdinvesting gehören zum Wagnis-Kapital-Bereich, der sich in vier Phasen der Unternehmensentwicklung gliedern lässt:

a) Samenphase: Geschäftsidee und Produkt entwickeln;

b) Frühe Phase: Gründung und Markteintritt;

c) Expansionsphase: Wachstum und Skalierung;

d) Spätere Phase: Verkauf oder Börsengang.

Die erste Finanzierungsrunde eines Startups wird als „Seed-Finanzierung“ bezeichnet. Der Begriff kommt aus dem englischen Sprachraum und bezeichnet ein sehr frühes Investment in ein Start-up Unternehmen. Man erntet, was man sät. Die Samen-Finanzierung stellt das Anschubkapital für eine Geschäftsidee bereit. In der Regel liegt in der Samenphase noch kein marktreifes Produkt vor und der kommerzielle Erfolg ist nur schwer einschätzbar. Das Produkt muss erst entwickelt werden und Businessplan sowie Finanzplan müssen erst noch erarbeitet werden.

Da Technologieunternehmen in der Regel in den ersten Jahren nach ihrer Gründung keine Gewinne erwirtschaften, sind weitere Finanzierungsrunden für ein kontinuierliches Wachstum nötig. Diese ersten Anschlussfinanzierungen erfolgen in der sogenannten Early-Stage-Phase (auch Startup-Phase). Das Finanzierungsvolumen liegt hier im niedrigen sechsstelligen bis niedrigen siebenstelligen Bereich und wird durch VCs, Business Angels und Crowdinvestoren bereitgestellt.

Die frühe Phase setzt ein, nachdem das Unternehmen gegründet wurde und erstes Wachstumspotenzial erkennbar ist. Das Risiko für VCs ist bereits niedriger als in der Samen-Phase, da das Produkt seine Funktionalität meistens schon bewiesen hat. Typischerweise liegen Finanzierungen (Serie A) hierbei zwischen 400.000 Euro und 2 Millionen Euro, Anschlussfinanzierungen in der frühen Phase dann zwischen 2 bis 15 Millionen Euro. Das eingesammelte Kapital wird im Finanzplan vorwiegend für die Weiterentwicklung des Produkts, den Aufbau der Produktion und der Vertrieb sowie die Ausweitung des Kundenstamms verwendet.

Die Expansionsphase beginnt nachdem das Startup die Gewinnschwelle erreicht hat. In dieser Phase dreht sich alles um weiteres Wachstum des Unternehmens. Ab jetzt liegt der Fokus darauf, das Unternehmen und den Businessplan auf die nächste Ebene jenseits der ersten Entwicklungsstufe zu heben. In einer ersten Finanzierung (Serie B) werden dafür im Schnitt noch einmal zwischen 5 und 10 Millionen Euro eingesammelt. Diese Mittel dienen im Finanzplan meist dem Ausbau des Teams, vor allem der Bereiche Business Development, Vertrieb, Marketing und IT.

In der späteren Phase (auch Buyout-Phase genannt) ist das Produkt bereits sehr weit entwickelt und der Markt mitunter schon gesättigt. Es gilt nun, Kapital für eine Erweiterung der

Produktpalette, eine Ausweitung der Produktionskapazitäten und die Erschließung neuer Märkte zu gewinnen [1].

Da es sich bei den Marktteilnehmern (Business Angels, Venture Capital-Gesellschaften, Crowdinvestoren) nicht um institutionelle Investoren handelt, wurden Investitionen in Risikokapital bisher in keiner amtlichen Statistik erfasst. Über den Umfang des Venture-Capital-Bereichs kann jedoch vom Bundesverband Deutscher Kapitalbeteiligungsgesellschaften e.V. (BVK) Auskunft gegeben werden, der regelmäßige Studien von Venture-Capital-Gebern veranstaltet, durchführt und Ergebnisse veröffentlicht [**Ошибка! Источник ссылки не найден.**].

In Deutschland gibt es noch immer einen Mangel an Wagniskapital. Von einem geschätzten Gesamtvermögen der Deutschen in Höhe von 7 Millionen Euro, fließen nur etwa 80 Milliarden Euro in alternative Investments, zu denen auch Venture-Capital-Investitionen zählen. In Deutschland wurden im letzten Jahr nur noch 1,9 Milliarden Euro in Startups investiert. Im Jahr zuvor waren es noch 3,6 Milliarden Euro, wie der BVK berichtet.

Der „Deutsche Startup Monitor 2016 (DSM)“, herausgeben von den Wirtschaftsprüfern von KPMG, zeichnet ein ähnliches Bild. Der DSM 2016 war eine repräsentative Befragung unter 1.224 Startups und 3.043 Gründern. Die DSM-Startups sammelten im Jahr 2016 zwar rund 1,1 Milliarden Euro externes Kapital ein, hatten jedoch auch einen Kapitalbedarf in den kommenden zwölf Monaten von nochmals 1,3 Milliarden Euro. Rund 84 Prozent der DSM-Startups finanzierten sich aus Ersparnissen und etwa ein Drittel (30 Prozent) nutze als Kapitalquelle Freunde und Familie.

Dagegen ist der Anteil der Finanzierungen durch Business Angels (22,6 Prozent), Venture Capital (18,8) sowie Inkubatoren/Company Builders/Acceleratoren (8,3) jeweils leicht zurückgegangen. Der Mangel an Wagniskapital hat eine Lücke hinterlassen, in die der Staat eingesprungen ist. Der Anteil an Startups, die staatliche Fördermittel in Anspruch nahmen, wuchs von 29,4 auf 35,5 Prozent und war somit für die zweithäufigste Finanzierungsquelle [2].
Es ist kein Wunder, dass Berlin die meisten Venture-Capital-Investitionen aller Bundesländer anzieht. Rund e.V. (BVK) in Berliner Startups investiert. Im Jahre 2015 waren es 412 Millionen Euro wurden 2016 laut Bundesverband Deutscher Kapitalbeteiligungsgesellschaften noch 372 Millionen Euro Risikokapital, die nach Berlin zuflossen. Das entspricht einer Steigerung von knapp 11 Prozent. Mit 236 Millionen Euro floss von Berlin nach Bayern nur die Hälfte der Venture Capital Investitionen – vor allem durch den Startup-Standort München angetrieben. Im Vorjahr sicherte sich Bayern noch Risikokapital in Höhe von etwa 198 Millionen Euro. Demnach stieg der Kapitalzufluss von 2015 auf 2016 um rund 19 Prozent an [1].

LISTE DER VERWENDETEN QUELLEN:

1. Haus L. Venture capital and incubators. Berlin Business Lokation Center. 2020. URL: https://www.businesslocationcenter.de/en/startup-capital-berlin/venture-capital-incubators/.
2. Jasch A. Venture Capital in Deutschland, Anlageformen und Strategien. Companisto. 2017. URL: https://www.companisto.com/de/academy/anlageformen-und-strategien/venture-capital.
3. Pflüger F., Hinrichs U. Treibstoff Venture Capital. Roland Berger. 2018. URL: file:///C:/Users/Hp/Downloads/roland_berger_treibstoff_venture_capital.pdf.

Pohorila Victoria,
Fakultät für Wirtschaftswissenschaften, Management und Psychologie,
Hauptfach: Angewandte Psychologie,
Studentin des ersten Studienjahres, Gruppe 6,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

MÜLLRECYCLING

Riesige Plastikmüllstrudel sammeln sich in den Weltmeeren. Die Erde droht im Müll zu ersticken. Als Konsum- und Wegwerfgesellschaft tragen wir dazu immer mehr bei. „Recycling" ist definiert als „jedes Verwertungsverfahren, durch das Abfälle zu Erzeugnissen, Materialien oder Stoffen entweder für den ursprünglichen Zweck oder für andere Zwecke aufbereitet werden. Es schließt die Aufbereitung organischer Materialien ein, aber nicht die energetische Verwertung und die Aufbereitung zu Materialien, die für die Verwendung als Brennstoff oder zur Verfüllung bestimmt sind. Die so produzierten Stoffe werden als Recyclat oder Regenerat bezeichnet.

Gesetzlich wird erst von „Recycling" gesprochen, wenn der Rohstoff zuvor als „Abfall" einzustufen war; andernfalls handelt es sich um „Wiederverwendung". Der umgangssprachliche Gebrauch des Begriffs Recycling umfasst oft beide Bedeutungen.

Einige Länder haben sich sehr kreative Wege ausgedacht, um dem Müll ein zweites Leben zu geben. In Europa ist die Energierückgewinnung die am häufigsten genutzte Methode zur Entsorgung von Plastikmüll, gefolgt von der Deponierung. 30 Prozent aller anfallenden Kunststoffabfälle werden für das Recycling gesammelt. Die Recyclingquoten variieren jedoch von Land zu Land [1].

Insel aus Müll (Recycled Island) ist Massive Massen und Plastikmüll, der in den Ozeanen schwindet, die wahrscheinlichen dunklen Rechte sind die auf dem großen pazifischen Müllplatz, den schwimmenden Trümmerwirbeln zwischen Hawaii und der Westküste der USA. Ein Team niederländischer Architekten mit Ramon Nester an der Spitze wird Recycled Island – eine riesige verlorene Insel aus Müll – direkt an der Senkgrube bauen, das ist die Idee. Die mögliche Fläche der Insel beträgt etwa 10.000 Quadratkilometer. Das Erstaunlichste an diesem Projekt ist, dass Menschen dort leben können [2]!

ZU den interessantesten Projekten gehört auch Elektroauto aus Müll. Luca heißt ein besonders kreatives umweltschonendes Elektroautokonzept, das von 20 Studenten der Technischen Universität Eindhoven vor kurzem vorgestellt wurde. Das Besondere an dem Elektroflitzer ist es eigentlich, dass er völlig aus recycelten Abfällen besteht.

Der Luca wird aus recyceltem Aluminium und Plastik hergestellt. Letzteres soll aus den Weltmeeren geborgen und mit Flachs als Verbundwerkstoff unter anderem beim Bau des Chassis verwendet werden. Selbst der Antrieb des Zweisitzers ist auf einen niedrigen Energieverbrauch ausgelegt. Zwei Radnabenmotoren mit jeweils 7,5 kW sollen den kleinen Wagen antreiben. Nachhaltigkeit und Effizienz stehen beim Luca im Vordergrund. Obwohl noch keine Spezifikationen über die Batterie bekannt gegeben wurden, soll Luca einen Wirkungsgrad von 92 Prozent erzielen. Moderne Dieselfahrzeuge erreichen im Vergleich nur einen Wirkungsgrad von 33 Prozent [3].

Müllkunst. Oft sind Kunstwerke (jedenfalls Objekte, die behaupten zu sein) Müll. Es gibt jedoch Fälle, in denen zeitgenössische Künstler ihre neuen Werke aus echten Abfällen herstellen, die sie auf Mülldeponien oder in Müllcontainern in den Höfen von mehrstöckigen Wohngebieten gefunden haben.

Als Beispiel für eine solche „Müll – Kunst“ können Sie die Arbeit von Jason Klimoski anführen. Zum Beispiel eine riesige Installation mit dem Titel „Kopf in den Wolken“, die er aus mehr als 55.000 leeren Plastikflaschen erstellt hat.

Auch die berühmte amerikanische Künstlerin Lisa Hoke kümmert sich um den Müll. Sie sammelt feste Abfälle berühmter Marken, um mit deren Hilfe ungewöhnlich sinnvolle Installationen zu bauen, die selbst von den renommiertesten Galerien der Welt gehostet werden [4].

Es ist bestimmt eine glänzende Idee, Marken, Kleidung und Accessoires aus recyceltem Kunststoff herzustellen. Die Marke Patagonia begann ihren Siegeszug im Jahre 1993 mit der Herstellung von Kleidung aus sekundärem Polyester. Ursprünglich wurden nur Plastikflaschen für diesen Zweck verwendet, aber jetzt wurde gelernt, Polyesterfasern aus einer Mischung von Flaschen herzustellen, die für die Herstellung von Abfall und abgenutzter Kleidung ungeeignet sind. Übrigens können alte gebrauchte Patagonia-Jacken, -Pullover und -Hosen in den Laden der Marke zurückgebracht werden – sie werden zum Recycling angenommen [5].

Die australische Marke Zoggs hat eine Reihe von Badebekleidung aus recycelten Meeresabfällen herausgebracht – Ecolast. Die Rohstoffe für solche Modelle waren Fischernetze, Industriemüll und ein Finger Finger Schlamm, Avana-Schlamm für die Ansammlung von neuem

Müll. Sie stellten hochwertiges Nylon her. 10% der Zoggs-Badebekleidungsverkäufe versprechen eine Spende an Healthy Seas, eine Initiative, die die Ozeane vom Müll reinigt [6].

Die berühmte schwedische Marke Kanken Fjällräven hat eine Sammlung von recycelten Kunststoffen aus recyceltem Kunststoff. 11 PET-Flaschen wurden verwendet, um Polyester für ein Produkt herzustellen. Zusätzlich zu diesen Rucksäcken können Sie auch das Unternehmen, Chemikalien, Wasser und Energie reduzieren. Das schwedische Unternehmen Spin Dye, eine ökologische Methode zum Färben von synthetischen Textilien, ist ebenfalls möglich, die Stoffe sind hell gefärbt [7].

LISTE DER VERWENDETEN QUELLEN:

1. Plastikmüll und Recycling in der EU: Zahlen und Fakten. Aktuelles Europäisches Parlament. 2018. URL: https://www.europarl.europa.eu/news/de/headlines/society/20181212STO21610/plastikmull-und-recycling-in-der-eu-zahlen-und-fakten.
2. Weitlaner W. Aus Müll Lebensraum schaffen Plast Verarbeiter. 2010. URL: https://www.plastverarbeiter.de/33067/aus-muell-lebensraum-schaffen/.
3. Pentzek T. Elektroauto aus Müll: Darum ist der Ecomotive Luca so umweltfreundlich. Efahrer. 2020. URL: https://efahrer.chip.de/news/elektroauto-aus-muell-darum-ist-der-ecomotive-luca-so-umweltfreundlich-1_101813.
4. Leben nach der Deponie: 5 ungewöhnliche Möglichkeiten, Müll zu recyceln // gensdecoeur.com. – 2019. – URL: https://de.gensdecoeur.com/14512-life-after-landfill-5-unusual-ways-to-recycle-garbag.html.
5. Used Packs & Gear. Patagonia. 2021. URL: https://www.patagonia.com/home/.
6. INTRODUCING ECOLAST. Zoggs. 2021. URL: https://www.zoggs.com/en_GB/home
7. Sustainability. Kanken Fjällräven. 2021. URL: https://www.fjallraven.com/

Ponomarjowa Dascha,
Fakultät für Wirtschaftswissenschaften, Management und Psychologie,
Studentin des zweiten Studienjahres, Gruppe 6,
Hauptfach: Psychologie,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

ENTWALDUNG

Rund ein Drittel der weltweiten Landmassen, etwa 4 Milliarden Hektar, sind von Wäldern bedeckt. Ein Wald bedeutet nicht nur eine Ansammlung vieler Bäume, sondern ist eher ein komplexes Ökosystem, in dem Mikroorganismen, Pilze, Pflanzen und Tiere leben. Für die Menschen kann der Wald auch außerordentlich viel anbieten: Materialien, Lebensmittel und sogar Medikamente. Oft wird auch vergessen, dass es Wälder sind, die das Klima, den Zustand von Wasser und Luft beeinflussen.

Früher waren weite Gebiete mit Wäldern bedeckt, aber mit der Zunahme der Zahl der Menschen und der Entwicklung der Wirtschaft begann der Prozess der Entwaldung. Unter diesem Begriff „Entwaldung“ ist die Umwandlung von Waldflächen zu anderen Landnutzungsformen zu verstehen.

Jetzt beträgt die Gesamtfläche der Wälder 4 Milliarden Hektar, aber das sind nur 65% von dem, was vor 8000 Jahren war! In den 80er und 90er Jahren wurden jährlich 16 Millionen Hektar Wald abgeholzt. Die Entwaldung ging in den 2000er Jahren leicht zurück, befindet sich aber immer noch auf einem alarmierend hohen Niveau – mit jährlich 11 Millionen Hektar Waldverlust weltweit – das sind satte 30 Fußballplätze pro Minute. Es ist zu beachten, dass auch die Qualität der Wälder stark leidet. Nur noch etwa 30 Prozent der verbliebenen Wälder können als intakt und als relativ unzerschnitten angesehen werden.

Waldzerstörung hat viele Ursachen, die oft zusammenwirken. Meist beginnt mit der menschlichen Nutzung der Wälder eine Kette der Zerstörung. Die drei Hauptursachen der Entwaldung sind Illegaler Holzeinschlag, Brandrodung oder Umwandlung in Grünland. Zum Beispiel, der Amazonas-Regenwald wird in Sojaplantagen und Rinderweiden umgewandelt, deshalb sind knapp 20 % dieses einmaligen Lebensraumes bereits unwiederbringlich verloren. Die geplanten Straßenbaumaßnahmen bedrohen die weitere Waldzerstörung. Das heißt, die Menschen fällen Straßen in Urwäldern, was andere Menschen dazu ermutigt, sich niederzulassen und den Wald landwirtschaftlichen Betrieben zur Verfügung zu stellen. Deren Brandrodung gibt dem Wald dann den Rest, und er wird zu Feldern umgewandelt oder durch Waldbrände zerstört. In den Tropen, wo Waldbrände natürlicherweise kaum auftreten, werden nun im Zuge der Brandrodung Millionen Hektar jährlich durch Feuer vernichtet.

Wenn Wälder zerstört werden, hat dies fatale Folgen für die Umwelt und die Menschheit. Meistens hören wir, dass die Hauptfolge der Entwaldung der tägliche Verlust von Pflanzen und Tieren ist, die dort lebten. Tatsächlich ist dies ein großes Problem: erstens, werden mehrere Arten von Lebewesen auf den Planeten niemals zurückgebracht; zweitens, nähern sich überlebende Tiere dem Menschen, was zur raschen Übertragung von Krankheiten und Viren vom Tier auf den Menschen beiträgt. Aber diese Konsequenzen sind immer wieder zu erwähnen: Auswirkungen auf das Klima, Beeinträchtigung des Wasserkreislaufs, Verschlechterung des Bodens und Überleben der Ureinwohner.

Die Zukunft der Wälder unserer Erde spielt sich größtenteils in elf Regionen ab, in welchen der Hauptteil der globalen Entwaldung stattfindet, so das Ergebnis des neuen WWF „Living Forests Report“. Das heißt im Klartext: Wenn wir nichts dagegen unternehmen, werden wir bis 2030 in diesen elf Entwaldungsfronten bis zu 170 Millionen Hektar Wald verlieren – das ist eine Fläche so groß wie Deutschland, Frankreich, Spanien und Portugal zusammen.

Die EU ist für 16 Prozent der globalen Tropenwaldabholzung und Naturzerstörung verantwortlich und überholt damit sogar Indien mit neun und die USA mit sieben Prozent. Nur China liegt mit 24 Prozent im globalen Ranking noch vor der EU. Das ist eine Silbermedaille, auf die die Europäische Union nicht stolz sein kann, sondern sich schämen soll. Dabei hatte die EU sich im Rahmen der UN-Ziele für nachhaltige Entwicklung mit vielen anderen Ländern verpflichtet, die globale Waldzerstörung bis 2020 zu stoppen. Stattdessen treibt sie Abholzung und Naturzerstörung weiter maßgeblich mit an.

Glücklicherweise sind die Menschen in letzter Zeit in ihrer Herangehensweise an den Konsum vernünftiger geworden und denken zunehmend über Umweltprobleme nach. Weltweit entstehen immer mehr Programme und Gemeinschaften zum Schutz der Wälder. Der größte ist der WWF. Der Schutz der letzten natürlichen Wälder ist eines der Hauptanliegen des WWF. Der WWF führt mehr als 300 Projekte in fast 90 Ländern durch, um Wälder zu erhalten und baumreiche Landschaften wiederherzustellen, wobei Schutzgebiete hervorgehoben werden.

Verlassen Sie sich jedoch nicht nur auf Organisationen – Sie müssen mit sich selbst beginnen. Hier sind nur einige der Stichpunkte, die jeder tun kann, um Wäldern zu helfen: Papierprodukte rationell und wirtschaftlich einsetzen; verarbeitete Produkte, einschließlich Papier, kaufen (Es ist mit einem recycelten Schild gekennzeichnet); Pflanzen Sie Grün um Ihr Haus (Eine sehr gute Idee sind Gründächer. Sie verbinden Geschäftliches mit Vergnügen, da sie den Bewohnern des Hauses als großartiges Erholungsgebiet dienen können); Ersetzen Sie Bäume, die für Brennholz gefällt wurden, durch neue Setzlinge. und das Wichtigste ist, nicht über dieses Problem zu schweigen, sondern die Öffentlichkeit auf das Problem der Entwaldung aufmerksam zu machen.

Zusammenfassend muss nochmals hervorgehoben werden, dass die Wälder von wichtigster Bedeutung nicht nur für die Biodiversität und für den Menschen, sondern auch für das Klima weltweit sind. Und wenn man keine globale Katastrophe zulassen will, muss man damit beginnen, die Lungen unseres Planeten – die Wälder – besser zu schützen und zu pflegen. Mit der Ära der Naturzerstörung muss so schnell wie möglich beendet werden, weil natürliche Ökosysteme wie Wälder unsere künftige Lebensversicherung, eine Schatzkammer der Artenvielfalt und eine Festung gegen künftige Pandemien sind.

LISTE DER VERWENDETEN QUELLEN:

1. Warum Waldschutz – und wie? wwf.de. 2021. URL: https://www.wwf.de/themen-projekte/waelder/schutzgebiete.
2. Hirschberger P. Die Wälder der Welt. Ein Zustandsbericht: Globale Waldzerstörung und ihre Auswirkungen auf Klima, Mensch und Natur. WWF Schweiz, WWF Deutschland, 2011. S. 94.
3. Was passiert, wenn der Regenwald abgeholzt wird? abenteuer-regenwald. 2013. URL: https://www.abenteuer-regenwald.de/wissen/folgen.

4. Wald ohne Zukunft? Die Bedrohung der globalen Entwaldung. wwf.de. 2015. URL: https://www.wwf.de/themen-projekte/waelder/waldvernichtung/wald-ohne-zukunft-die-bedrohung-der-globalen-entwaldung.

Saberezhna Walerija,
Fakultät für Wirtschaft, Management und Psychologie,
Studentin des zweiten Studienjahres, Gruppe 19,
Fachrichtung: «Öffentliche Verwaltung»,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

UMWELTBEWUSSTSEIN IN DEUTSCHLAND

Das Problem der Umweltbewusstsein Erziehung steht im XXI. Jahrhundert an der Spitze nicht nur in Deutschland, sondern auch in der ganzen Europa, sowie in der ganzen Welt. Umweltprobleme müssen, um gelöst werden zu können, zunächst einmal als solche von den Menschen wahrgenommen werden. Diese Aussage klingt auf den ersten Blick selbstverständlich. Es lohnt sich aber, dass sie näher betrachtet werden soll, wie uns die Geschichte des Umweltbewusstseins zeigt. Denn verschmutzte Flüsse und Seen, kontaminierte Böden und stark belastete Luft gab es bereits, lange bevor die Begriffe Umweltproblem, Umweltkrise und Umweltbewusstsein in der öffentlichen Diskussion eine Rolle spielten.

Mit der Umweltbewusstseinsstudie untersuchen Bundesumweltministerium und Umweltbundesamt alle zwei Jahre, wie sich das Umweltbewusstsein und Umweltverhalten der Bevölkerung in Deutschland entwickelt. Neben der Erforschung der in der Gesellschaft vorhandenen Einstellungs- und Handlungsmuster werden die Erwartungen unterschiedlicher Bevölkerungsgruppen an die Umweltpolitik und die Akzeptanz umweltpolitischer Maßnahmen ermittelt. Im Zentrum der Umweltbewusstseinsstudie 2020 steht das Thema Klimawandel und Klimaschutz in den Zeiten gesellschaftlicher Polarisierung [1].

Die Umweltbewusstseinsstudie 2018 zeigt im Vergleich zur letzten Studie aus dem Jahr 2016, dass die Bedeutung des Umwelt- und Klimaschutzes und die Erwartungshaltung an die relevanten Teilnehmer gestiegen sind. Die Menschen sehen Umweltpolitik als Aufgabe aller Politikbereiche an [2].

Eine Zwischenerhebung für das Jahr 2019 zeigt, dass das Problembewusstsein für Fragen des Umwelt- und Klimaschutzes weiter zugenommen hat [3].

Die Bedeutung, die dem Umwelt- und Klimaschutz beigemessen wird, um andere politische Aufgaben zu bewältigen, ist weiter gewachsen. Im Jahr 2019 stufen 68 % Umwelt-und Klimaschutz als sehr wichtige Herausforderung ein und geben ihm eine ähnlich hohe Bedeutung wie den beiden anderen Top-Themen Bildung (65 %) und soziale Gerechtigkeit (63 %). Gegenüber der Befragung im Jahr 2018 hat Umwelt- und Klimaschutz weiter an Bedeutung zugewonnen [4].

Arbeit relevanter Teilnehmer für den Umwelt- und Klimaschutz wird 2019 – trotz leichter Verbesserung gegenüber 2018 – deutlich schlechter eingeschätzt als in den früheren Studien. Mit Ausnahme der Umweltverbände hat sich für alle anderen Freiwilligen die Zustimmung, dass diese genug zum Schutz von Umwelt und Klima tun, deutlich reduziert [4].

Die hohe Bedeutung des Klimaschutzes spiegelt sich auch im Konsumverhalten der Befragten wider. Dazu drei Beispiele: Im Jahr 2018 gaben 38 % der Befragten an, derzeit Ökostrom zu beziehen; Im Jahr 2018 gaben 51 % der Befragten an, beim Kauf von Haushaltsgeräten immer besonders energieeinsparente Geräte gewählt zu haben. Hinzu kommen weitere 31 %, die häufig zur energieeffizientesten Alternative griffen. Im Jahr 2016 waren es 44 %, die sich immer, sowie 27 %, die sich häufig beim Kauf von Haushaltsgeräten für energieeinsparente Geräte entschieden [5].

Großteil der Befragten ist im Jahre 2018 der Meinung, dass die Energiewende in Deutschland zu langsam vorangeht und ihre Kosten zu ungleich verteilt sind. 60 Prozent der Befragten stimmen zu, dass die Energiewende dazu beiträgt, den Ausstoß von Treibhausgasen in Deutschland zu senken. Den Befragten sind bezüglich der Energiewende folgende drei Aspekte in absteigender Reihenfolge am wichtigsten: ein deutlicher und schneller Rückgang des Treibhausgasausstoßes in Deutschland; eine gerechte Verteilung der Kosten und positive Auswirkungen auf die wirtschaftliche Entwicklung Deutschlands [3].

Ein Bereich, in dem Umweltschutz und die Verbesserung der Umweltqualität zu sozialer Gerechtigkeit beitragen können, betrifft die soziale Verteilung gesundheitlich relevanter Umweltbedingungen. So beurteilten Befragte, die in Haushalten mit einem monatlichen Haushaltsnettoeinkommen von unter 2.000 Euro leben, die Umweltqualität vor Ort besonders schlecht.

Die Auswirkungen der Landwirtschaft auf Umwelt und Natur sieht Mehrheit der Befragten in 2018 kritisch an. So wird von 65 Prozent der Rückgang der Artenvielfalt von Pflanzen und Tieren und von 63 Prozent die Umweltbelastungen durch Pflanzenschutzmittel als sehr großes Problem eingeschätzt. Die Hälfte der Befragten (56 beziehungsweise 53 Prozent) nennt die Belastung von Gewässern und Trinkwasser durch Überdüngung, sowie die Beeinträchtigung der Bodenqualität, zum Beispiel durch Monokulturen, als sehr problematisch [4].

Dass das Problembewusstsein für Fragen des Umwelt- und Klimaschutzes zugenommen hat, lässt sich insbesondere mit Blick auf die Jugend feststellen. Im Jahre 2019 finden 81 % der 14- bis 22-Jährigen Umwelt- und Klimaschutz sehr wichtig, während es in der Stichprobe ab 23 Jahren 67 % sind. Für die Jugendlichen ist Umwelt- und Klimaschutz sogar das Thema, dem sie die höchste Wichtigkeit beimessen [6].

Im Rahmen der Umweltbewusstseinsstudie 2018 wurde ein Messinstrument entwickelt, das drei zentrale Dimensionen des Umweltbewusstseins abbildet: Umweltaffekt, Umweltkognition sowie Umweltverhalten – also die emotionale Beteiligung, die rationale Einschätzung sowie das aktive Handeln. Mit diesem Messinstrument kann das Umweltbewusstsein zukünftig in kompakten Kennziffern ausgedrückt und einheitlich erhoben werden [4].

Also, für zwei Drittel der Bevölkerung stellt der Umwelt- und Klimaschutz eine grundlegende Bedingung dar, um Zukunftsaufgaben zu bewältigen. Die Herausforderungen des Umwelt- und Klimaschutzes sind für die Menschen in Deutschland bedeutsamer geworden. Insbesondere in den Bereichen: Energie, Landwirtschaft, Städtebau und Verkehr sollte Umwelt- und Klimaschutz eine größere Rolle spielen. Der Zustand der Umwelt in Deutschland wird schlechter bewertet als in den Vorjahren, das Engagement relevanter Teilnehmer ebenso.

Man muss sich viel Muhe geben, um die Situation grundsätzlich zu verändern. Wir, die Jugendlichen, müssen auf sich Verantwortung nehmen, unseren Planeten für die künftigen Generationen zu behalten.

LISTE DER VERWENDETEN QUELLEN:

1. Institut für sozial-ökologische Forschung. Umweltbewusstsein in Deutschland. 2020. URL: https://www.isoe.de/nc/forschung/projekte/project/ubs-2020/
2. Dr. Frieder Rubik, Ria Müller, Richard Harnisch: Umweltbewusstsein in Deutschland. 2018. S. 96.
3. Umweltbewusstsein und Umweltverhalten. URL: https://www.umweltbundesamt.de/daten/private-haushalte-konsum/umweltbewusstsein-umweltverhalten#das-umweltbewusstsein-in-deutschland
4. Beurteilung des Einsatzes verschiedener Akteure für Umwelt- und Klimaschutz im Zeitvergleich. Umweltbundesamt. URL: https://www.umweltbundesamt.de/bild/beurteilung-des-einsatzes-verschiedener-akteure
5. Bereitschaft zu klimaschonendem Handeln im Zeitvergleich. // Umweltbundesamt. URL: https://www.umweltbundesamt.de/bild/bereitschaft-zu-klimaschonendem-handeln-im
6. Stellenwert des Umwelt- und Klimaschutzes, Angaben der 14 –22 Jährigen im Vergleich zu Älteren ab 23 Jahre. 2017. Umweltbundesamt. S. 112.

Scheremeta Tetjana,
Studentin des zweiten Studienjahres, Gruppe 2,
Fakultät für Finanzen und Buchhaltung,
Fachrichtung:Bankwesen,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw. Ukraine,
Wissenschaftliche Betreuerin: Switlana Mamchenko,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

ETISHE RELEVANZ DES GELDES

Die Wirtschaftswissenschaften verstehen Geld herkömmlich recht nüchtern als Mittel, um verschiedene Waren und Dienstleistungen zu tauschen und deren Wert festzulegen. Das Geld erleichtert den Austausch, weil Güter verkauft bzw. gekauft werden können, ohne auf den direkten Tausch Ware gegen Ware angewiesen zu sein. Es ist also in erster Linie das Mittel für die Zahlung, zum Rechnen, für die Bewertung und zur Wertaufbewahrung.

In soziologischer Perspektive lässt sich das Geld als Instrument des Wirtschaftssystems der Gesellschaft verstehen. So wird das Geld in der Systemtheorie des Soziologen Niklas Luhmann als das Medium verstanden, durch das die Gesellschaft die Verteilung knapper Güter im Rahmen wirtschaftlicher Prozesse regelt. Damit dient das Geld der wirtschaftlichen Grundfunktion der Verteilung knapper Güter. In dieser Hinsicht ist das Geld auf die Knappheit von Waren oder Dienstleistungen bezogen. Denn wenn Güter nicht knapp, sondern in ausreichendem Maße für jeden Menschen zugänglich sind, ist es unnötig zu wirtschaften, sind Kaufentscheidungen sinnlos und ist das Geld bedeutungslos.

Die Rolle des Geldes reicht weit über die ökonomischen Funktionen als Zahlungsmittel, Recheneinheit, Bewertungs- und Wertaufbewahrungsmittel hinaus. Dadurch ist das Geld ein bedeutsames und lohnendes Thema der Ethik. Hervorzuheben sind dabei in ethischer Perspektive die Wirkungen, die sich durch die Bedeutung des Geldes – für Gesellschaft und Individuen – entfalten.

Zunächst ist Geld in unserer Gesellschaft wesentlich das Grundsymbol für vorhandene Handlungsspielräume. Über viel Geld zu verfügen, erlaubt es beispielsweise, viele Wünsche nach Waren oder teuren Unternehmungen zu erfüllen. Aber Geldvermögen eröffnet auch andere Optionen, die nicht primär in Entscheidungsfreiheiten hinsichtlich des Bezahlens, also des Konsums oder der Investition, liegen. Denn viel Geld zu haben, bedeutet Macht zu besitzen, was sich im sozialen Status abbildet.

In modernen Gesellschaften wird die soziale Stellung von Menschen wesentlich durch die Kaufkraft, das Vermögen bzw. das Einkommen bestimmt. Hierbei bildet auch der

Zusammenhang von sozialem Status und beruflicher Position keine Ausnahme, weil von der beruflichen Stellung wiederum auf die Einkommenshöhe geschlossen wird. Beispielsweise kann eine Aufwertung von Berufen und folglich eine Verbesserung des sozialen Status von den in diesen Bereichen Arbeitenden nicht ohne eine entsprechende höhere Entlohnung gelingen. Auch der niedrige soziale Status von Personen sowohl ohne Einkommen als auch ohne Geldvermögen hat einen entscheidenden Grund darin, dass die Handlungsspielräume merkbar eingeschränkt sind.

Somit ist Geld in modernen Gesellschaften ein Machtmittel. Denn einerseits symbolisiert Geld Sicherheit und Absicherung. Geldvermögen zu besitzen, erlaubt es, bei Bedarf darauf zurückzugreifen oder Versicherungen gegen verschiedenste Risiken abzuschließen. Andererseits bedeutet Geld Macht im Konkreten, weil es Chancen eröffnet, etwas zu „machen“, also gestaltend zu wirken. Daher ist es eine zutiefst ethische Frage, wie Geld verteilt wird. Beispielsweise ist die Gestaltung des Systems der Sozialleistungen sowie der Höhe der unterschiedlichen Erwerbseinkommen nicht zuletzt aus Gerechtigkeitsgründen unverzichtbar.

Zudem kann Geld auch selbst Macht über den Menschen ausüben und zum Selbstzweck werden. Dann will man das Geld nicht wegen irgendwelcher Kaufabsichten, sondern um des Geldes willen – letztlich deshalb, weil der Besitz von Geld oder geldmäßig bewertetem Vermögen Wohlstand, hohen sozialen Status, Freiheit und Sicherheit symbolisiert. Freilich gewährleistet viel Geld zu haben aber noch nicht, ein gutes Leben zu führen. Ethisch brisant ist zudem die Tatsache, dass bereits in den frühen Tugendlehren bekannt war: Wo Geld im Zentrum steht, gewissermaßen selber herrscht und alles bestimmt, wird es vernichtend für das Zusammenleben [3].

Die Menschen müssen häufig kämpfen, um nur unwürdig leben zu können. Eine Ursache ist die Akzeptanz des Geld-Imperiums über unsere Gesellschaften. Der Fetischismus des Geldes bringt die Diktatur der Wirtschaft ohne menschliche Zielsetzung hervor.

Während das Einkommen Weniger explodiert, muss eine Mehrheit am Existenzminimum leben. Das Kontrollrecht der Staaten und die Sorge für das Gemeinwohl sind infrage gestellt. Eine neue, oft virtuelle Tyrannei setzt ihre Regeln durch. Weltweit verlieren Bürger und Staaten die reale Vorstellung ihrer wirklichen Wirtschafts- und Kaufkraft.

Hinter einer solchen Haltung verbirgt sich die Verweigerung ethischen Verhaltens. Finanz- und Wirtschaftsleute sowie Politiker brauchen Mut, um mit einer neuen Ethik eine menschlichere Gesellschaftsordnung zu schaffen. Schon im VI. Jh. rief Johannes Chrysostomus aus dem syrischen Antiochien, der heutigen Türkei: „Die eigenen Güter mit den Armen nicht zu teilen, bedeutet sie ihres Lebens zu berauben [1]“.

Darüber hinaus ist in ethischer Hinsicht bedeutsam, dass in unserer Gesellschaft tatsächlich fast alle Werte in Geld bewertet werden können. Der Umstand, dass beispielsweise Intimität, politischer Einfluss und akademische Titel gekauft werden können, setzt voraus, dass diese immateriellen Güter in einen Geldwert übersetzt werden. Die Frage ist damit, welche Gesellschaft zu sein wir anstreben und was gerade deshalb einer Bewertung in Geld bzw. letztlich dem Markt entzogen sein muss [2].

Es ist schon lange bewiesen, dass Geld eine ambivalente Sache und in unserer Welt nicht moralisch neutral ist. Das Geld aber soll dienen und nicht herrschen. Die Finanz- und Wirtschaftswelt müsse zu einer Ethik zurückkehren, die dem Menschen dient. Ein neues ökonomisches Denken könnte die totale Spaltung zwischen Wirtschaft und Gesellschaft im Zusammenwirken überwinden.

LISTE DER VERWENDETEN QUELLEN:

1. Düchting Michael. Die Ethik des Geldes. Main Post. 2013. URL: https://www.mainpost.de/regional/rhoengrabfeld/aufgeschlossen-die-ethik-des-geldes-art-7519453
2. Evangelia Gaudium. Zitate von Papst Franziskus. Katholische Kirche in Oberösterreich. 2013. URL: https://www.dioezese-linz.at/pfarre/4143/erleben/papstfranziskusevangeliig/article/111525.html.
3. Koller Edeltraud. Die ethische Relevanz des Geldes. Ein Philosophieblog. Socialemedien. 2020. URL: https://www.praefaktisch.de/geld/die-ethische-relevanz-des-geldes/.

Woloschyna Walerija,
Fakultät für Handel und Marketing,
Hauptfach:Unternehmerschaft, Handel und Börsentätigkeit,
Studentin des ersten Studienjahres, Gruppe 24,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

UMWELTFREUNDLICHER VERKEHR

Was ist unter dem Begriff „Verkehrswende“ zu verstehen und warum braucht man eigentlich die Verkehrswende? Diese Fragen stehen heute an der Spitze nicht nur in der deutschen Gesellschaft, sondern auch weltweit. Verkehrswende bedeutet mehrere umweltfreundliche Möglichkeiten, um sich fortzubewegen. Dafür müssen Fahrzeuge, die das Klima und die Gesundheit belasten, von den Straßen verschwinden.

Mit Wind- und Solarenergie wird Strom weltweit klimafreundlicher. Im Verkehr steigt jedoch der CO2-Ausstoß – vor allem durch immer mehr Autos auf den Straßen. Deshalb planen Experten nun neue Konzepte[2].

In der EU sollen die CO2-Emmissionen für Neuwagen von derzeit 130 Gramm pro Kilometer bis 2020 um 27 Prozent auf durchschnittlich 95 Gramm pro Kilometer sinken. Laut einer aktuellen Studie, im Auftrag des Bundesministeriums für Wirtschaft und Energie, ist eine weitere, deutliche Verringerung ab 2020 technisch möglich, jedoch mit großen Herausforderungen verbunden. „Wir müssen auch im Verkehrsbereich die CO2-Emissionen weiter reduzieren, wenn wir die EU-Klimaziele erreichen wollen“, betont Staatssekretär im Bundesministerium für Verkehr, Bau- und Wohnungswesen Matthias Machnig bei der Vorstellung in Brüssel. „Wir brauchen ein breites Bündel an Instrumenten und Maßnahmen, die sorgfältig aufeinander abgestimmt sein müssen [4].“

Elektrofahrzeuge, die aus erneuerbaren Energien fahren, sind mehr klimafreundlich. Im Privatverkehr gelten Fahrzeuge mit Batterie oder Brennstoffzelle als zukunftweisend. Bei letzterer Option wird Wasserstoff (H2) getankt und in der Brennstoffzelle der nötige Strom für den Motor erzeugt[4].

Heute sind die meisten Elektroautos in den USA (224.000), Japan (89.000), Niederlande (38.000), Frankreich (37.000), China (29.000) und Norwegen (26.000).

Deutschland steht bei der Elektromobilität im internationalen Mittelfeld und hängt den selbst gesteckten Zielen hinterher. Bis Ende 2014 waren in Deutschland rund 24.000 Batterieautos unterwegs, was weniger als 0,1 Prozent entspricht. Nach Plänen der Bundesregierung sollten es schon 100.000 sein [4].

Merkel nennt für das Treffen drei Kernbereiche: Zum einen die Förderung alternativer Antriebe, zum Beispiel durch eine Kauf-Prämie, an der sich die Bundesregierung und die Automobilfirmen beteiligen. Zum anderen den Ausbau der Ladeinfrastruktur. „Hierfür wollen wir eine Million Ladepunkte bis zum Jahr 2030 schaffen, und hieran wird sich auch die Industrie beteiligen.“ Das dritte Themenfeld betreffe die Auswirkungen auf die Arbeitswelt in der Automobilwirtschaft. Dazu seien nicht nur die Hersteller, sondern auch die Zulieferer am Tisch. „Wir werden darüber reden, wie Menschen die Transformation vom klassischen Verbrennungsmotor hin zur Elektromobilität schaffen können“, unterstreicht die Bundeskanzlerin. „Wir wollen unsere Fachkräfte mitnehmen auf den Weg in eine moderne klimafreundliche Zukunft [3].“

Um die Elektromobilität in Deutschland einen weiteren Schwung zu geben, werden die Berater der Bundesregierung Steuererleichterungen für den Kauf umsetzen und mehr Ladesäulen für Elektroautos bauen. Die oppositionellen Grünen gehen noch einen Schritt weiter: Sie wollen den Kauf von E-Autos wie in den USA, Norwegen, Frankreich und den Niederlanden mit einem Zuschuss von bis zu 5000 Euro direkt fördern. Ein entsprechender Antrag wird in den nächsten Wochen im Bundestag diskutiert [4].

Auch Autoexperte Ferdinand Dudenhöfer befürwortet einen Zuschuss beim Kauf und schlägt zur Finanzierung einen Spritaufschlag von einem Cent pro Liter vor. Vor dem Hintergrund niedriger Preise sei das „mehr als gut verkraftbar [4]. “

Umweltexperten sehen Elektroautos aber auch kritisch. Nach einer Analyse des Wuppertaler Instituts für Klima, Umwelt und Energie belasten Elektroautos das Klima zwar kaum während der Nutzung, dafür aber braucht die Herstellung der großen Batterien sehr viele und seltene Rohstoffe [4].

Angesichts der vielen Umweltprobleme, die den Straßenverkehr verursacht, sollten andere Mobilitätskonzepte für die Zukunft mehr im Vordergrund stehen. "Wir brauchen ein Hin zu öffentlichen Verkehrsmitteln, zu stärkerem Rad- und Fußverkehr in den Städten. Das heißt, das Auto muss in den Mobilitätskonzepten der Zukunft eine sehr viel geringere Rolle spielen als das heute der Fall ist", sagt Uwe Schneidewind vom Wuppertal Institut [4].

Die Zukunft sehen Experten in alternative Fortbewegungsmittel, wie zu Fuß gehen, Fahrrad fahren, öffentlichen Nahverkehr und Car-Sharing als Schlüssel für die Verkehrswende. Nur so lässt sich das Klima schützen und ein Verkehrskollaps in den Städten und Ballungsgebieten vermeiden [2].

Der Aufbruch in die CO2-arme Mobilitätsgesellschaft kann nach Ansicht von Mobilitätsexperte Andreas Knie gelingen, „wir haben alle Trümpfe für eine Verkehrswende in der Hand, jetzt müssen wir sie nutzen“. Die von ihm erstellte Studie „Neue Verkehrswelt“ wurde vom Bundesverband Erneuerbare Energien und Bahnchef Rüdiger Grube Bundeskanzlerin Merkel in einem Festakt übergeben [4].

Die deutsche Umweltpolitik hat in vielen Bereichen bereits dafür gesorgt, dass Umweltbelastungen reduziert werden konnten. Im Straßenverkehr konnten bei den regulierten Schadstoffemissionen durch anspruchsvolle Abgasgrenzwerte und Vorschriften, aber auch durch ökonomische Anreize, wie die ökologische Steuerreform oder die Lkw-Maut, erreicht werden. Der Ausstoß von Kohlenmonoxid (CO) sank – trotz eines Anstiegs der Fahrleistung um 37 Prozent – im Zeitraum von 1990 bis 2016 um 88 Prozent, Stickstoffoxide (NOX) um 65 Prozent, Kohlenwasserstoffe um 91 Prozent und Partikel (PM) um 77 Prozent. Zudem tragen Maßnahmen auf kommunaler Ebene, beispielsweise Umweltzonen, dazu bei, die Umweltbelastungen des Verkehrs weiter zu senken. Die Weiterentwicklung der europäischen Abgasstandards leistet einen wesentlichen Beitrag, den Schadstoffausstoß noch weiter zu verringern. Es bedarf jedoch weiterer Anstrengungen und deutlicher Emissionsminderungen im Straßenverkehr, um die Ziele im Bereich des Klimaschutzes und der Luftreinhaltung zu erreichen [1].

Die Elektromobilität kann einen zentralen Baustein liefern, um den Verkehr durch den sehr effizienten und lokal abgasfreien Antrieb sowie die Nutzung von Strom aus erneuerbaren

Energien umweltfreundlicher zu gestalten. Elektromobilität bietet die Chance, zentrale Ziele der Umweltpolitik mit einer zukunftsfesten Industrie- und Verkehrspolitik sinnvoll zu verbinden. Das Bundesumweltministerium fördert die Entwicklung der Elektromobilität in Deutschland und trägt damit dazu bei, dass Deutschland bei den Umwelttechnologien an der Spitze bleibt – auch im Verkehr [1].

LISTE DER VERWENDETEN QUELLEN:

1. Bundesministerium für Umwelt, Naturschutz und nukleare Sicherheit. *Verkehr und Umwelt. Worum geht es? Pressemitteilung* Nr. 384/17 2021. URL: https://www.bmu.de/themen/luft-laerm-verkehr/verkehr/kurzinfo/.
2. Naumann Martina. Verkehrswende: Wege zu umweltfreundlicher Mobilität. Utopia. Kategorien: Mobilität & Verkehr. 2020. URL: https://utopia.de/ratgeber/verkehrswende-wege-zu-umweltfreundlicher-mobilitaet/.
3. Presse- und Informationsamt der Bundesregierung. Kanzlerin Merkel: *Elektromobilität durch Kaufprämien und Ladeinfrastruktur fördern. Bundesregierung.* 2019. №363. URL: https://www.bundeskanzlerin.de/bkin-de/aktuelles/kanzlerin-merkel-elektromobilitaet-durch-kaufpraemien-und-ladeinfrastruktur-foerdern-1687760
4. Rueter Gero. Umweltfreundlicher Verkehr muss her. Deutsche Welle Akademie. 2021. URL: https://www.dw.com/de/umweltfreundlicher-verkehr-muss-her/a-18244825.

DISCUSSION PLATFORM 3

Andrusenko Valerii,
Faculty of Information Technology,
course II, group 6, specialty «Software Engineering»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Semidotska Viktoriia,
Lecturer of the Department of Modern European Languages, KNUTE

ARTIFICIAL INTELLIGENCE IN UNMANNED DEVICES

Today, the issue that is worth discussing is the issue of using artificial intelligence in various unmanned devices. Among them, we can name the autopilot of planes, drones and even space modules (for example, the recent landing of the Perseverance Rover), but I would like to dwell on the problems of using self-driving cars and take the Tesla Model S car as an example.

The concept car was unveiled on March 26, 2009 in Hawthorne, California. Car delivery to the United States began on June 22, 2012. Depending on the configuration, the car can drive 442, 502 and 480 kilometers without recharging. On November 12, 2012, the car received the "Car of the Year" award from the American Motor Trend magazine. This car reaches from 0 to 100 km per hour for just 3.2(2.1-3.2, depends on the version) seconds. The highest speed is 322 km/h.

Tesla hasn't announced what hardware platform the system uses, although leaks point to AMD's decision. In particular, it is said that the graphics processor based on the RDNA2 architecture is responsible for graphics processing, most likely Navi 23. This is a mid-level graphics chip that has not yet been announced by AMD. On Twitter, Elon Musk confirmed that Tesla's new Arcade infotainment system will be able to launch Cyberpunk 2077.

The Tesla Model S on-board computer is connected to three screens. All control and configuration is done using a huge touch screen with a diagonal of 17 inches. The display resolution is quite decent - 1080x1920. Through it, you can control the ground clearance, adjust the brakes and steering, display navigation information, control the climate in the cabin and many other systems and parameters. Even the charging door and sunroof are controlled by virtual buttons and sliders. Ubuntu is used as the operating system. The display can be divided into two parts: one will display the car settings, the other can show passengers a movie or display a map. Wondering how shock-resistant the display is? It's good that the car does not start from the display. Otherwise, you would have to call a tow truck if this 17-inch TV accidentally breaks.

In addition, Model S is able to independently update its software via Wi-Fi. You can also remotely turn on heating or air conditioning via a mobile app.

The car is crammed with sensors that determine the condition of units and structural elements. In the event of an emergency, the system disconnects power from the battery. In general, Model S is officially recognized as one of the safest cars in the world according to the results of all kinds of crash tests. It even monitors the driver's position so that the safety systems work optimally at the right time. In total, there are 8 airbags in the cabin. You can control everything through the computer inside the car. Also you are able to control your car even through your phone. New software allows you to call Tesla and it will ride right to you. This feature is designed to allow the car to drive a short distance forward or backward without a driver behind the wheel.

When using the Tesla app on a smart phone, you can direct the car slowly forward or backward into a spot by pressing the corresponding button on the phone or key fob, and it can even be programmed to open and close your garage door.

Tesla's in-house chip is 21 times faster than the older Nvidia model Tesla used. And each car's computer has two for safety. Designing your own chips is hard. But Tesla, one of the most aggressive developers of autonomous vehicle technology, thinks it's worth it. The company shared details about how it fine-tuned the design of its AI chips so two of them are smart enough to power its cars' upcoming "full self-driving" abilities.

The company needed better hardware to achieve its 2019 full self-driving goal, in which cars navigate not only freeways as today but also local streets with stop signs and traffic lights.

It's a major effort to design a processor chip. The magnitude of the work is reflected in the gargantuan number of transistors -- 6 billion -- that make up the processing circuitry on each of Tesla's chips. But Tesla's in-house expertise, spanning everything from processors and software to battery manufacturing and charging stations, gives it a major advantage over conventional automakers.

Each Tesla computer has two AI chips, a redundant design for better safety. There's redundancy in the chips' power supplies and data input feeds, too. Even the car's cameras are on two separate power supplies to guard against failures.

There are a lot of redundancy features, which makes sure ... nothing untoward happens to the system if a sensor, component, camera or power supply fails.

Each chip makes its own assessment of what the car should do next. The computer compares the two assessments, and if the chips agree, the car takes the action. If the chips disagree, the car just throws away that frame of video data and tries again. That's one of the reasons Tesla wanted powerful AI chips that could handle such a high frame rate for video.

In October 2015, when updating the firmware, the functions of the adaptive cruise control "Autosteer" and "Autopilot" were added (available on more than 60 thousand cars produced since October 2014 and equipped with additional sensors: sonar, camera, radar). These functions allow the car to independently follow the lane or change lanes with visible markings, but do not include reactions to speed limits, traffic signals, pedestrians (level of autonomy - NHTSA "Level 2"). The inclusion of some functions is paid. This functionality is believed to be contrary to government requirements and cannot be used on public roads. Some drivers, in violation of the recommendations, tested this function by taking their hands off the steering wheel for a long time.

The artificial intelligence, with all its cold rationality and the ability to perform millions of operations per second, is still inferior in some way to the human one. In flexibility and unpredictability, in the ability to make non-standard decisions in a non-standard situation, and much more that developers of chess robots, Microsoft programmers and designers of Tesla electric cars are trying to instill in their electronic brainchildren. Business, I must admit, is not going very quickly for them, because the electronic brain in any case tries to act logically, and life every minute throws up tasks in which there is no logic.

At the same time, the Tesla Model S is one of the safest cars on the market, having received 5 stars in crash testing according to both Euro NCAP and NHTSA.

REFERENCES:

1. Бортовой компьютер Tesla Model S [Електронний ресурс] – Режим доступу до ресурсу: https://www.overclockers.ua/news/hardware/2021-01-28/128497/.
2. Tesla’s New HW3 Self-Driving Computer [Електронний ресурс] – Режим доступу до ресурсу: https://cleantechnica.com/2019/06/15/teslas-new-hw3-self-driving-computer-its-a-beast-cleantechnica-deep-dive/amp/.
3. Shankland S. Meet Tesla's self-driving car computer and its two AI brains [Електронний ресурс] / Stephen Shankland – Режим доступу до ресурсу: https://www.cnet.com/google-amp/news/meet-tesla-self-driving-car-computer-and-its-two-ai-brains/.
4. Tesla's 'Full Self-Driving Capability' Falls Short of Its Name [Електронний ресурс] – Режим доступу до ресурсу: https://www.consumerreports.org/autonomous-driving/tesla-full-self-driving-capability-review-falls-short-of-its-name/.
5. ITC [Електронний ресурс] – Режим доступу до ресурсу: https://itc.ua/news/avtomobili-tesla-s-vklyuchennym-avtopilotom-teper-popadayut-v-avarii-v-15-raza-rezhe/.
6. Tesla [Електронний ресурс] – Режим доступу до ресурсу: https://www.tesla.com/.

Andrushchakevych Maryna,
Faculty of Information Technology,
course I, group 1, specialty “Digital Economy”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Savchuk Tatyana,
Lecturer of the Department of Modern European Languages, KNUTE

THE IT SECTOR REQUIRES CONSTANT DEVELOPMENT AND IMPROVEMENT

In the context of globalization, the use of information technology helps to increase the efficiency and competitiveness of enterprises in domestic and foreign markets. The competitiveness of the organization is determined by the presence of its competitive advantages, the formation of which is possible only through the use of advanced and modern technologies. Today there is a great demand for automation, which forms a necessary condition for the organization of any activity, especially when it comes to IT technology.

According to Bill Gates, in the future there will be two types of companies on the market: those who work on the Internet, and those who have gone out of business. This aphorism is currently the motto of all organizations and companies. In order to occupy a leading position in society, among competitors, to win the loyalty of customers and users, companies in all industries must keep pace with the development of information technology. The introduction of the latest information technologies opens up prospects for improving all aspects of human life: education, energy, banking, trade, medicine, development industry, etc.

Focus on innovation and development of the IT sector provides economic growth of all developed countries and other developing countries (Japan, China, Israel, Malaysia, India). It is the governments of these countries that have been the main investors in the field of high technology, as well as providing support to this industry in the form of preferences, creating transparent conditions for doing business, comprehensive support for small and medium-sized businesses.

The Ukrainian IT sphere is called the most promising sector of the development of the domestic economy. According to the Cabinet of Ministers, in 2019, information technologies accounted for 3.9% of GDP - UAH 138 billion. The state treasury was replenished with taxes for UAH 32 billion. This compares with the tax deductions for infrastructure and transport, which amounted to $ 29.4 billion. Each of the employed IT professionals provide employment of 11 people in other industries. Many IT companies invest in training: they cooperate with universities, open their own training centers, support private IT courses, hire interns and train them on projects.

The IT sector is one of the three main export services (after pipeline transport and goods processing) and remains the main source of foreign exchange earnings in the country. The sphere is growing and requires new solutions to develop specialists and attract investments.

There are two main factors that determine the strength of the Ukrainian IT industry: firstly, the low cost of mobile communications and the Internet, secondly, the factor of human capital, namely the high level of adult literacy and higher education (tens of thousands of technical graduates leading positions in the world among certified IT professionals).

Among the problems of the industry's development are the low level of protection of intellectual property rights, underdeveloped markets for financial and venture investments, “brain drain” abroad (more than 10,000 specialists have left Ukraine in two years), unfavorable state intervention in the form of lack of predictable and consistent taxation, pressure from regulatory authorities.

The United States is the leader in the ranking of the global competitiveness of the IT industry. The top five countries include Japan, South Korea and Australia, as well as the United Kingdom, which in turn tops the list of European countries, ahead of Sweden and Denmark. According to foreign IT experts, the closest competitors of Ukraine in terms of price / quality in the European market of the IT industry is Poland, and in the Western market - Latin American countries.

IT industry permeates all industries, today's very relevant distance learning, started the century before last, adapted to the present has acquired the latest trends in development and spread. As you know, distance learning is a continuation of correspondence learning. The University of London (1836) and the University of Chicago (1892) introduced correspondence training. In the former Soviet Union, including Ukraine, since the late 1920s, its variety has been known as distance learning. In the late 1960s and early 1970s, the term teaching at distance was first used, then its synonyms were appeared such as distance education, distance learning. The experience of using distance learning over the last 20 years shows that this form of learning has lost its status of correspondent. The concept of "open learning" appeared in the mid-70's and is associated with the formation of a new type of educational institutions - open universities. Recently, instead of the term distance learning, the term e-learning, popular abroad, has being used. Today in the system of distance learning can be divided into the following main tools: electronic network textbooks, training and control tasks, electronic workshops, research projects, information resources, distance competitions and contests, forums, webinars, conferences, on-line communication, promotion qualifications and exchange of experience. The main value of distance learning (of course, except the possibility of distance learning) is learning at your own pace according to your individual program.

There are also pandemic changes in office and home work. The number of organizations that respond faster and more efficiently to changing needs is increasing, with the help of new technologies entrepreneurs are forced to focus on an intelligent workspace, which will allow employees to work more effectively on their own and joint projects.

Entrepreneurs are forced to review their products, services and relationships with suppliers and consumers to implement optimal digital strategies. Leaders seek talent, improve the skills of their employees in order to implement and optimize business processes using the latest IT technologies.

So, because IT specialists from Ukraine are able to implement complex projects, they are popular all over the world, which means that our country has significant human resources in the field of information technology in Europe. The industry is constantly evolving, the market for IT services is expanding every year. The use of the latest information technologies brings companies to a new level of competitive position, while ensuring sustainable development and success. In turn, the main risks for Ukraine's IT industry are the outflow of specialists and government policy aimed at raising the tax rate. The latter harms the industry the most. Therefore, the state should become a major player in the development of a promising IT industry, which should primarily form a national strategy for cooperation with the IT sector, especially given the potential of state budget revenues.

REFERENCES:

1. Биков В.Ю. Дистанційний навчальний процес: Навч. посібн. / За ред. В. Бикова та В. Кухаренка. – К.: Міленіум, 2005. – 292 с.
2. Дмитрий Ерёмин. Информационные технологии в Украине: Колосс на глиняных ногах. – URL: https://dou.ua/lenta/articles/it-in-ukraine

3. Едуард Рубін. Як IT веде Україну до розвинених країн. Податки, освіта, трудове законодавство – які зміни потрібні для збільшення частки IT в українській економіці. URL: https://www.epravda.com.ua/columns/2020/12/7/668882/

Berezhnaya Anna,
Faculty of Finance, Banking and Insurance,
Course V, Specialty «Public administration»,
University of State Fiscal Service of Ukraine,
Irpin, Ukraine
Scientific supervisor: Savchenko Anatoliy,
Ph.D., Associate Professor of the Department of
Modern European Languages, USFSU

INFORMATION SOCIETY
AND INNOVATIVE DEVELOPMENT OF UKRAINE

Innovation is the one of the main sources of social progress. It has so much big impact on both enterprises and the country. Nowadays, projects aimed to solve environmental, social, demographic and other problems are actively developed in Ukraine.

In today's economy, information plays a huge role. It revolutionized, modifying virtually all aspects of economic life. New information and communication technologies are increasingly penetrating almost all spheres of society, changing the working and living conditions of humans, forming new needs, behavior`s stereotypes, as well as new ideas about quality of life, space and time. That is why, a new sector of the economy has formed – information. It contains the production of information goods, communicators, and improved databases with different content.

Lately, the leading countries tend to combine the strategy of successful development of the national economic systems with the leadership in research and development, the emergence of new knowledge, the development of high-tech production and the creation of mass innovative products.

The Sustainable Development Strategy "Ukraine2020", as well as action plans for the implementation of the Association Agreement with the EU, Ukraine's commitments to achieve national goals development for the period up to 2030 provide the strategic goal of building a strong economy in Ukraine, based primarily on innovation [1].

It says the basis of Ukrainian innovative competitiveness should be human capital, as well as knowledge and research results. Their effective implementation in Ukraine with the opportunity of entering world markets will contribute to the country's development. Moreover, the development of innovation potential is not only a way of dynamic development and success, but also a means of ensuring the security and sovereignty of the country, its competitiveness in the modern world.

It should be emphasized that the development of a strategy for innovative sustainable development is vital for Ukraine. Complex development of innovative production and services will allow achieving strategic goals, increasing GDP and increasing the welfare of the population of Ukraine.

Previous attempts to establish a state policy to support innovations in Ukraine through selective assistance in the development of certain industries, sub-sectors and projects have had a limited positive impact. Approaches based on sectoral priorities are poorly amenable to strategic planning, as innovation is a difficult process to predict. At the same time, the priority in the use of available resources was given to current tasks, rather than the development of innovation infrastructure, which would have a much greater and long-term effect. In addition, the definition of sectoral priorities may be affected by current interests, who will lead to distortions in public policy, and benefits and other preferences for such support may be a source of abuse.

Today, the informatization of society is still very relevant, because the level of use of information and telecommunications technologies is one of the main factors of economic growth and competitiveness of the country in the world economic and political arena.It also determines the effectiveness of socio-economic and political development of the state, creates new formats of interaction between government and society, government and business. Besides, informatization promotes social integration and peaceful coexistence of various social institutions and groups within the country.

Informatization of society is understood as an organized socio-economic and scientific-technical process of creating optimal conditions to meet the information needs of citizens, public authorities, local governments, organizations, public associations through the formation and use of information resources.

Moreover, the innovative development of the national economy of Ukraine necessitates the improvement of human intellectual potential as a set of creative abilities, knowledge and skills of individuals and allows the use of new technologies, assimilate acquired and create new knowledge, information benefits based on cooperation, trust for effective socio-economic development of the country.

V. Proshak interprets the intellectual potential of society as "a set of creative abilities of individuals and their educational and qualification level, which allow using tangible intellectual means, assimilating acquired and creating new knowledge for effective socio-economic development of the country" [2].

ForeignandUkrainianresearchersagreethat qualitative changes in the economic and socio-political spheres are due to the intensive development and use of modern information and communication technologies, they have determined the movement of mankind to a new, post-industrial phase of development – information society.

Information society is a society with a high level of development and use of information technologies, developed infrastructures that provide the production of information resources and access to information.

In the information society, business activity flows into the information and communication environment. A virtual economy and a virtual financial system are being formed, which raises complex questions about the mechanisms of their regulation and self-regulation. The information society is being formed as a global one.

Information economy is the economy of the information society, which is a set of industries that produce and distribute goods and services using information and communication technologies. The information society is formed in the process of informatization. Informatization is a socio-economic and scientific-technological process of mass application of information and communication technologies in all spheres of human activity (economy, politics, culture, education, science, defense) to radically improve working conditions and quality of life, significantly increase the efficiency of all types of production

The impact of globalization on the development of the information economy in Ukraine is ambiguous and contradictory. This can be explained by the intensification of international competition, as well as the widening gap in the information sphere between developed and developing countries. One of the ways to overcome the existing problems and contradictions is the integration of Ukraine into the world information space, the use of common competitive potential, the formation of a single legal space for the formation of an integrated information economy.

The process of forming the economy of the information society in Ukraine requires a set of measures in the following main areas:

- Reindustrialization of industry on a qualitatively new technological basis;
- Integration of production, science and their formation at the macro and micro levels;
- Affordable lending to the real sector, primarily high-tech;
- strengthening the state's attention to basic science, including it in the priority areas of the country's development;
- Application of effective forms of public-private partnership in the field of innovations, which promotes, among other things, the intensification of domestic applied science;

- Increase of financial and resource provision in the field of science and education, increase of prestige of secondary and higher professional education;

- Development of information and communication technology infrastructure;

- Increase of information literacy of the population;

- Refusal to increase quantitative indicators (GDP, profit, consumption) and the transition to quality assessment, development, meeting real needs.

Thus, the innovative development of the national economy of Ukraine causes the need to improve human intellectual potential as a set of creative abilities, knowledge and skills of individuals and allows the use of the latest technologies, to assimilate the acquired and create new knowledge, information benefits on the basis of cooperation, and trust for effective socio-economic development of the country. So, all of the above proves the relevance and necessity of further research of the problem of formation and development of information society and taking into account these aspects in the innovation and economic development of Ukraine.

REFERENCES:

1. Стратегія інноваційного розвитку України на період до 2030 року. URL: https://www.businesslaw.org.ua/strategiya-innovaciinogo-rozvutku-ukrainy/
2. Прошак В. Інтелектуальний потенціал України в умовах ринкової трансформації економіки: автореф. дис. на здобуття наук. ступеня канд. екон. наук: спец. 08.00.07 – «Демографія, економіка праці, соціальна політика і економіка» / В. Прошак. – Львів, 2002. – 7 с.

Demidova Sophia,
Faculty of Information Technology,
course 1, group 1, specialty «Digital Economy»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Savchuk Tatiana,
Lecturer of the Department of Modern European languages, KNUTE

THE INTERNET OF THINGS

The Internet of Things includes several phenomena at once. These are the devices themselves that go online and interact with each other. It is also a way to connect M2M, that is machine-to-machine, without human intervention. This is the big data that devices are now generating. Data that can and should be collected, analyzed and further used to improve comfort or make business decisions. Also, the Internet of Things helps save lives: for example, the new Apple Watch, by constantly monitoring the heart rate will help to calculate arrhythmias and other diseases.

Each of us has a smartphone, a gadget without which it is already impossible to imagine modern life. It has huge functionality, but its main task is to communicate with the outside world: calls, access to the Internet, etc.

Now imagine that everything that surrounds you will go online and communicate with each other and independently interact with the environment.

There are already a huge number of "smart" things: smart vacuum cleaner, smart refrigerator, smart house, smart coffee maker. The Internet of Things should unite "smart" things into one big network and create the so-called smart cities, countries, and possibly the world.

To understand how to come to the world of the future, you need to dig deeper. An object of the physical world participating in the Internet of Things, even if not connected to the Network, must still have a unique identifier. Various already existing systems can be used: radio frequency, when using which a radio frequency tag is attached to each object, etc.

The task of measuring instruments is to ensure the transformation of information about the external environment into data suitable for transferring them to processing facilities. These can be both separate temperature sensors, illumination, etc., and complex measuring systems. To achieve the autonomy of measuring instruments, it is desirable to provide power supply to the sensors.

Any of the existing technologies can be used for data transmission. In the case of using wireless networks, special attention is paid to improving transmission reliability.

The Internet of Things is not sensors and data transmission mean, but cloud systems that provide high bandwidth and are able to quickly respond to certain situations (for example, be able to find out from the readings of sensors that no one has been in the house for five minutes, and the front door has remained open). Fog computing, which will not compete with cloud computing, but effectively complement them, will also help cope with huge flows of information.

If we talk about the market and take into account the interesting about the Internet of Things, there will be over 41 billion IoT devices installed globally by 2027. However, the main growth will be in the next few years. Over time, the number of new solutions in the field of the Internet of Things will decline thanks to the improvement of AI tools and optimization, the researchers said. An estimated $ 2.4 trillion will be invested in IoT in 2027. In total, from 2019 to 2027, the number of investments will be $ 11.6 trillion.

Among the most promising technologies are edge computing, 5G and artificial intelligence. The adoption of 5G, in particular, will have a big impact on the Internet of Things. Experts interviewed by Business Insider Intelligence say that now only 10% of IoT solutions use cellular, and this is a big opportunity for the rest. About 40% of Business Insider Intelligence respondents said their products already support or will support fifth generation connectivity by the end of the year. Artificial intelligence and machine learning are already quite common now: more than half of providers use them in their products, and a third are considering options for their implementation.

REFERENCES:

1. Андрій Петруня. Інтернет речей. Новомодне захоплення чи технологія, що змінює світ? [Електронний ресурс] // epravda.com.ua. – 2015. – Режим доступу до ресурсу: https://www.epravda.com.ua/publications/2015/06/2/544801/
2. Майбутнє інтернету речей - звіт Business Insider Intelligence [Електронний ресурс] // AIN.UA. – 2020. – Режим доступу до ресурсу: https://ain.ua/2020/08/02/budushhee-interneta-veshhej-otchet-business-insider-intelligence/

Hudym Anastasiia,
Faculty of Trade and Marketing,
course II, group 5, speciality "Advertising and PR",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Nypadymka Alla, PhD in Humanitarian Sciences,
Associate Professor of the Department of Modern European Languages, KNUTE

PODCASTING AS PERSONALIZED MEDIA IN THE DIGITAL AGE

In the era of graphic interfaces most of the data is displayed on screens of computers but media outlets have been experimenting with innovative formats. The biggest challenge facing everyone in the media industry today is the changing ways people consume content. All of them see podcasting as an additional opportunity to interact with their audiences.

The word "podcasting" comes from combining the word iPod with broadcasting [2, p.32]. The Cambridge Dictionary defines podcasting as the process of making digital recordings of radio programmes that people can download from the Internet [1]. Bringing news and content into audio format has direct impact on perception of information by listeners. When you listen to the speaker it is easier to determine whether a person is trustworthy and confident in informative speeches and a reliable source of information. It is an empirically proven fact that it is easier to believe, feel sympathy and "resonate" with another person, when we listen to his voice. This effect works in media as well. A person's manner of speaking is called prosody. It helps us make the message understandable, show our intentions and convey feelings. Moreover, prosody heightens the listener's attention and enhances their understanding. It is linked to the emotional parts of the brain and therefore when we hear a voice we have a sensation of being accompanied. It creates a strong emotional bond and causes a pleasant sensation of wellbeing [3, p. 80]. According to Rodero (2018), "all in all, the advantage of digital orality lies in the ability to access content where a human being tells a story, informs, helps, advises or interacts with us using all the prosodic aspects of their voice" [3, p. 80].

The prevalence and growing popularity of alternative content based on listening is going to make a difference in media market. And 2020 was a huge year for podcasting. Forecasts for the US suggest that the number of podcast listeners will surpass 160 million in 2023 after increases of around 20 million each year [4].

The situation in Ukraine is completely different, with less listening statistics and the podcast market while relatively small. Although the PodcastsNOWua.com community has been established in the country, podcasting in Ukraine remains far from mainstream. Radio Podil has been promoting podcasts for a year. The first episode of Podcast Pidkast was released in March 2019. Ukrayinska Pravda has been developing and promoting podcasts since 2019, and during this time many podcasts became popular: "Kliati Pytannia", "Temperatura – Normalna!", "Do Popkornu z Annoiu Palenchuk", "Rankova Doza", "Ukraina Pislia Karantynu", "Kultura Vseho", "Ok i Sho?", "Ya ne Vstyhaiu", "Akustyka Tinei". But Ukraine has seen a good increase in weekly podcast listening each year. Media outlets in Ukraine are increasingly turning to the podcasting format and have been actively engaged in podcast production. More and more radio stations (Radio Skovoroda, Urban Space Radio, Radio Aristocrats, Radio NV) are creating their podcasts and reaching their target audience.

In order to practically establish popularity of podcasts, we conducted students' needs analysis at different departments of Kyiv National University of Trade and Economics. The analysis was held in form of a questionnaire proposed to students during the second semester of the academic year 2020-2021. 263 students from the first to the second year of study participated in the anonymous questionnaire. The respondents were asked to answer 4 questions of the questionnaire covering listening to podcasts, the frequency of listening to podcasts, types of activities while listening and whether the timbre of the presenter's voice can influence listeners' choice of podcast. The results of the questionnaire are presented and discussed below.

A good number of students admitted they listen to podcasts (77,5%). Dealing with the question about the frequency of listening to podcasts, most respondents listen to podcasts once every two weeks (27,5%); 16,7% of students listen to podcasts one time a week and 18,3% of students listen to podcasts two or three times a week. Students seemed to be least enthusiastic about listening to podcasts three or four times a week (12,5%), only 2,5 % of students listen to podcasts daily and 22,5% of respondents do not listen to podcasts at all.

As the world becomes busier, the podcast format has become incredibly popular. Podcast audio content allows the listener to multitask. The biggest part of respondents answered that podcast listening happens while doing different activities (72,4%): while exercising (4,2%), while travelling on public transport (15,3%), while drawing or doing another art/hobby (15,3%), a slightly bigger number of students (18,8%) answered that podcast listening happens while cooking, and 18,8% of the respondents answered that podcast listening happens while cleaning. 27,6% of responders answered that podcast listening happens while they doing nothing.

It should be noted that human voice is a powerful tool, and it deserves a bigger role in our lives. The words, how the presenters communicate their message and their tone of voice are key elements for reliability and credibility between the presenters and audience. Most of respondents (74,3%) answered that the timbre of the presenter's voice can influence their choice of podcast. For 25,7% of respondents the timbre of the presenter's voice does not play an important role in their choice of podcast; and 35,6% respondents answered that they feel less lonely while listening to podcasts.

Hopefully, we'll see lots of new audio-oriented media and up-to-date technology all humanity benefits from. And now when our digital platforms are finally sophisticated enough, voice could soon emerge as one of the most important content. The signal is clear: the pandemic provided a new impetus for podcasts around the world. Podcasts in Ukraine while relatively small, are poised to grow and outgrowing their “niche” status to emerge as substantive markets in their own right.

REFERENCES:

1. Cambridge Dictionary. Retrieved on March 14, 2021 from https://dictionary.cambridge.org/dictionary/english/podcast
2. Campbell G., “There's something in the Air: Podcasting in Education,” Educause review, vol. 40, no.6, November/December 2005. Retrieved on March 16, 2021 from https://er.educause.edu/articles/2005/1/theres-something-in-the-air-podcasting-in-education
3. Rodero E. (2018). The growing importance of the voice and sound in communication in the digital age: the leading role of orality. *AC/E Digital Culture Annual Report 2018. Digital Trends in Culture. P. 78-87*. Retrieved on March 13, 2021 from https://www.researchgate.net/publication/326692799_THE_GROWING_IMPORTANCE_OF_THE_VOICE_AND_SOUND_IN_COMMUNICATION_IN_THE_DIGITAL_AGE_THE_LEADING_ROLE_OF_ORALITY
4. Statista Research Department. Number of monthly podcast listeners in the United States from 2014 to 2023. Retrieved on March 3, 2021 from https://www.statista.com/statistics/786826/podcast-listeners-in-the-us

Kovtun Anna,
Faculty of Information Technologies,
course I, group 1, specialty "Digital Economics",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Savchuk Tetiana,
Lecturer of the Department of Modern European Languages, KNUTE

THE USE OF VIRTUAL REALITY IN VARIOUS FIELDS OF ACTIVITY

Previously, people could only fantasize to be in a certain place or situation, but now there is virtual reality for this. It transmits this world through sight, hearing, touch, and so on. The main advantage of such technologies is interactivity and feedback, which help to immerse yourself in any environment, the additional ability to model options for future events and analyze their consequences. The scope of application is quite diverse from video games, where you can drive a car, plane or be a superhero to teaching aids for doctors, pilots, architects. Every year there are more and more areas and opportunities for its use, which make life easier and better for society.

Medicine. The use of VR in this area is possible from the study at the university, which is considered an effective way, to the process of treatment and rehabilitation of patients. In fact, the best way to study the material is to manage it in practice and of course, doctors need experience. So, when they operate mannequins it will not always be able to react to the mistakes of students, as a living individual, but virtual samples can. High technology gives you an opportunity to practice without risk to real people. Sometimes, in order for a doctor to better understand a patient, he needs to “be” that sufferer. VR technology makes it possible to see the world through the eyes of a person with symptoms of schizophrenia, which is used only by students. The existing da Vinci system allows surgeons to better understand what happens during surgery by moving the camera into the patient's body. Physicians successfully use this technology to treat a patient's phobias. It can be precisely adjusted to the needs of each patient. With this method, the therapist slowly introduces the victim to their fear. It is used for phobias such as fear of heights, fear of spiders or fear of audience, but also to help people recover from post-traumatic stress disorder.

Architecture and art. Creating a model of the building in real life takes much longer than in the virtual, and the opportunities and resources for your imagination are much greater. There are virtual reality labs where an architect has the opportunity to walk into a building and see what his project will look like inside in the future. In this manner, the creator can better find out what needs to be removed or replaced. It doesn't matter if it's a house, a subway or an entertainment center, but in real life the rooms are empty. There are also virtual tours of various inaccessible architectural monuments of the world, museums, galleries. Everyone can enjoy the collections of different museums and galleries, although physically located in a completely different part of the world. This improves people's access to works of art.

REFERENCES:

1. Wayne L Monsky, Ryan James, Stephen S Seslar. Virtual and Augmented Reality Applications in Medicine and Surgery-The Fantastic Voyage is here. Anatomy & Physiology: Current Research, 2019, Vol. 9 Iss. (313). URL: https://www.longdom.org/open-access/virtual-and-augmented-reality-applications-in-medicine-and-surgerythe-fantastic-voyage-is-here-2161-0940-1000313.pdf
2. Five Ways Virtual Reality Is Improving Healthcare. URL: https://www.independent.co.uk/life-style/health-and-families/five-ways-virtual-reality-improving-healthcare-a7801006.html

Myronenko Daria,
Faculty of Finance and Accounting,
course I, group 7, specialty "Banking",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Stroganova Galyna, PhD in Linguistics,
Associate Professor of the Department of Modern European Languages, KNUTE

E-DOCUMENT MANAGEMENT SYSTEM IN UKRAINE

Nowadays, electronic document management is very popular in most developed countries. But in Ukraine it is becoming popular only now. This is a new challenge for our country. Private enterprises have also become accustomed to electronic document management. They were mostly limited to certain electronic reports. But in 2020, because of the virus and the global pandemic, the situation changed very quickly. Quarantine has given impetus to the acceleration of the development of electronic document management skills, and therefore more and more companies are now exchanging primary documents in electronic format.

Electronic document is a document in which the information is recorded in the form of electronic data, including mandatory details of the document. The composition and procedure for posting mandatory details of electronic documents is determined by law. An electronic document can be created, stored and converted electronically into a visual form. The visual form of presentation of an electronic document is the display of the data it contains in electronic or paper form suitable for human content. An electronic signature can be used to identify the author of an electronic document. This signature completes the creation of an electronic document [2].

Electronic document management (circulation of electronic documents) is a set of processes of creation, processing, sending, transmission, receipt, storage, use and destruction of electronic documents, which are performed using integrity checking and, if necessary, confirming the receipt of such documents. Sending and transmission of electronic documents are carried out by the author or intermediary in electronic form by means of information, telecommunication, information and telecommunication systems or by sending electronic media on which this document is recorded [2].

Electronic document management is carried out through the use of electronic document management systems. Electronic document management system (EMS) is an organizational and technological complex of methodological, technical, software and information tools, which provide a set of functions for working with electronic documents: conversion of paper documents into electronic, organization of protection and distribution of access to electronic documents.

The leaders of electronic document management system in the Ukrainian market are:

- Documentum. Management of documents, business processes and knowledge at large enterprises and organizations. This system also includes the ability to create applications.
- LanDocs. This system is focused on record keeping and archival storage of documents.
- Docs Fusion, Docs Open. The systems are designed for organizations engaged in intensive document creation and editing (head offices of companies, authorities, etc.).
- Optima Workflow. The system automates the process of document registration.
- Flydoc. The system allows you to organize a single information space data.

The following categories of technologies of electronic document management systems can be distinguished:

- Image management systems: they convert information from paper to digital format, usually TIFF (Tagged Image File Format), after which the document can be used in electronic form.
- Workflow management systems: Lotus (Domino / Notes and Domino Workflow), Jetform, FileNet, Action Technologies, Staffware. These systems are mainly designed to ensure the movement of some objects on predetermined routes. With the help of such systems it is possible to organize certain works for which all stages are known in advance and can be registered.
- Electronic document management systems focused on business processes: Documentum, FileNet (Panagon and Watermark), Hummingbird (PC DOCS). They are typically designed for specific vertical and horizontal applications, sometimes targeted for use in a particular industry.
- Corporate electronic document management systems: Lotus (Domino.Doc), additions to Novell GroupWise, Opent Text (LiveLink), Keyfile Corp., Oracle (Context). Provide an enterprise infrastructure for creating, collaborating on and publishing documents, usually available to all users in the organization. The main capabilities of these systems are similar to business process-oriented systems.

- Content management systems: Adobe, Excalibur. They provide the process of tracking the creation, access, control and delivery of information up to the level of sections of documents and objects for their further reuse. Potentially, the availability of information not in the form of documents, but in smaller objects facilitates the process of exchanging information between applications.

The company itself chooses the most suitable category, depending on its idea and purposes.

Electronic document management has some advantages and disadvantages. The main advantages are:

- Saving time. Electronic document exchange is convenient and fast, without wasting paper, time to print. The quick result is also affected by the automatic search for any desired query.
- Simplified management. Ability to control all stages from any location of the worker.
- Consolidation of all information flows of the enterprise. It allows to work with electronic documents in a single space without loss of information and chaos and has more regulation of participants, users, providing access to the system.
- Control. You can easily track the movement of documents [1, p. 28].

Among disadvantages, the following should be highlighted:

- Insufficient security. No one has ruled out the presence of viruses.
- Fear. Quite a few employees do not want to switch to this format due to some doubts about the security and efficiency of electronic document management.
- Additional costs [1, p. 30].

Thus, we can see that the advantages of the electronic document management prevail over its disadvantages, so people should stop being afraid of and gradually move to electronic document management. This is the key to making life easier and saving time. In conclusion, it should be said that electronic document management is very convenient, fast and efficient way of working with electronic documents. In Ukraine, this area will continue to develop, because information technology and innovation are the future, so we should gradually adapt to them. Our country has excellent professionals and modern equipment, so we have great prospects for the transition to electronic document management.

REFERENCES:

1. Кручініна Т. Г. Переваги й недоліки електронного документоообігу. *Секретарь-референт.* №10 (141). 2014. С. 27–31. URL: https://tsdea.archives.gov.ua/wp-content/uploads/pages/20102014.pdf (дата звернення 26.03.2021).
2. Про електронні документи та електронний документообіг: Закон України від 22.05.2003. № 851-IV / Верховна Рада України. URL: https://zakon.rada.gov.ua/laws/show/851-15#Text (дата звернення 25.03.2021).

Nagorniuk Oleksandra,
Faculty of Informational Technology,
course I, group 5, specialty "Computer Science",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Savchuk Tetiana,
Lecturer of the Department of Modern European languages, KNUTE

PROS AND CONS OF AI SYSTEMS

It's quite a common and already out-dated stereotype that AI is about robots which try to colonize the humanity. But let's look at this question more deeply and clearly. Whether humanity likes or not the AI and its innovations, it's an inescapable event. Also, l am going to explain worries about progress of AI.

Artificial intelligence is known as weak AI, which performs already ordinary tasks for us such as internet searchers, driving a car, sorting e-mail, facial recognition. Therefore, the main goal of many scientists is creating a strong AI which will be able to perform all cognitive tasks that people perform by themselves in these days. The brightest introduction of artificial intelligence is observed in high-tech areas related to the use of computer technology. Nowadays people even didn't pay attention on how AI filled our life. For instance, you are interested in some type of product and start to look for it on the internet, and when you come back in the browse, you notice that your page is full of adds with product you were interested before. It's the simplest example of AI. Undoubtedly, it has a positive impact in most cases such as profit for business, attraction of new customers and clients to buy goods and services, but also it can have a negative effect on people's perception of informational technology. Because such methods may involve over-intervention in personal life. People have been struggling from this problem since its appearance on this planet, but in era of informational progress it is a huge problem. The same problem is with facial recognition and other ways of gathering the personal data. People don't like having their faces recorded and stored in a database for unknown use.

More and more people begin to worry about the future of employment. But l suppose they needn't. In spite of artificial intelligence will take away some jobs and transform almost every job, AI also will create new type of jobs. The main aim of A.I. is cutting out the boring, repetitive parts of what they do, making possible for them to focus on more complex and interesting tasks.

AI helps to deal with complicated tasks for humanity and avoid reproducing human biases. In the near future people will be able to receive qualitative treatment, disease diagnostic, preventive medicine, personalized treatment, epidemic prediction, automation of routines such as

X-rays or CT scans, gadgets with monitoring of the state of the body and virtual doctors-consultants in the end it helps to reduce the quantity of accidents. Needless saying AI improves life of the planet, but AI systems can also cause problems. Increased medical error is a real potential repercussion of poorly designed AI in medicine. Therefore, new biases and inequities could be caused by AI. As it was said before development of AI is an inescapable stage of evolution. And in order to avoid the negative consequences of AI people should make AI safe and secure. Whereas most recent applications are aimed to affect humanity positively, they also can be applied for harmful purposes when it falls into the wrong hands. It is obviously that if humanity doesn't take a drastic measure, some of AI inventions will be the most hazardous event for civilization. Because then robots created by people can become a dictator for humanity. Therefore, humanity should already think about organizations aimed at the peaceful use of artificial intelligence, ways to protect against antisocial AI and their developers, the transparency of all developments in this area, invest money in AI research, promote cybersecurity. The humanity should be afraid of systems whose development is not defined by a rigid framework. What's more, artificial intelligence will be able to adopt the inherent in humans' creativity of thinking what may change the value of people.

All in all, AI has all chances to replace the significance of persona and her potential in daily life. Therefore, I consider people should invest their efforts and money into gaining of control around AI and creating an accurate and reliable AI systems.

REFERENCES:

1. Is the Human Workforce Doomed with the Rise of AI? New Research Says Fears Are Overblown. 2020. URL: https://www.nyu.edu/about/news-publications/news/2020/january/is-the-human-workforce-doomed-with-the-rise-of-ai--new-research-.html
2. Jane Wakefield. Phone scammers: 'Give me £1,000 to stop calling you'. 2021. URL: https://www.bbc.com/news/technology-56334466
3. The future of artificial intelligence. 2020. URL: https://builtin.com/artificial-intelligence/artificial-intelligence-future
4. What is Artificial Intelligence? URL: https://builtin.com/artificial-intelligence

Povazhnyi Mykhailo,
Faculty of Economics, Management and Law
course II, group 1, specialty "Information Systems and Technology",
Vinnytsia Institute of Trade and Economics of KNUTE,
Vinnytsia, Ukraine
Scientific supervisor: Dobrovolska Nataliia, PhD in Pedagogy , Associate Professor of the Department of Economic Cybernetics and Information Systems, Vinnytsia Institute of Trade and Economics, Kyiv National University of Trade and Economics

PRACTICAL ASPECTS OF BUSINESS PROCESS MODELING

Companies face the challenge of delivering their services or goods to their customers not only at an affordable price, but also in appropriate quality. This is important to meet the needs of customers and, therefore, serves to provide and expand its customer base. Besides, many companies are under pressure from competing competitors.

The effective and high quality internal structures and processes are of great importance for being competitive. In this regard, it is effective to model existing business processes, which is designed to support companies in order to successfully survive in the market, adapt their targeting to the needs of consumers, determine the potential of internal optimization and etc. In order to be able to keep up with quality and price, effective processes are needed. They are based on modeling. This allows you to identify, document and optimize processes based on measurable criteria. Modelng is not limited to one area of responsibility of the company, but is used throughout the value chain [1].

The scientists such as V. Repin, P. Sakharov, F. Ullah, Douglas Ross, Ed Jordan, Tom de Marco, S. Williams and others were involved in the development of business process models.

Business process modeling is the collection of detailed information from the processes being simulated. This information can be collected in the following ways: interviews with knowledge carriers, document analysis, observation of the fashion designer [2].

Business process modeling allows you to understand the work and analyze the organization. This is achieved due to the fact that the models can be composed of different aspects and levels of management. In large organizations, business process modeling is performed in more detail and multifaceted than in small ones, which is due to the large number of cross-functional relationships.

Typically, various computer tools and software are used to model business processes. This makes it easier to manage models, track changes in them and reduce analysis time.

Business process modeling usually involves performing several successive steps. Since the ultimate goal of modeling is to improve processes, it covers both the "design" part of the work and the work on the implementation of process models [3].

The steps of business process modeling are:

• identification of processes and construction of the initial model "as it is".

• reviewing, analysing and refinement the original model.

• development of the model "as it should be".

• testing and application of the "as it should be" model.

• improving the "as it should be" model.

There are various software that will help with business process modeling. They can be paid, such as All Fusion Modeling Suite, ELMA. The others are free: Bizagi Process Modeler, Intalio BPMS, Fox Manager. I would like to focus on the latest software.

Fox Manager allows you to build a visual tree of the organizational structure of the enterprise, which reflects the administrative subordination of staff. For each position, you can define the requirements, rights, responsibilities and penalties, as well as formulate requirements for the competencies, professions and personal qualities of employees who are interested in it.

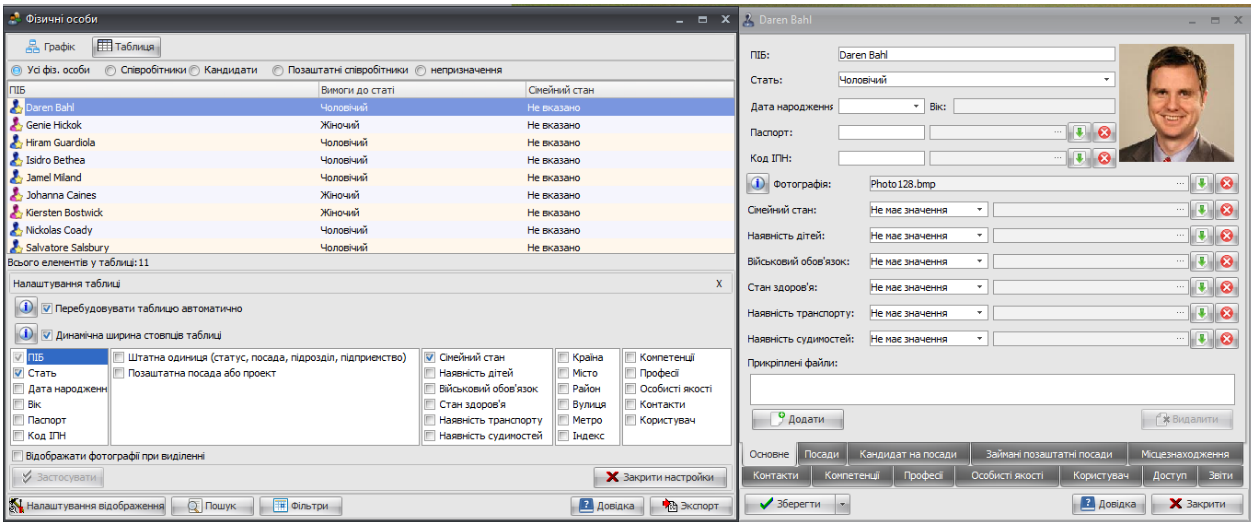


Fig.1 - Identity card of the employee

The program will be helpful for selecting employees for vacant positions in accordance with the specified requirements for knowledge, skills and personal qualities required to perform their functions in business processes. For each staff unit, you can calculate its planned load and optimize the employment of staff in business processes [4].

Thus, business process modeling allows you to improve the activities of any enterprise, improve its market position, and also allows managers to independently predict the future of the enterprise, just correctly design a specific methodology that will apply to the enterprise.

REFERENCES:

1. Prof. Dr. Jörg Becker / Encyclopedia of business informatics. URL: https://www.enzyklopaedie-der-wirtschaftsinformatik.de/wi-enzyklopaedie
2. Stefan Junginger / Business process modeling. State-of-the-art, recent developments and research potential. 2000. p. 6-7. URL: http://www.stefanjunginger.com/mediapool/99/998477/data/Junginger_-_Modellierung_von_GP_-_State....pdf
3. KEBETA.URL:https://kebeta.agency/article/modelirovanie_biznesprocessov_ili_istoriya_brillianta
4. Fox Manager. URL: https://www.fox-manager.com.ua

Sakhanda Anastasia,
Faculty of Information Technology,
course II, group 10, specialty "Computer Science",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Semidotska Viktoriia,
Lecturer of the Department of Modern European Languages, KNUTE

PROSPECTS FOR THE DEVELOPMENT OF DISTANCE LEARNING IN HIGHER EDUCATION

Today information technologies are the most important factor that influences the quality of the education system. The main prerogative is quality and level of students' training at universities that is the guarantee of successful functioning of the education system. The application of information technologies in the educational process reveals students' creative abilities in the learning process. Distance learning technology is distinguished as an IT-technology under which flows interaction of teaching and organizing educational information process through a remote computer (server) is understood.

Education is a very important field for any country. Through education that success in further development is ensured. Improving the quality of education is proclaimed one of the main priorities of state policy in the field of education, with special emphasis on the need to "reorient education to the formation of key competences necessary for life" [1, p.59].

First of all, information technology has helped teachers very much. This is a great way to get all the information you need, as well as competently compose relevant and up-to-date lessons.

Teaching systems are constantly changing, and there are a huge number of discoveries, but with the help of the Internet it is easy to always be aware and make your lessons as useful as possible for modern people. It is also impossible not to mention the form of teaching itself.

It is worth talking about the fact that new information technologies in education have allowed the emergence of completely new projects:

Self-study. Now almost any area can be mastered by me to the huge amount of open information. And for this you do not need to go to archives and libraries, just have a personal computer with Internet access.

Distance Learning. Higher education is certainly very important, but there are people who live too far from institutions or do not have enough time. Performing tasks, projects and taking sessions remotely is a great opportunity to replace the classic form of education.

Communication with the teacher. This applies to tutors who can now teach on Skype, as well as the opportunity to learn languages with them or get a new profession, which is not very difficult.

However, even the most advanced computer system cannot fully transfer the knowledge of the teacher, his ability to explain the material is available. The educational computer system, using the great computing power of modern technology, should take over the functions of teaching practical skills to solve the problems considered in the lecture course.

Teaching students modern information technology, the formation of a unified information environment at the university requires appropriate hardware and software.

Speaking about the provision of the educational process with computers, we need to focus attention on the availability of such software as:

• electronic textbooks and manuals;

• application software;

• system software.

Information technology in education provides a huge number of opportunities.

Video conferencing, tutorials, a huge amount of useful communication and materials can make modern education special.

Life has now greatly accelerated the pace, which is why important to note that education is invested in the shortest possible time and with minimal effort, but the quality and amount of knowledge should only increase.

Distance learning - which of these two words is important today? Universities claim the second and are introducing new programs for quality education over the Internet. The student uses specially created electronic resources, performs control tasks and passes exams without coming to the university for a session. Such are the realities of today.

The main way to solve acute issues is to overcome the limitations of the classroom space and the huge distances between the cities of Ukraine. The introduction of solutions for collective distance work in the educational environment will help to erase the territorial barrier between the teacher and students. There may be several scenarios for remote students in specially equipped classrooms.

The first, a teacher-remote system can be used as well. The teacher, as always, gives a lecture, which in real time is attended not only by students in the real classroom, but also by students in other universities.

Secondly, students from, for example, at home can connect to the previous system. With a computer connected to the Internet, they can watch what is happening live.

Third, it is possible to organize a multipoint connection, which will actively participate in the discussion of each of the connected students.

Fourth, solutions for collective remote work in combination with special additions can become the basis for the formation of a new generation of media resources. Text and graphic materials can be supplemented with an electronic archive of complex files that allows to view the lecture recording with a demonstration of supporting materials and presentations.

Quality education is a necessary condition for the formation of an innovative economy, and hence the key to the country's prosperity in a rapidly changing global world. In order to be competitive on the world education market, Ukrainian universities need not only to develop new forms of education, but also to support them with appropriate technical capabilities to increase the mobility of participants in the educational process. Today, solutions for collective distance work are used for this purpose, and in the future this tool is seen as one of the main to ensure personal contact of the widest possible range of students with teachers.

The works of many modern authors consider the problems of distance learning in Ukraine, but probably each of them, before studying the problems, explored the feasibility and effectiveness of this form of learning. Let's make a small review, and also give the considerations on this question.

The arguments «pros»:

1) the opportunity for students to get an education without separation from work;

2) there is no need to go to school, at least, do not doing it often;

3) those who cannot physically be in the classroom due to disability also have the opportunity to receive education;

4) self-education. Distance learning allows a person who wants and is able to acquire knowledge independently, to obtain a diploma of higher education;

5) the opportunity for students to participate in the organization of their educational process;

6) students increase the level of conscious attitude to learning;

7) for the university distance learning allows to reach a larger number of students, ie to increase the target audience.

Of course, distance learning has "disadvantages":

1) the student does not have the opportunity to consult personally with the teacher;

2) there is no opportunity to learn "live" to build relationships in the team, to perform in front of audience;

3) not every profession can be mastered remotely (doctor, veterinarian);

4) not every student is able to maintain motivation to work independently;

5) the student does not have the opportunity to compare the intermediate results of their studies and other students;

6) the absence of a person who presents material with an emotional color, which affects the degree of his understanding;

7) for the teacher in the classroom it is important to feel how students understand the material;

8) the student has a temptation and enough opportunities for "independent" learning, and the teacher does not have the opportunity for quality control of such costs of distance technology;

9) for the university, the introduction of distance learning is associated with high material costs: technical equipment, software and hardware, training of special personnel, etc. [4, p. 362-364]

Open online courses of MEPs and media education are becoming a global trend in the field of education. The authors emphasize that the introduction of new learning technologies and perfect mastery of them require a certain internal readiness of both teachers and graduates for serious changes that meet the conditions of a rapidly changing information society [2, p.50].

In 2010, the Concept of Implementation of Media Education in Ukraine came into force, which aims to “promote the development of an effective media education system in Ukraine to ensure comprehensive preparation of children and youth for safe and effective interaction with the modern media system, media awareness, media literacy and media competence according to their age and individual characteristics ". Online courses have become a very popular means of learning today. This form of learning allows interactive communication between students and teachers, as well as taking exams online. This is one of the newest forms of distance learning, which is actively developing in world education [3].

At this stage of development of distance technologies, the task is to organize the learning process that new forms of learning giving a degree of quality result at least the same as traditional. In addition, there are many issues related to methods for measuring the effectiveness of distance learning. But whatever it is, the huge "plus" of remote technologies is that they allow anyone to learn continuously - whole life.

REFERENCES:

1. Coalition agreement // The Verkhovna Rada of Ukraine of the VIII convocation. - Kyiv: 2014. - P. 59 [Electronic resource]. - Access mode: http://samopomich.ua/wp-content/uploads/2014/11/Koaliciyna_uhoda_parafovana_20.11.pdf
2. Abdalova O.I. Use of e-learning technologies in the educational process / O.I. Abdalova, O.Y. Isakova // Distants and virtual training. - 2014. - № 12. - P. 50–55.
3. The concept of media education in Ukraine // Institute of Social and Political Psychology of the National Academy of Pedagogical Sciences of Ukraine [Electronic resource]. - Access mode: http://old2.niss.gov.ua/articles/1795/
4. Kuznetsova O.V. DISTANCE LEARNING: FOR AND AGAINST // International Journal of Applied and Fundamental Research. - 2015. - -2 8-2. - P. 362-364.

Shyika Alina,
Faculty of Trade and Marketing,
course 1, group 9, specialty "Advertising and Public Relations",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Yanush Oleg, Head of the Department of Modern European Languages, Candidate of Philological Sciences, Associate Professor, KNUTE

INFORMATION AND COMMUNICATION TECHNOLOGY IN EDUCATION DURING THE COVID-19 PANDEMIC

The introduction of latest Information and Communication Technology trends have changed the method of living, working and communication for the majority of people. This leads to the educational approach that made the society and school (university) closer. Educational technology is used to increase the efficiency of education. Computers and related technology are viewed as the future of teaching and learning and also as a powerful technological machine to promote development of learning.

As in many countries worldwide being a part of the consequences of the COVID-19 pandemic lockdown schools in Ukraine closed in March 2020. As a result, teachers and students were forced to adapt to online studying. Education has changed dramatically whereby teaching is undertaken remotely and on digital platforms.

The experience of digitalization in our country shows, that there are not only many advantages, but also a number of disadvantages in this process. Lockdown, in the first place, exists to reduce contact between people. Due to the fact that a large number of people are involved into education, online platforms provide communication that protects society from the spread of the virus. Communication and computer integration offers unusual opportunities for education systems. It carries a capacity to integrate, enhance and interact with each other over a wide geographical distance to achieve the learning objectives. This means that the territorial affiliation to the classroom disappears during this period. Any part of the world where there is an Internet and a laptop or a phone becomes suitable for acquiring new knowledge.

Secondly, studying at home seriously saves time, gives the opportunity to get enough of sleep and rest, which is especially important in autumn and winter. It is enough for a student to wake up half an hour before school and listen to the lesson, wrapped in a blanket. By the way, if child has a sore throat or running nose, home schooling is not a reason to miss lessons. If a student with cold symptoms is not allowed to go to school, please always go to online lesson.

Another advantage is the ability to use a large number of resources for training and constant access to studying materials. The learning process is not so mundane, while using game techniques, bright presentations, videos, and so on.

Personalized learning is also a great step in development of education. With the advent of time, the educational systems are regularly investigating the use of technologies. It aims at understanding the knowledge of the student and editing their teaching techniques prior to their learning. It helps in addressing both the learning styles and gaps. This will further help in classroom transformation by adjusting pedagogy and content based on the needs of an individual. It must be associated with their weakness and strongness.

Social research has shown that our country is not fully adapted to such educational conditions. So, there are disadvantages of modern teaching methods. In today's world, children know how to use gadgets from early age, but they see the latest technology as entertainment. Unfortunately, many students find it difficult to perceive information online. Young people are often distracted from the lesson, bored by the monotonous story. In the absence of student involvement in the lesson (one-sided story without questions, tasks, expressions of opinion ...), he turns off the camera and microphone and does other things. The effectiveness of online learning varies amongst age groups. The general consensus on children, especially younger ones, is that a structured environment required, because kids are more easily distracted.

On the other hand, the older generation is not prepared for teaching with modern technology, it is difficult for them to understand how to work properly in an online environment how to make the process interesting. This is due to the traditional method of teaching, which anticipate not virtual, but face-to-face communication between student and teacher.

The pandemic situation requires not only knowledge and skills but also confidence regarding success in online teaching. Regarding the affective-motivational area, teachers' self-efficacy is one of the most important constructs in teacher competence. Based on Bandura's work, teachers' self-efficacy denotes teachers' beliefs about their abilities to succeed in specific situations. The extent to which teachers perceive such efficacy may influence whether or not they take action, invest effort in an action, and how long they may sustain possible challenges. Therefore, we consider teachers' self-efficacy as a decisive resource for teachers obliged to adapt to online teaching during COVID-19 school closures.

Another problem is the significant financial costs for the university, as it is necessary to update the material base, computer equipment, allocate premises, provide access to the Internet for teachers, etc. In addition, there are still no clear technological possibilities for student authentication in Ukraine.

As the COVID-19 pandemic lockdown affected almost all aspects of society and everyday life, people had to learn organizing communication and interaction in a new way. With this sudden shift away from the classroom in many parts of the globe, some are wondering whether the adoption of online learning will continue to persist post-pandemic, and how such a shift would impact the worldwide education market. In general, for distance learning you need to have strong motivation and self-organization, because distance learning is, first of all, self-education, the student's ability to work independently. For some it is an advantage, and for some, on the contrary – a disadvantage – it all depends on the person and his character.

REFERENCES:

1. The COVID-19 pandemic has changed education forever. Written by Cathy Li, Head of Media, Entertainment and Sport Industries, World Economic Forum Farah Lalani, Community Curator, Media, Entertainment and Information Industries, World Economic Forum/ URL: https://www.weforum.org/agenda/2020/04/coronavirus-education-global-covid19-online-digital-learning/
2. Переваги дистанційного навчання: як отримати користь з карантину Copyright © Діти в місті / URL: https://dityvmisti.ua/blog/5901-perevagy-dystantsiinogo-navchannia-iak-otrymaty-koryst-z-karantynu/
3. Current trends in educational technologies studies presented in World Conferences on Educational Sciences Copyright © 2011 Published by Elsevier Ltd / URL: https://www.sciencedirect.com/science/article/pii/S1877042811009499
4. ICT in Education around the world-They key trends/ URL: https://medium.com/@aryacollege/ict-in-education-around-the-world-they-key-trends-8371fac9d443
5. Adapting to online teaching during COVID-19 school closure/ URL: https://www.tandfonline.com/doi/full/10.1080/02619768.2020.1809650

Shyshka Alina, Nochovna Hanna,
Faculty of International Trade and Law,
course I, group 18, specialty "International Business",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Soshko Oksana,
Associate Professor of Foreign Philology and Translation Department, KNUTE

THE IMPACT OF THE COVID-19 PANDEMIC ON THE DEVELOPMENT OF INFORMATION TECHNOLOGIES IN THE FIELD OF EDUCATION AND ECONOMY

At the present stage, information technology is an important sector of the economy, which is able to increase the level of information and economic security of the country and due to high profitability and significant market demand to attract investors. According to experts of the IT Ukraine Association, the IT market of Ukraine will grow steadily by 22-30% annually, and the number of specialists will double by 2024, which indicates the active development of the field [3, p. 13]. Information technology plays an important role in the learning process, because we currently have access to numerous courses, lectures, materials on various topics, and online schools are not worse than traditional, sometimes even better.

Since the beginning of the coronavirus pandemic, humanity has faced many problems: the economic crisis around the world, the inability to support businesses and their closure, the undermining of educational and work processes, the significant impact of the situation on the psychological state of people and more. The pandemic has changed entire industries, consumer behavior patterns and the economy as a whole. According to the consulting company McKinsey, the market of educational services is one of the most affected by the pandemic industries [4]. Instead, it has brought new opportunities for online education, as it is expected that over the next 5 years, the growth rate of this market will exceed 18% per year. Well-known universities such as Oxford and Cambridge offer everyone to take courses online and listen to lectures by their teachers.

Due to the pandemic, most companies and educational institutions were forced to find their way to an accelerated pace of digitization. A pandemic is a driving force that has driven businesses to innovate. Firstly, supermarkets have opened their online stores, the launch of which has been postponed. ATB, Silpo, Fora, Varus, Prostor, MasterZoo now have their own online platforms. For example, Silpo launched delivery, "click and collect" and now provides new service "scan and go" [1]. Secondly, there are a lot of new sites and applications where you can do homework with foreigners, gain new knowledge, improve your language skills, for example, Studystream.

A relevant example is the Ukrainian influencers: Petro Zastavny, Alina Frendiy, Tetyana Parfileva, Tetyana Prentkovych, Ivan Kryshtal, who in their own experience show us their way in business in the light of quarantine conditions.

We can say that the educational process in the KNUTE has adapted to the new conditions, because:

— surveys are conducted several times a year on the quality of distance learning and platform work;

— all students were registered in Microsoft Teams and on the educational platform Moodle;

— committees organize online meetings in Zoom, inviting different speakers.

In conclusion, the pandemic has made a great contribution to the activities of all processes in the world: business, education, leisure, hobbies, etc., but it should be noted that quarantine and pandemic have caused unprecedented growth of the e-commerce market in the world and Ukraine. According to SalesForce, in the second quarter of 2020, online sales in the world grew by 71%. Ukraine is no exception. According to the CBR, in the first half of the year the number of Ukrainian Internet users who buy something online increased by 6% to 9.1 million [2]. 16% of them order food delivery, 20% - ready meals, even after the quarantine was eased.

REFERENCES:

1. Блог Retailers. Омніканальність — нова норма. Пандемія і карантин прискорили діджиталізацію рітейлу в Україні. 2020. URL: https://retailers.ua/uk/news/tehnologii/10947-omnikanalnost--novaya-norma-pandemiya-i-karantin-uskorili-didjitalizatsiyu-riteyla
2. Блог Retailers. Під час карантину стало складніше повернути товар, збільшився термін доставки та ін. Дослідження CBR. 2020. URL: https://retailers.ua/news/menedjment/10885-vo-vremya-karantina-stalo-slojney-vernut-tovar-uvelichilsya-srok-dostavki-i-dr-issledovanie-cbr
3. Розвиток української IT-індустрії. *Аналітичний звіт IT Ukraine Association.* 2018. URL: https://issuu.com/itukraine/docs/ukainian_it_industry_report_ukr
4. McKinsey & Company - COVID-19 recovery in hardest-hit sectors could take more than 5 years. 2020. URL: https://www.mckinsey.com/featured-insights/coronavirus-leading-through-the-crisis/charting-the-path-to-the-next-normal/covid-19-recovery-in-hardest-hit-sectors-could-take-more-than-5-years#

Skorodynska Anastasiia,
Faculty of Trade and Marketing,
course III, group 1, specialty "Philology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Kolot Liubov, Senior Lecturer
of Foreign Philology and Translation Department, KNUTE

THE INCREDIBLE CAPABILITIES OF GPT-3 — HOW IT CAN SIMPLIFY OUR LIVES

Generative Pre-trained Transformer 3 is supplied by a company called OpenAI. The company was founded by Elon Musk and Sam Altman. OpenAI was launched with an investment of over one billion to create an AI at the human level for the greater good of society.

The GPT-3 language model is capable of automatically writing code and programs, poetry and music lyrics, structural data, summarize big texts and create a business memo. These are only a few examples of what this marvelous tool can do.

GPT-3 is the mightiest language model ever developed. It is mainly credited for its language features. With the right human filling, it can write creative fiction. The content will be indeed creative, witty, deep, and often beautiful. It can compose poems for you and create a piece of music. All you have to do is to add some examples of songs or symphonies to the system and once it has analyzed the data entered, namely the sequence of notes, the GPT-3 will provide a completely new composition that will be almost indistinguishable from the one written by humans.

One of the common applications of GPT-3 is translation, but not only from one language to another. It is also able to translate things that are written in legalese, for example, to translate a non-disclosure agreement into something that a second grader would understand.

GPT-3 is a powerful tool for converting large texts into short summaries. Imagine how great it would be if you didn't have to read a huge number of long letters or texts every day, but just get a short, structured summary. This feature of the GPT-3 allows you to save time and increase productivity.

You can use GTP-3 as a search engine, where you ask it a question, which in turn can give you one result, providing you with a link to exactly where to find that answer. Unlike Google, Yandex, and other similar search engines that use keywords to provide search results, GPT-3 does not just find answers on the words themselves, but analyzes the query on the meaning of the topic, thereby providing a more accurate answer.

Proper use of GPT-3 can greatly facilitate the work of SEO professionals. As you know, these specialists have to constantly search for information to improve the position of the site, but doing it only with the help of keywords does not give such efficiency and takes a lot of time. But with the help of GPT-3, this routine work will take only a moment. The system will help the site to attract maximum traffic and bring in as many customers as possible.

GPT-3 can generate ideas for successful startups by analyzing the current market situation. Although some ideas may seem impossible or complete nonsense, the system still provides so many ideas that entrepreneurs can use to their advantage. Besides, GPT-3 can be an indispensable tool for generating any ideas, from the most important business strategies to daily tasks.

Also, with the help of GPT-3, you can write codes, create designs and programs. It is enough to write a couple of lines of text indicating your task and the system itself, in automatic mode, will generate the code and provide a ready-made program for its use.

Likewise, GTP-3 can be adapted to work in Excel. You can specify the text, say which selection you would like to create, and then GTP-3 will perform all the necessary actions, perform a selection, and insert this data into Excel tables.

GPT-3 can be useful in many spheres of human endeavor. For instance, in education - you can use it to conduct interactive lessons, using the stimulation of discussions with famous personalities and scientists. GPT-3 can become an indispensable tool in programming by its ability to write code. It can translate English text into the programming language CSS, JavaScript or SQL. The language model can help to take a business to the next level. Using it, you can create GPT-based chatbots that will provide all necessary information to your customers, or you will be able to obtain automatically generated privacy policies and agreements, etc.

GPT-3 was primarily used for commercial and research uses. Currently, it's in Private Beta therefore only a few people can get access to it. Still, everyone, who wants to build something with OpenAI API, has a chance to apply for access to it by submitting a form. Then all that remains is not to lose hope that it will be approved.

GPT-3 is not perfect, it has no understanding of the words it produces, in other words, it lacks common sense therefore it can give an incorrect answer or write inappropriate or even offensive content. It is still a long way from being truly full-fledged artificial intelligence, since it is not capable of making its own decisions, but operates only with certain algorithms and models that it has been taught.

In any case, GPT-3 allows you to reduce the amount of routine work and start doing it automatically. With the help of the human mind, their ability to think critically, and a little control over the system, GPT-3 can completely change the way we are used to performing tasks, making it more efficient and productive.

REFERENCES:

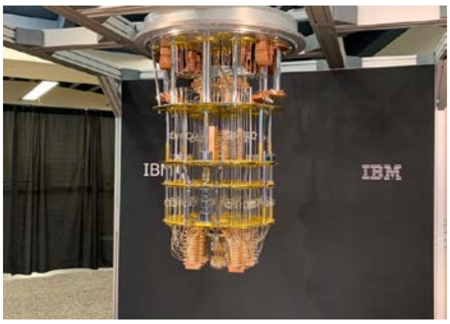
1. Open AI библиотека, что изменит мир! GPT - генерация текста, кода. IT Proger. 2020. URL: https://itproger.com/news/openai-biblioteka-chto-izmenit-mir-gpt-generatsiya-teksta-koda
2. Tom B Brown. Language Models are Few-Shot Learners. July 22, 2020. arXiv:2005.14165 [cs.CL]
3. Rob Toews. GPT-3 is amazing—and overhyped. Forbes, 2020. URL: https://www.forbes.com/sites/robtoews/2020/07/19/gpt-3-is-amazingand-overhyped/?sh=50b63ab31b1c
4. Anna Popovych. How to Use GPT-3 in Your Product: GPT-3 Integration. 2020. UTR: https://clockwise.software/blog/how-to-integrate-gpt3/ (дата звернення: 27.03.2021)

Voloshina Ariana,
Faculty of Information Technologies,
course I, group 2, specialty "Software Engineering",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Savchuk Tetiana,
Lecturer of the Department of Modern European languages, KNUTE

THE NEW ERA OF QUANTUM TECHNOLOGIES

What a specific term "QUANTUM TECHNOLOGIES" for our daily life, right? It hits like a explicit reference to development of the innovative generation of computers. It is a well-known fact that IT area just has no barriers in a capacity-building and introduction of fresh research methods. Well, one of the most striking features of this issue is the possibility of providing and creating such a tech-product.

The first thing that needs to be said is quantum computer is a super technical device which consists of the quantum algorithms and quantum mechanical effects. It could be compared with what everyone read in a non-fiction book. Actually, my experience with this type of technology was obtained from the book called "Origin" by Den Brown. According to the writer, there are two main quantum computers in the world: IBM (pic.1) and D -Wave and of course, they are competitors.



pic.1

We should turn our attention to the significant purposes of these IT machines: integration of new discoveries in physics, engineering, calculations, solving the most complex, scientific and commercial problems, modeling, financial evaluation, optimization, and logistics. The other side of this question is that quantum computers are really huge physical objects, required in the extreme conditions, for instance, shielding out of the magnetism or setting up a specific magnetic field. Generally speaking, these are insane human sorts of creation. For example, the exact fact that two years ago Google announced about the quantum computer which capable of solving a problem in just 200 seconds, when at the same time a supercomputer would take more than 10,000 years to solve. Nowadays, Honeywell company is working on the most powerful quantum computer in the world to provide other strategic companies with the service of processing big data operations. Absolutely, the major idea of a quantum computer is to apply its software in the artificial intelligence. From my point of view, this option can be used in difficult biological and chemical systems. I believe that this invention can change our future for the best, especially in all spheres of our life.

To sum it all up, people always try to explore diversified processes in order to make the viability easier and more thrilling. The development of such technologies is a large step into the future. It will be complicated, but essential way to something unbelievable!

REFERENCES:

1. Юрій Світлик. Квантові комп’ютери: що це, як працюють, які перспективи? URL: https://blog.allo.ua/ua/kvantovi-komp-yuteri-shho-tse-yak-pratsyuyut-yaki-perspektivi_2018-07-39/#4
2. Quantum Computing. URL: https://www.ndtv.com/topic/quantum-computing
3. Picture 1. URL: https://venturebeat.com/wpcontent/uploads/2019/07/q2.jpg?w=1200&strip=all
4. Квантовий комп'ютер на 15 мільйонів доларів D-Wave. URL: https://ukr.small-business-tracker.com/d-waves-15-million-quantum-computer-runs-staggering-2000-qubits-174236

Zamurii Ivan,
Faculty of Information Technology,
course I, group 2, specialty” Software Engineering”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine,
Scientific supervisor: Savchuk Tetiana,
Lecturer of the Department of Modern European languages, KNUTE

NEW TRENDS OF INFORMATION TECHNOLOGY AROUND THE WORLD

Information technology (or IT) is the usage of computers to store, retrieve, transfer and manage data or information. Now they are widely used to improve the quality of education and medical care, as well as to develop information and telecommunications structures. There is no doubt that information technology today plays a major role in the modern world. IT occupies rather unique position in our society and not only has an impact on our economic and social institutions, but is also an engine of global economic growth, penetrating all spheres of production activity, and allowing to build effective management systems. In addition, the number of people professionally engaged in collecting, storing and processing information is growing every day. Many of these technological developments have not been stopped by the coronavirus crisis, but thanks to it, they are only accelerating.

When people discuss the ever-present data analysis and processing, they tend to think of China, especially their digital citizen ratings, which evaluate every resident there. However, such systems have long been used all over the world. Many companies measure how long Internet users are online, what sites they visit, what information they read and with whom they communicate. They combine this information into so called “profiles”, and based on this data, automated systems make some decisions for each person (this includes corporations like Google and Facebook). For example, customers can be shown different offers based on the information companies have collected about them.

Artificial intelligence (or AI) is becoming more and more popular on cloud platforms of Amazon, Microsoft and Google. With help of cloud applications, these corporations will be able to analyze more efficiently their data and plan their resources. And the more data companies trust large cloud platforms, the faster they can train and improve their AI systems, thus differentiating themselves from the competitors.

Many experts believe that wars of future will be fought by turning data and algorithms into weapons. In the United States and China, major companies have been working with the military on several occasions. Microsoft Corporation, for example, is currently engaged in a contract to research and develop a virtual reality headset for the US Army. Google, in its turn, is helping the Pentagon to create "combat" AI (as part of collaboration on Maven project). According to various studies, AI as a weapon becomes more and more popular. It is no longer necessary to bomb cities to destabilize a country's economy; a rather complex attack using malware will be a better choice in the future. Thanks to these AI capabilities, China can be considered much more dangerous than the West.

Also, in our time, globalization becomes part and parcel of a course of business. With the help of information technology, various companies can now conduct business in the global market, receiving all necessary information at once. For this reason, the capabilities of IT market become limitless. There is development and modification of software and information technologies so that they may be used around the world. Globalization of information product market aims to obtain as much benefit as possible by allocating fixed and semi-permanent costs over a wider geographic region. This becomes a necessary element of the strategy for most businesses.

REFERENCES:

1. Тенденції розвитку інформаційних технологій URL: https://pidru4niki.com/1379091247739/informatika/tendentsiyi_rozvitku_informatsiynih_tehnologiy
2. Amy Webb та Sebastian Matthes. Die sieben wichtigsten Technologietrends der nächsten Monate URL: https://www.handelsblatt.com/technik/digitale-revolution/digitale-revolution-die-sieben-wichtigsten-technologietrends-der-naechsten-monate/25759608.html?ticket=ST-1284834-z03Ao4ebYNkKZueGi7gg-ap3
3. Information technology URL: https://en.wikipedia.org/wiki/Information_technology

Zhykhor Roman,
Faculty of Information Technologies,
course II, group 7, specialty "Software Engineering",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Semidotska Viktoriia,
Lecturer of the Department of Modern European languages, KNUTE

QUANTUM COMPUTATION

People have been walking into the world of technology, trying to obtain more powerful computers based on various technologies. It fully illustrates this point. It is caused by people's desire to learn more about the macro and micro-universe, decrypt and encrypt data, solve complex tasks, etc.

The end of XX and the beginning of XXI are considered a breakthrough in the field of quantum computers. Paul Benioff described the first quantum mechanical model of a computer in 1980. In this work, he explained that the computer can operate under the laws of quantum mechanics by describing the Schrödinger equation 1 of the Turing machine 2. Two years later, Benioff developed the original model of his quantum mechanical Turing machine. That is the big bang of quantum computing. Back today, there are already large companies using superconducting circuits that are cooled to a temperature lower than the temperature of deep space, while other companies trap individual atoms on silicon chips in superatomic vacuum chambers in electromagnetic fields. In both cases, the goal is to isolate qubits in a controlled quantum state.

There are a variety of general quantum computing models, such as circuit models, measurement-based models, adiabatic models, topology models, and quantum walk models. The first three models will be described:

The circuit model is an algorithm model used for quantum computing, which is very similar to the classical algorithm. Single-qubit and double-qubit operations are sequentially performed on a group of qubits initialized in the reference state, and finally, the result is read as the result of single-qubit measurement. The following circuit diagram shows the most common representation of the quantum logic gates presented earlier:

The measurement-based quantum computing model is completely different from the circuit model (and there is no classical simulation) because the resources used for the calculation are prepared in advance and are "offline". The advantage of this strategy is that if an error occurs during the preparation phase, the prepared state can be discarded, and the process can be repeated without losing any information. There are two main methods of measurement-based quantum computing: generalized teleportation model and single vector quantum computer model. Compared with the classical circuit model, MBQC has huge technical advantages, which makes the use of certain physical systems to achieve quantum computing very attractively. The cluster status can be generated offline, and calculations can be performed only after the resources are properly prepared. In the image below (APS Copyright 2001), we can see an example of a quantum algorithm executed using the MBQC model.

The adiabatic model represents a new quantum computing paradigm, which has recently been proposed based on quantum adiabatic evolution. The calculations in this model are not performed by applying gates or measurements to qubits, but start from a disordered state, and solve the problem by performing a method that can be understood as a local quantum search. This model for quantum computing has been proven to be universal for quantum computing.

In September 2019, Google and scientists at the University of California, Santa Barbara achieved a milestone known as "quantum supremacy." Their experimental quantum machine Sycamore runs algorithms much faster than the world's fastest supercomputer can simulate. Before December 2020, the United States is undoubtedly the leader in quantum computing. Recently, China has developed a quantum computing system that is reported to be 10 billion times faster than Google’s Sycamore. Researchers at the University of Science and Technology of China explained that this quantum computer prototype called Chapter Nine delivered results in a matter of minutes, while Google’s supercomputer would require more than 2 billion years of effort.

Quantum computers are used to solve a variety of tasks. Quantum simulation can help scientists better understand molecular and sub-molecular-level interactions, which can lead to breakthroughs in chemistry, biology, healthcare, and nanotechnology. If you are communicating national/regional secrets, then you should have and may already be ensuring that encryption is in place. The use of quantum computers can also more effectively solve search problems that have no searchable structure and the answer is the same as the input. Password crackers are the most common applications. Not only that, weather forecasts, machine learning, and utilization forecasts can all be solved.

Cybersecurity researchers and analysts are rightly concerned that a new type of computer-based quantum physics rather than more standard electronics may undermine most modern cryptography. The result of this is to make communications completely insecure as if they were not encoded at all.

Fortunately, the threats so far are hypothetical. The quantum computers that exist today cannot break any commonly used encryption methods. A 2018 report from the National Academy of Sciences, Engineering, and Medicine showed that to break through the powerful codes widely used on the Internet, significant technological advances are required. Nevertheless, it is still worth paying attention to. Encryption technologies that support modern Internet communications and e-commerce may one day succumb to quantum attacks. To understand the risks and the measures that can be taken, be sure to carefully study the digital password and how to use and break it.

Strong encryption technology is essential to overall personal and social network security. It provides a basis for secure transmission and data storage, as well as a trusted connection between the verifier and the system. But cryptography is only one part of a bigger pie. Using the best encryption will not prevent users from clicking misleading links or opening malicious files attached to emails. Encryption also cannot prevent inevitable software vulnerabilities or abuse of data access rights by insiders. Even if the mathematics is unbreakable, there may be weaknesses in the use of cryptography. For example, Microsoft recently discovered two applications that inadvertently leaked their private encryption keys to the public, making their communications insecure. If or when powerful quantum computing arrives, it will pose a huge security threat. Since the process of adopting the new standard may take several years, it is wise to start planning for anti-quantum cryptography now.

At present, we don't know whether quantum computers are special tools or a major human revolution. Scientists are trying to upgrade calculation methods every day. Therefore, the possibilities of quantum computers are currently limitless. We don't know where the limitations of the technology are, but we are on the road of cognition, and science will help us on this road.

REFERENCES:

1. Blog Quanta For Breakfast URL: https://quantaforbreakfast.com/2016/08/19/quantum-computing-and-its-models/ (дата звернення 08.04.2021)

2. Blog Medium URL: https://medium.com/agileactors/quantum-computers-this-will-be-an-adventure-11614f8fcff3 (дата звернення 09.04.2021)
3. Journal Technology Review URL: https://www.technologyreview.com/2019/01/29/66141/what-is-quantum-computing/ (дата звернення .04.2021)
4. Blog Analitycs Insight URL: https://www.analyticsinsight.net/china-claims-breakthrough-in-quantum-computing-race/ (дата звернення 08.04.2021)

DISCUSSION PLATFORM 4

Khoroshun Elizaveta,
Faculty of Information Technology,
course I group 2 specialty "Digital economy",
National University of Trade and Economics,
Kyiv, Ukraine,
Scientific supervisor: Shumeiko Natalia, Candidate of Pedagogical Sciences,
Assistant Professor of the Department of Modern European languages, KNUTE

FIFTH GENERATION CYBERSECURITY: AN OVERVIEW

Cybersecurity aims to protect private and government data from attacks. Moreover, cybersecurity guarantees preserving confidentiality, availability and truthfulness of information in the cyberspace. Cybersecurity implicates the coordination of the following domains: network, operational, Internet, ICT, information and application securities, as well as end user education [5].

Cybersecurity and cyber-attacks have developed rapidly because of the technological advancement. Ensuring the security against cyber-attacks is among the important challenges of the digital world. Today, "the main challenge of cybersecurity is evolving nature of the attacks" [5]. Research and development of next-generation wireless systems, namely the fifth generation (5G), has experienced explosive growth in recent years. At the physical level, two promising trends for implementation are the following: the Massive Multiple Input-Multiple Output (MIMO) method and the use of high GHz bands. Millimeter bands (millimeter waves), such as 28, 38, 64, and 71 GHz, which were previously considered unsuitable for commercial cellular networks, are expected to play a pivotal role in the 5G networks [2, p. 13992]

The fifth generation (5G) networks are regarded as three unique characteristics, that are highlighted by Panvar Nisha, Sharma Shantanu and Kumar Singh Awadhesh in the abstract to their article "A survey on 5G: The next generation of mobile communication". The scholars have drawn attention to very high-speed data transfer, ubiquitous connectivity and extremely low latency. The scientists also noted that the fifth generation networks "would provide novel architectures and technologies beyond state-of-the-art architectures and technologies" [4].

Yiming Huo and Wei Hu claim that the 5G will be used in many areas of our lives and most importantly will simplify some things, such as surgery, driving autonomous vehicles whose safety depends heavily on reliability and delay, improving the quality of public services and utilities [3, p. 116976].

Power plants require continuous maintenance and depend on their proper functioning and safety. Rapid and reliable connection 5G will allow continuous monitoring of systems with the help of sensors (leak detectors on pipelines, etc.). This will significantly reduce the need for human intervention and increase the security of energy systems [2, p. 13994]. The market for connected vehicles will be extremely large in terms of the number of connected endpoints and data exchange. Over time, any vehicle will be able to connect to anything at any time, from people to physical things, processes, content, work knowledge, timely relevant information, and goods [1]. The demand for 5G generation communications technology is not only high today, but will continue to grow rapidly in the coming years.

REFERENCES:

1. Damigou Kombate. Wanglina. The Internet of Vehicles Based on 5G Communications. 2016 IEEE International Conference on Internet of Things (iThings) and IEEE Green Computing and Communications (GreenCom) and IEEE Cyber, Physical and Social Computing (CPSCom) and IEEE Smart Data (SmartData). 2016. URL: https://ieeexplore.ieee.org/abstract/document/7917133/authors (дата звернення: 30.04.2021)
2. Huo Yiming, Dong X., Xu W. A. at al. 5G Cellular User Equipment: From Theory to Practical Hardware Design. IEEE Access. Volume 5. pp. 13992 - 14010 URL: https://ieeexplore.ieee.org/document/ 7983335 (дата звернення: 30.04.2021)
3. Huo Yiming, Dong X., Xu W. A. & Yuen M. Enabling Multi-Functional 5G and Beyond User Equipment: A Survey and Tutorial. IEEE Access. Volume 7. 2019. pp. 116975 - 117008 URL: https://ieeexplore.ieee.org/document/8805324 (дата звернення: 30.04.2021)
4. Nisha Panwar, Shantanu Sharma, Awadhesh Kumar Singh. A survey on 5G: The next generation of mobile communication. Physical Communication. Volume 18. Part 2. 2016. pp. 64-84. URL: https://doi.org/10.1016/j.phycom.2015.10.006 (дата звернення: 30.04.2021)
5. Saravanan A., Sathya Bama S. A Review on Cyber Security and the Fifth Generation Cyberattacks // Oriental Journal of Computer Science and Technology. Vol.12, No. (2) 2019. URL: http://www.computerscijournal.org/vol12no2/a-review-on-cyber-security-and-the-fifth-generation-cyberattacks/ (дата звернення: 30.04.2021)

Stepanova Daria,
Faculty of Information Technology,
course I, group 1, specialty "Economy",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Shumeiko Natalia, Candidate of Pedagogical Sciences,,
Assistant Professor of the Department of Modern European languages, KNUTE

3D PRINTING AND A CYBERSECURITY CONCERN

3D printing is used intensively in industrial, aerospace, medical equipment, agricultural manufacturing. The use of 3D printing in various manufacturing exposes many cybersecurity risks. They are the following: intellectual property (IP) risks, production, traceability and liability risks, as well as cybersecurity risk mitigation [3].

It is common knowledge today that 3D printing is the process of creating three-dimensional objects of a digital model. As 3D printers are often Internet-connected, privacy and confidentiality concerns exist. The issues of cybersecurity protection of the manufacturing industry should be taking into consideration by those making 3D printed materials. Cybersecurity professionals pay special attention to this concern. The positive implication of defending 3D printing guarantees protection of intellectual property (IP) and personal information.

According to Klaus M. Brisch and Marco Müller-ter Jung, "a special aspect leading to discussions not only with regard to 3D printing, but also in connection with the Internet of Things and Industry 4.0, is the issue of rights to data generated by machines that are not personal data related to an industry" [1]. The authors apply the above considerations to German law. Nevertheless, companies throughout the world use 3D printing technologies and face cybersecurity risks.

Beth Stackpole noted, that "as 3D printing gains increasing support a feasible alternative to traditional manufacturing, it also creates opportunity for a wave of new cybersecurity risks, from theft of design intellectual property (IP) to malicious destruction of parts and planned system failures" [2]. However, in spite of that there are a lot of possibilities for 3D printing protection. It is worth noting that there is no one solution to avoid attacks on the 3D printing processes. The layered solutions are relevant.

REFERENCES:

1. Brisch K. M., Jung M. M.-ter. 3D printing: rights to data and IT security in the field of additive manufacturing. *Dotmagazine.* 2017. URL: https://www.dotmagazine.online/issues/digital-production/driving-digital-transformation/3d-printing-rights-to-data-and-it-security-in-the-field-of-additive-manufacturing (дата звернення: 30.04.2021)
2. Stackpole B. 3D printing ushers in wave of new cybersecurity risks. *Digital Engineering247.* 2020. URL:https://www.digitalengineering247.com/article/3d-printing-ushers-in-wave-of-new-cybersecurity-risks (дата звернення: 30.04.2021)
3. Stovic J. 5 ways 3D printing is susceptible to cybersecurity risks (and how to mitigate against them). *BIT REBELS.* URL:https://bitrebels.com/technology/5-ways-3d-printing-susceptible-cybersecurity-risks/ (дата звернення: 30.04.2021)

DISCUSSION PLATFORM 5

Baryshpol Mariya,
Faculty of International Trade and Law,
course II, group 4, speciality "Management of Foreign Economic Activity",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zaitseva Iryna, Doctor of Philosophy in Pedagogy,
Associate Professor at the Department of Foreign Philology and Translation of KNUTE

THE IMPORTANCE OF BEING BILINGUAL IN TODAY`S BUSINESS ENVIRONMENT

Knowing multiple languages is a key to success in today`s globalized society. We use our language to communicate with people on daily basis, so we are limited on nations with which we can speak using the same language. For example, Ukrainian language is officially used only in Ukraine, so it means that people which can only speak Ukrainian and can`t express themselves in a foreign language are able to communicate just with those, who speak Ukrainian. There are approximately 50 million of people in the world who know Ukrainian language [1].

The ability to speak several languages gives us the opportunity to know more, to communicate with a wider range of people and of course in business world it is essential due to the process of transnationalization. It is beneficial to speak foreign languages because of the opportunity to understand conversations, communicate and negotiate with foreign customers. Moreover, while looking for a job, jobseekers with fluent knowledge of a foreign language have much more chances to get a prestigious and high-payed job position than those who can only speak one language. Some companies and big corporations even provide foreign language courses to broaden the horizons of their employees to make them more valuable and multifunctional on the international market. More languages you know – the highest demand is going to be for you as an employee on the international workforce market.

Being bilingual also helps during business trips. While going abroad, you need to be independent, the knowledge of English, an international and worldwide spoken language, will help you feel much more confident. Understanding and speaking certain language means understanding its cultural components too. Cultural misunderstanding can be destructive in some kinds of international negotiations or business expansion. Mistakes and errors can be unconscious but some people may take it personal and feel offended because of the cultural differences and lack of knowledge [2].

The top languages in the international demand are: English, Chinese, Spanish, Arabic and German [3]. It`s better to know your native language, English and one of those that I mentioned before. These languages are incredibly perspective, so knowing them you`ll have a lot of opportunities in your career. From the managerial point of view, knowledge of different languages is extremely important if we talk about business administration, communication with customers, companies, suppliers and stakeholders [2]. A big contribution in company`s sales and profits do local customers when they purchase products and services, that`s why communication with customers is extremely important in business sphere. Buyers should be satisfied with the services and products that they get.

When we talk about brand collaboration or negotiations with suppliers and other companies, we mean a two-side working process, so the very important point of this work is an actual complete understanding. Both sides need to be satisfied with the result that they have so this actively demonstrates that they need to clearly understand each other and express their opinion correctly to not have some misunderstanding at the end. Negotiations become more efficient if the relationship between companies, suppliers and stakeholders is good and cultural differences aren`t visible through communication.

To sum up everything that has been stated so far, speaking at least two languages is an essential tool in today`s business sphere. Being bilingual allows having high-paid job and working for big perspective international enterprises. Knowledge of different languages is required in mostly all of the business spheres: administrational, managerial, communicative type of work.

REFERENCES:

1. Britannica – Ukraine languages. URL: https://www.britannica.com/place/Ukraine/Languages
2. Journal of management research – The roles of foreign language in business administration. URL: https://www.researchgate.net/publication/267251910_The_Roles_of_Foreign_Language_in_Business_Administration
3. Amplexor – The top 10 languages in higher demand for business. URL: https://blog.amplexor.com/the-top-10-languages-in-higher-demand-for-business

Barchukova Anastasiia,
Faculty of International Trade and Law,
course II, group 3a, specialty "International economy"
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Vysotchenko Svitlana,
Senior lecturer at the Department of Foreign Philology and Translation.

THE IMPORTANCE OF MANDARIN CHINESE IN MODERN GLOBAL BUSINESS

It seems that everyone would like to be successful in business. In this case knowledge of foreign languages may help. Firstly, it is an additional skill. Secondly, a specialist with knowledge of foreign languages is more likely to get a great position and salary. It is usual to learn English as an international equivalent of communication, but this will not diminish the significance of studying other foreign languages. Nowadays Mandarin Chinese is the second most demanded foreign language after English due to about 1 billion speakers. Mandarin is a group of Chinese languages spoken across most of China's territory, also sometimes may be called as Standard Chinese. Mandarin is spoken in nearly every country in Asia, from Singapore to the Philippines.

According to CNBC China could overtake the U.S. as the world's largest economy even earlier than it was expected. This happened because China is dealing with Covid-19 pandemic better than the USA. Now China's economy is the second in the world showing about 16.34% of world economy. Due to this Business Mandarin is increasing in demand.

Learning Chinese enables to get benefits in business. Chinese goods are everywhere: automobiles, IT devices, consumer goods and pharmaceutics. Chinese economy has spread its wings. It is the reason why many companies would like to deal with Chinese companies, because they have roots everywhere and can offer opportunities in lots of areas. Due to this partnership, business is likely to stretch and expand owing to progressive technologies from China.

China is a home to well-known huge business companies like Xiaomi, Alibaba, Baidu (called the Google of China), ByteDance (creator of TikTok), etc. For the last 30 years China has become the largest export and manufacturing network in the world. Consequently, the opportunities for businessman known Mandarin Chinese are enormous.

Business in China is developing rapidly, so while on a business trip there is a good chance to meet a Chinese businessman or a business owner. People able to speak Mandarin Chinese will have an ability to do business quickly and smoothly.

Building strong relationships with partners is necessary when expanding business activities to another country. Usually, Chinese business partners tend to establish long-standing relationships when they invest in another business. Skills in Mandarin can help arrange deals better. Moreover, you will be appreciated for your hard work while learning Chinese and preferred to deal with as soon as they realise that this is essential for you.

Learning Chinese brings deeper understanding of Chinese culture and business trends. This knowledge reveals some business insights which may have a huge economic impact on the world market. This implies that dealing with China in global business is helpful to find out about trading tendencies, modern market skills which are economically appropriate. Consequently, Mandarin language skills are really important to launch into global business.

Chinese was added to the list of the most critical languages to the U.S. national security along with Arabic, Korean and other languages, knowledge of which is one of the components of the United States security system.

Also, Chinese is included in another list: Chinese is expected to become one of the most widely used languages in business in the next 30 years. Bilingua, a language learning company, put Mandarin on the first place in the list of 10 Best Languages to learn for business anywhere in the world.

British Council analysis showed Mandarin to be among the most significant languages for export markets of the UK.

To conclude, it is impossible to deny the fact that Mandarin is going to be the language of the future, especially when talking about business.

REFERENCES:

1. Electronic resource. – Mode of access : https://www.cnbc.com/2021/02/01/new-chart-shows-china-gdp-could-overtake-us-sooner-as-covid-took-its-
2. Electronic resource. – Mode of access : toll.html#:~:text=That's%20about%20%2414.7%20trillion%2C%20based,from%20%247.1%20trillion%20in%202019.
3. Electronic resource. – Mode of access : https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?end=2019&most_recent_value_desc=true&start=1960&view=map
4. Electronic resource. – Mode of access : https://www.nsep.gov/content/critical-languages
5. Electronic resource. – Mode of access : https://bilingua.io/10-best-languages-to-learn-for-business
6. Electronic resource. – Mode of access : https://www.britishcouncil.org/sites/default/files/languages-for-the-future-report-v3.pdf

Buchynska Viktoriia,
Faculty of Trade and Marketing,
course II, group16, specialty "Marketing. Advertising Business",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Oleshko Nataliia,
Senior Lecturer of the Department of Modern European Languages, KNUTE

THE ROLE OF ENGLISH IN THE BUSINESS DEALING

Recently English has become one of the most used languages in the world. Actually, approximately 1.75 billion people worldwide tend to speak English at a useful level. Though, 375 million of those speaking English around the world are native speakers but over 1 billion people speak it as a foreign language. Airports, shops, educational establishments and many more institutions focus on implementation the English language as much as they can. Obviously, English is extremely important in the successful business dealing. The way you speak it and use it in your profession, your writing skills and so on will be highly appreciated by the foreign businessmen. So, that is why learning English is an obligation in a modern world in order to promote your company to higher level, to raise your income and integrate it into the international arena. To begin with, it must be admitted that English can be a powerful tool of communication which is, in turn, about offshoring and outsourcing of business processes. Even monitoring the performance in geographically diverse functions and business endeavors, this language is presented as a driving force. In today's business world, English is widely used as a primary means of communication for both small businesses and large corporations. Lots of famous and extremely successful companies, which are known by every single person, do use English as a common language during the negotiation and even during the servicing the consumers.

English is now the global language of business. More and more multinational companies are mandating English as the common corporate language - Airbus, Daimler-Chrysler, Fast Retailing, Nokia, Renault, Samsung, SAP, Technicolor, and Microsoft in Beijing, to name a few - in an attempt to facilitate communication and performance across geographically diverse functions and business endeavors [1].

Undoubtedly, adopting a global language policy is quite difficult for many existing businesses, which causes companies invariably stumbling along the way. But, nevertheless, to survive and thrive in a global economy, companies must overcome language barriers because English seems to be the common ground forever, at least for now.

The proficiency of the language has also made it a vital part of success in the highly competitive corporate world. Many reputed organizations around the world rely on English as a means of communication in everything from emails to corporate documentation to even popular and well-read business resources both in print and over electronic media. English is being used as the official language in over 70 countries [4].

There are thousands of reasons and excuses in favor of learning English and intensively introducing it into the functioning of the company. Here are three major points aiming to persuade modern businessmen and future entrepreneurs to learn such an important language:

-English is the language of the internet.

There are more English language users online than any other language and as a result, most websites and social media platforms are also predominantly English. If your website is in English with strong language skills displayed, it will be accessible to the widest possible number of users, which will cause the benefit for your company [5].

Most national as well as international organizations use English as a mode of communication for all official and legal matters. Proficient knowledge of the language assists in the smooth conduct of operations, such as regular exchange of emails, presentations, and sales and marketing. Most of the international successful businesses have their own web-sites, Instagram or Facebook pages only in English language just to be understood by everyone.

-There are an integration across national boundaries and an opportunity to bring your company to the foreign markets.

Speaking English can be a great potential to cooperate with international companies or to take root in other countries by introducing your business. This is a very attractive skill to prospective employers. If you can read, speak and write in English on different business issues, you can plan business travel and administrate effectively even abroad. Thereby, the potential entrepreneur has an access to international arenas to do a new business department abroad.

-A method to develop business in new branches and to gain experience with language.

This language is a perfect tool to get new knowledge according to many business issues. Everyone can make the current business state much better just by finding out some useful information in English. Otherwise, the employers of the company may give the opportunity to their employees to take courses or various webinars in English. This way, people see the experience of foreign workers and take into consideration some beneficial facts connected with doing business. Whether through education, employment, or living abroad, experience tends to give people the confidence they need to succeed in a certain task. So, the employees can be provided with the opportunities, such as overseas language training and job rotations, that open new doors and allow them to stretch their skills.

Rakuten, the famous Japanese e-commerce company headquartered in Tokyo, has sent senior executives to English-speaking countries like the UK and the U.S. for full language immersion training. Employees have also been offered weeks-long language-training programs in the Philippines. Although not easily scalable to 7,100 Japanese employees, the programs successfully produced individuals with functional English skills. Rakuten also plans to send more than 1,000 engineers to technology conferences outside Japan [5].

As a conclusion to everything mentioned above can be the claiming that the English language is critical to collaboration and increasing awareness of objectives in an International Business. English is the language of news, politics, entertainment and popular culture. Furthermore, it is the language of Internet, which is presented to be the business site in times of pandemic and quarantine restrictions, when people are forced to stay home in front of the computers. If you can demonstrate good knowledge of English along with knowledge of current affairs, then the business world is closer than you think. All of the businesses are built on relationships which rely on efficient communication. In this context is a language which is understood all over the world and is structurally less complex to master. If the employer wants to conquer the business world and overshadow the competitors, then English is the only language that can help one to do so.

Being fluent in English is essentially a survival strategy in today's competitive world. It automatically improves one`s chances of climbing the corporate ladder [3].

REFERENCES:

1. Global Business Speaks English. URL: https://hbr.org/2012/05/global-business-speaks-english
2. The Importance of English Language in International Business. URL: https://inurture.co.in/blogs/the-importance-of-english-language-in-international-business/
3. The Importance of Good English in Business: 7 Big Benefits, Archita Mittra. URL: https://www.fluentu.com/blog/business-english/importance-of-english-in-business/#:~:text=Learning%20business%20English%20helps%20you,in%20front%20of%20other%20people
4. Why Is English For Business Important. URL: https://tv-english.club/articles-en/english-business-important/
5. 10 reasons to learn English for Business. URL: https://mackenzieschool.com/10-reasons-to-learn-english-for-business/

Vasylets Anna,
Faculty of International Trade and Law,
course II, group 4, specialty "Management of Foreign Economic Activity",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zaitseva Iryna, Candidate of Pedagogical Sciences,
Associate Professor of the Department of Foreign Philology and Translation of KNUTE

NOT ONLY ENGLISH: THE IMPORTANCE OF A SECOND FOREIGN LANGUAGE FOR BUSINESS

Globalization is changing the world in which we live at lightning speed. Technology is blurring borders, bringing people from different parts of the world together. Besides, international trade gives us unlimited access to goods and services. But we wouldn't have these opportunities without communication. That's why learning languages is certainly important.

Nowadays, English plays a significant role in various spheres of life. This applies both to education, science, and professional activities, as well as to traveling and the entertainment industry. Even simple communication in social networks cannot exist without at least minimal knowledge of foreign languages, as an example of using hashtags. Is there any point in saying that for business, knowledge of corporate and professional English is the way to expand opportunities, establish new business connections and contacts?

It is not a secret that English is the most popular language in the world. It is the language in which people communicate during cooperation on an international level. English is officially recognized as the language of business. The vast majority of international forums, meetings, and conferences are held thanks to this language. Studies show that in 2019 about 1.27 billion people (16.5% of the world's population) communicate in English, both as a native language and as a second language [1].

However, in today's world of technology, knowledge of English is no longer an indisputable advantage of one person over another. Society expects us to speak it regardless of the situation: whether in business meetings or just exchanging messages in messengers. The modern businessman simply has to speak English. It has already become a standard requirement of most employers. Managers, secretaries, drivers - all must know the "language of the world," not to mention those who hold managerial positions. There are almost no cases when a successful company does not cooperate with foreign partners. To conduct such business, knowledge of English can be equated with the need to breathe. Of course, you can use the services of an interpreter, but it will not be good for the company's image.

Despite all the advantages, English is not always up to the task when interacting with foreign partners. For example, in some countries, native languages are preferred, which means that people are reluctant to use English. As a consequence, companies that want to be successful internationally should also use other languages.

This practice should be used for three reasons:

1. Expansion of the consumer network: Using multiple languages allows you to attract many new customers who have not previously used the company's services. This will help to attract non-English-speaking consumers and introduce them to the company's products.

2. Increase in sales: The more customers the more goods are sold and, as a result, an increase in revenue. The resulting profits can be invested in the company`s development, making the use of a second foreign language even more attractive.

3. Trust: Communicating with customers in their native language is a path to long-term cooperation. This illustrates the company's desire for further development and allows the buyer to feel free to make decisions.

Therefore, which languages to choose? Every company wants to maximize its profits, and therefore the best solution is to choose a language that is used in many countries. According to UNESCO, in addition to English, the most spoken languages are Chinese, Spanish, Arabic, Hindi, Russian, French, and German [2]. I would like to highlight the languages such as:

1. Chinese. It is a mixture of Sino-Tibetan languages. Chinese is the native language for more than 1.1 billion people (about 16% of the world's population). It is spoken in countries like China, Singapore, Taiwan, etc. The reason for the importance of this language is the rapid economic development of China. In a relatively short time, the country has gone from one of the

poorest countries to the status of a world leader. Its dominant position on the world stage makes Chinese a great source of business opportunities. In addition, the practice of communicating in English is not very common in China [1].

2. German. It is spoken by more than 130 million people around the world. At first glance this number may seem paltry compared to English or Chinese. However, this language is spoken in major European countries like Germany, Austria, Belgium, Switzerland and others. The German economy is the largest in Europe and the 4th largest in the world, generating about 4.5% of world GDP. Also, the fact that the European Central Bank is headquartered in Frankfurt cannot be discounted. Because of its reputation (Germany is famous for the quality of its products), German companies dominate many industries. So, if you want to succeed in the European market - you have to use German [3].

3. Spanish: Although few people think of Spanish as a business language, it is one of the five most widely spoken languages with more than 538 million people speaking it. It's a mistake to think that Spanish is only spoken in Spain. By offering your services in this language you acquire customers in many South American countries as well. The economies of many South American countries are growing rapidly and therefore are becoming attractive to foreign investors and businessmen. So, if you want to do business with the countries of the “old world”, and especially the U.S., Spanish should definitely be in your language arsenal [3].

To summarize, English remains the undisputed leader in the business world. However, it is no longer the language of choice. To stay competitive in the market you need to use other languages as well. The right choice of languages plays a key role in optimizing business results and gaining world market share.

REFERENCES:

1. Electronic resource. – Mode of access: https://blog.amplexor.com/the-top-10-languages-in-higher-demand-for-business
2. Electronic resource. – Mode of access: https://www.statista.com/statistics/266808/the-most-spoken-languages-worldwide/
3. Electronic resource. – Mode of access: https://medium.com/swlh/10-most-important-business-languages-in-global-market-17b49b7cf2d2

Herasymenko Olena,
Faculty of Trade and Marketing,
course I, group2, specialty "Philology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Kohan Olena, Senior Teacher
at the Department of Foreign Philology and Translation, KNUTE

ADOPTION OF ENGLISH AS A SECOND LANGUAGE IN BUSINESS COMMUNICATION

With rapid globalization, businesses are expanding into foreign landscapes, incorporating and integrating international markets. Being confined to one language only allows to target the native consumers, but with the use of a foreign language the potential to grow can be enormous. That's why multilingual business personnel are much in demand at present with the shift of global economic power [1]. This issue was investigated by T. Neely, T. Thitthongkam, R. Moreau, M. Campbell .

The aim of this work is to explore the role of English as a foreign language usage in global business communication, and to discover modes of developing employee's foreign language ability.

According to the leading American business magazine, Forbes, the USA loses more than 2 million dollars of profits a year due to language misunderstandings between the representatives of different companies. Around 80% of the business leaders agree that their business would benefit significantly if the employees improved their language skillsc [2].

The importance of multilingualism in business cannot also be understated as language helps in interacting with clients effectively, learning their culture and market, establishing a successful trading relationship [1].

In addition, it has been proved that multilingual employees possess special advantages. A study by the American Northwestern University confirmed that bilinguals are capable of processing information better than those who speak only one language. A Pennsylvania State University study found that "juggling with languages" can improve multitasking and prioritization skills. The journal of the American National Center for Biotechnology Information Cerebrum published an article "The Cognitive Benefits of Bilinguals" which states that bilinguals are more successful in conflict management [3].

English has always been seen as the lingua franca, as over two billion people speak English worldwide. It is considered to be the fastest-spreading language in human history and the most preferred language of globalization. English is spoken in 94 countries by 339 million native speakers, used by 949 million Internet users, recognized as the most used language by 52.3% of websites [4].

More and more multinational companies are mandating English as the common corporate language. For instance, Airbus, Nokia, Renault, Samsung, Technicolor, and Microsoft in Beijing, attempt to facilitate communication and performance across geographically diverse functions and business endeavors [5].

Hiroshi Mikitani, the CEO of Rakuten, Japan's largest online marketplace, mandated in March 2010 that English would be the company's official language of business, as the company's goal was to become the number one Internet services company in the world. The English mandate has allowed Mikitani to create a remarkably diverse and powerful organization that seeks the best talents from around the globe [5].

Adopting a global language policy, companies may stumble along the way, as it's radical, and almost certain to meet with resistance from employees. But to survive and thrive in a global economy, companies must overcome language barriers—and English will almost always be the common ground. Moreover, leaders must strive to build an environment in which employees can embrace a global English policy with relative ease. In this way, companies can improve communication and collaboration. Enforcement of English as a company standard is crucial for negotiations regarding a merger or acquisition when everybody doesn't speak the same language. That's why when Germany's Hoechst and France's Rhône-Poulenc merged in 1998 to create Aventis, the new firm chose English as its operating language over French or German to avoid playing favorites [5].

It is necessary for an organization to devise an efficient adoption framework for successful implementing a foreign language in their business environment. Firstly, people should be encouraged to self-identify as global rather than local employees. Also, it should be taken into account that adoption depends on the degree to which employees believe that a single language will produce benefits for them or the organization and belief in their own capacity. Secondly, fostering positive attitudes gives people faith in their own capabilities as they see others around them having positive experiences with radical change. Managers can model good risk-taking behaviors by showing that they too are trying new things, making mistakes, and learning from those mistakes. Furthermore, leaders should stress the importance of globalization in achieving the company's mission and strategy and demonstrate how language supports that [5].

Adopting foreign languages in the business environment is essential for achieving success on today's international markets. English is the language of globalization and is crucial for those businesses that tend to thrive on the global stage [6]. Companies that fail to devise a language strategy are significantly limiting their growth opportunities, clearly putting themselves at a disadvantage to competitors that have adopted English-only policies [1].

REFERENCES:

1. Importance of Foreign Languages in Global Business Scenario. 2020. URL: https://www.globsyn.edu.in/blog/importance-of-foreign-languages-in-global-business-scenario/
2. Moreau R. The Value of Foreign Languages in Business Communication. Johnson & Wales University. 2013. URL: https://scholarsarchive.jwu.edu/cgi/viewcontent.cgi?article=1016&context=mba_student#:~:text=The%20ability%20to%20communicate%20in,which%20that%20language%20is%20spoken
3. Campbell M. Benefits of Being Multilingual - 10 Most Important Languages for Business. 2020. URL: https://ai.glossika.com/blog/benefits-of-being-multilingualism-10-most-important-languages-for-business
4. 10 Best languages to Learn for Business Anywhere in the World. 2018. URL: https://bilingua.io/10-best-languages-to-learn-for-business
5. Neeley T. Global Business Speaks English. *Harvard Business Review*. 2012. URL: https://hbr.org/2012/05/global-business-speaks-english
6. Thitthongkam T. The Roles of Foreign Language in Business Administration. *Journal of Management Research*. 2011. Vol. 3, No. 1: E8. ISSN 1941-899X. URL: https://www.researchgate.net/publication/267251910_The_Roles_of_Foreign_Language_in_Business_Administration

Hryha Dariia,
Faculty of Trade and Marketing,
course I, group 9, specialty "Journalism",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zatserkovny Oleh,
Senior Lecturer at the Department of Modern European Languages, KNUTE

IMPORTANCE OF A FOREIGN LANGUAGE FOR SPECIALISTS IN THE FIELD OF ECONOMICS AND FINANCE

In modern world, with intensive development of trade, economic and political relations between countries, the method of communication between partners and colleagues is becoming increasingly important. A foreign language is a vital means of establishing relationships between entrepreneurs, professionals and employees of international companies. Due to the high level of communication, the image and professionalism of business partners is determined. The growing need for knowledge of English language has spawned a new type of business that provides consumer education services across different age groups [1].

Although business and spoken languages have a lot of common, it is important to understand that knowledge of the language at a conversational level is not sufficient for doing business. At the same time, it is impossible to start studying business vocabulary with a zero level of General English. Business English is about more than interviews and resume writing. When you enter a business, you need to make presentations, negotiate, answer phone calls, write service letters and conduct business correspondence, sign contracts, and more.

With the growth of international business, the question of the use of a certain language of international communication, namely the *lingua franca*, which will enable mutual understanding between people from many countries who speak different languages. Today, English can rightly be considered the language of *lingua franca*, as evidenced by various statistics, research and conclusions of scientists [1, p. 96, 97]. English is de jure official in 58 countries. In addition, it is de facto official in a number of other countries and territories, in the official status is not constitutionally enshrined, but it exists at the level of practical application. English is considered the de facto official but not the main language in countries such as Bangladesh, Cyprus, Israel, Jordan, Malaysia, Maldives, Sri Lanka, and the UAE. It is the mother tongue of almost 400 million people [2] and one of the six working languages f the United Nations. English is a requirement for more jobs in more countries than ever before in human history [3].

Thus, Business English is the primary language for people who want to work in any field of business, aviation, computing, etc. As the economy becomes more global, the importance of Business English continues to grow. Any level of interaction between people in business has its own designations and terms. It is impossible to take into account all the subtleties of business English without studying the specifics of a particular industry. A finance manager's business vocabulary can be completely different from a marketer's terminology. Moreover, the same term can mean completely different concepts in different industries. Business English learners in a specific industry should take this into account. It is impossible to create a single course for all specialties.

However, in general, in their daily professional activities, specialists in the field of economics and finance need a foreign language for:

studying the theory and practice of foreign economic activity, international business;

possession of a dictionary of economic terms, expanding knowledge in the field of economic science (all modern textbooks are written mainly in English);

reading special literature and materials with the extraction of the necessary information, acquiring skills in abstracting, annotating;

processing large amounts of information in a foreign language;

free professional communication with colleagues both in Russia and abroad;

for business correspondence, documentation;

intercultural communication, broadening one's horizons, rapprochement of cultures of different peoples.

To confirm the high level of proficiency in professional English in the field of economics and finance, there are international certificates. In the field of accounting and financial management – ICFE (International Certificate of Financial English). For all areas of economic activity, the BEC (Business English Certificate) is suitable. For a specialist, possession of such certificates is a pass to work in international companies. You can take exams to obtain certificates while still a student. In this case, you are guaranteed participation in international student conferences and student exchange programs, listening to lectures by the best foreign professors with active participation in the discussion, receiving foreign scholarships and grants.

Thus, in the context of globalization of economy, a foreign language, especially English, is becoming an important information product, it helps to objectively assess the situation in the world economy, develop a strategy for increasing efficiency of the economy for your enterprise.

REFERENCES:

1. Панасенко Є. О. Англійська мова як lingua franca та її роль у сучасних світових політико-економічних. *Держава та регіони*. 2019. № 3(67).С. 96–103. URL: http://sciff.ua/rol-anglijskogo-jazyka-v-biznese/.
2. English Speaking Countries 2019. URL: http://worldpopulationreview.com/countries/ english-speaking-countries.
3. Weedmark, D. 2019. Importance of English in Business Communication. URL: https:// bizfluent.com/about-6710260-importance-english-business-communication.html.

Holoveshko Vitalina,
Faculty of International Trade and Law,
course II, group 3a, specialty "International Economics",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Vysotchenko Svitlana, Senior Lecturer
at the Department of Foreign Philology and Translation, KNUTE

THE ROLE OF ENGLISH IN MODERN BUSINESS

With the growth of international business, it turned to be necessary to use one common language understood by everyone. According to that, English was considered to be a perfect candidate. It can cross international borders and transcend language compatibility barriers in today's corporate world. About 53 countries use it as the official language and it is a mother tongue for 400 million people around the world. This work will explore the role and importance of English in modern business.

Nowadays, foreign languages play a substantial role in international companies, so it is crucial to have knowledge of business English for any employee's career. Executives claim that foreign languages are very important for their businesses, particularly for communication with their clients, other companies and partners. The ability to properly negotiate and conclude contracts by using foreign languages determines the image and professional levels of each company.

Business English is a vital part of any business. It allows you to conduct various presentations, negotiations, business correspondence without difficulties, which makes it possible to deal with important contracts and contributes to the growth of profits and the development of a company.

The role of English is significant because it helps every employee to understand the essence of conversations, communications and negotiations between managers and foreign customers. Supervisors would not have a need to use the service of interpreters, so they will be able to run businesses more smoothly with the use of their knowledge of English. Therefore, foreign customers will feel more comfortable in the meetings.

On that note, studying English is one of the ways to understand new cultures. As it has already been mentioned, there are about 53 countries using English as the first language. All that republics have various customs and traditions. Understanding cultures of your customers is mutual in running businesses. The world opens widely to meet people with different ways of living and understanding their customer's lifestyle helps organizations manage conflicts arising from cultural barriers or differences.

Additionally, good English skills play a huge role in having more chances to get a desired job. Almost all international companies are looking for employees with abilities of being fluent in some languages. Knowledge of English and other languages provides a competitive edge in career choices in the contemporary job market. Most companies want their new employees to possess foreign language abilities and need people with high levels of proficiency. For existing workers, some companies may provide language courses for improving members' skills after which they can use their knowledge more effectively.

Being good at English, especially when it is not your native language, will show your willingness to go beyond basic business standards. Today, regardless of your background, international companies will automatically expect you to know the language. In order to impress your interviewer now, you have to show that you are extremely fluent and competent in both speaking and writing the language.

International business, in which the need to communicate with foreign partners is very high, is rapidly growing, so being just a good employee with basic skills in business is not enough for this sphere. Time does not stand still, and soon there will be a day when asking a person about knowledge of English will be as immodest as asking if he can read. Therefore, if you want to feel confident in the future, have a decent job and deal with international business, you should think about learning English just right now.

REFERENCES:

1.Electronic resource. – Mode of access : https://www.etsglobal.org/pl/en/blog/news/importance-of-learning-english#:~:text=1.,second%20language%20in%20the%20world

2.Electronic resource. – Mode of access : https://www.researchgate.net/publication/267251910_The_Roles_of_Foreign_Language_in_Business_Administration

3.Electronic resource. – Mode of access : https://www.fluentu.com/blog/business-english/importance-of-english-in-business/

4.Electronic resource. – Mode of access : https://www.british-study.com/en/importance-of-english-language/

5.Electronic resource. – Mode of access : https://mackenzieschool.com/10-reasons-to-learn-english-for-business/

Danylova Julia,
Faculty of Trade and Marketing,
course 1, group 18, speciality "Advertising business",
Kyiv National University of Trade and Econimics,
Kyiv, Ukraine
Scientific supervisor: Nezhyva Olga, Doctor of Philosophical Sciences, Associate
Associate Professor, Professor of the Department of Modern European Languages, KNUTE.

FOREIGN LANGUAGES IN ADVERTISING AND MARKETING

It is no secret that knowledge of a foreign language has always been considered a necessary thing that can help out at any time. Knowing at least one foreign language, a person discovers a huge variety of opportunities that are inaccessible to a person without knowledge of a foreign language.

This skill can be useful everywhere: while traveling, for new useful acquaintances, while watching films in a foreign language or listening to foreign songs. Also, knowing a foreign language, you can earn much more, because this is a valuable skill, the knowledge of which is respected by the employer.

In general, there are many situations in life where knowledge of the English language is required. What role do foreign languages play in business? - A very big one.Let's take an example of English proficiency. The growing trend in the English language has spawned a new type of business that provides consumer education services across different age groups.

If a person is counting on a high-paying job, he studied a foreign language and tried to get into an organization that requires knowledge of the English language in one form or another. Business English is about more than interviews and resume writing. When you enter a business, you need to make presentations, negotiate, answer phone calls, write service letters and conduct business correspondence, sign contracts, and much, much more.

With the growth of international business, it became necessary to use a common language. English was the perfect candidate because it was already spoken as a first or second language by many people around the world. It is currently spoken by over 500 million people in many territories, including the United Kingdom, Canada, the United States, Australia, India and South Africa.

Also, knowledge of a foreign language plays a significant role, in particular English in advertising and marketing. For example, the wrongchoice of words or wording in English can be damagingimpact on the overall image and reputation of the company, as well as adversely affecton the popularity of products or services. For example, take the words "outbuilding" or "outhouse". Outbuilding stands foradditional structure on the site, for example, a shed or warehouse. At the samemost of the time, outhouse stands for a small outdoor toilet that was usedbefore the appearance of the sewer. Words have completely different meanings, but similarmistakes occur in advertising materials incredibly often, leading to the mostdisastrous consequences. The same problems can arise when creatingfilms or videos.Knowledge of English is useful not only for advertisers, but also for marketers themselves. After all, the English-speaking advertising and marketing market is developing much faster than the Russian-speaking one. And from it you can glean ideas and tools that are not yet popular and are not practiced in our markets.This is extremely important, because the market is now developing at an unimaginable pace and technologies for influencing the audience become obsolete in just a few years.

High-quality translation plays a huge role in advertising, because "experience has shown that a two-cent letter will attract as much attention as a one-cent letter. Poor quality paper is no better than quality paper. Content is decisive."-Claude C. Hopkins

That is, no matter how much money was invested in advertising, what kind of design it has (although this is also important), they will in no way save if there is an incorrect translation of the slogan or motto! At best, people will not understand, and at worst, they will be offended and will make "anti-advertising" to their acquaintances.

An incorrect translation is a guarantee of mediocre advertising. “A mediocre salesperson will not spoil your overall sales picture. A mediocre advertising will spoil everything.”-Claude C. Hopkins

Marketing research plays a central role in the modern marketing system. "Marketing research," writes J. Gordon Bolt, "is a means of protecting an entrepreneur from such disastrous mistakes as the production of goods of limited demand or targeting consumers who are not interested in a given product or poor choice of distribution channels."

Now let's imagine what would happen if you add an incorrect translation to all of the above sins. It will indeed be fatal.

Mistakes in translation have consequences regardless of the type of advertising, although advertising can be classified in a variety of ways: according to the planned geographical coverage, it can be national, regional and local advertising. Imagine how much damage a wrong translation can cause, especially if the advertisement is targeted at a large number of people.

Even if the mistake in the translation is not as significant and less traumatic as we could imagine it, it will still spoil the general background."***The consumer tends to remember only one thing from the ad: either one strong argument or one strong thought***."-Rosser Reeves

It is better to shorten the advertising slogan, thereby reducing the number of language errors in the text, and in general in English advertising is minimized the content of poetic texts. Naturally, the English language is not as bright and rich as Russian, but it also has its own characteristics and ways of increasing brightness, saturation, variety. This also applies to advertising texts.

Summing up, I can say that knowledge of foreign languages, especially English, greatly simplifies the life of its speakers. In business, advertising and marketing, knowledge of the English language is especially important.

REFERENCES:

1. Годін А.М. Маркетинг. Підручник для бакалаврів, 11-е вид. - М .: Дашков і К, 2014. 657 с.
2. Claude C. Hopkins. Scientific Advertising. 1923. 126p.
3. Rosser Reeves. The Reality of Advertising. 1961. 234p

Zubrytska Anastasia,
Department of Economics, Entrepreneurship and Marketing,
course III, group EK-20, specialty "Economics",
Cherkasy State Business-College,
Cherkasy, Ukraine
Scientific supervisor: Ivanova Iryna,
PhD in Pedagogical Sciences, Associate Professor,
Cherkasy State Business-College

FOSTERING CONFIDENCE WHEN SPEAKING IN PUBLIC IN ENGLISH

The ability to speak in public is especially important for a modern business person. Eloquence has long been considered perhaps the most important manifestation of human natural talent. Even the most experienced speakers tend to be nervous, worried, anxious. Therefore, our research topic is relevant for combating nervousness during a public speech.

The representatives of different sciences have investigated issues of self-confidence in public speaking and glossophobia. It is explained by the fact that the notion falls under the category of psychiatry, psychology, medicine, management, education, etc. In terms of our research, it is the intersection of psychology, education and human resource management. T. Butenko, D. Carnegie, N. Konovich, A. Marinho, F. Raja, M. Rifati, N. Suleniova etc. contributed to the development of this topic.

The purpose of our research is to outline the main ways of fostering confidence when delivering presentations in public.

Regardless of age, article or type of activity, most people are afraid of public speaking. Back in 1973, the British edition of the Sunday Times published the results of the survey, according to which 41% of respondents called the fear of public speaking the strongest [1].

Unfortunately, no statistical studies have been conducted in Ukraine on fear of public speaking and glossophobia. However, such studies were conducted by scientists from the United States. The results show that 7% of the US population is afraid to speak in public. A distinction was made between men and women. For comparison, the same study was conducted in Sweden. The results are shown in table 1[2]. Different data can be seen in different states, in different areas, in different demographics, but these data are taken from across the country. Therefore, almost 7% of the US male population and 9% of the female population are afraid of public speaking. However, in Sweden we see completely different data, where 12% of men and 18% of women have glossophobia. Therefore, we can say that the presence of fear depends on the gender and place of residence. In Ukraine, the data may differ significantly compared with the other countries.

Table 1

Fear of public speaking among men and women

	USA	SWEDEN
Male	6.6%	12.2%
Female	9.1%	18.5%
Total	7.9%	15.6%

This fear negatively effects the career. Glossophobia effects wages, success of college graduation, and promotion to management. So, people need to deal with it to have more career opportunities. Hundreds of sites that teach how to deal with it are available on the Internet. We have made a list of most popular advice. We have explored 15 sites of foreign and domestic authors who give advice on how to deal with the fear of public speaking. The results are shown in figure 1.

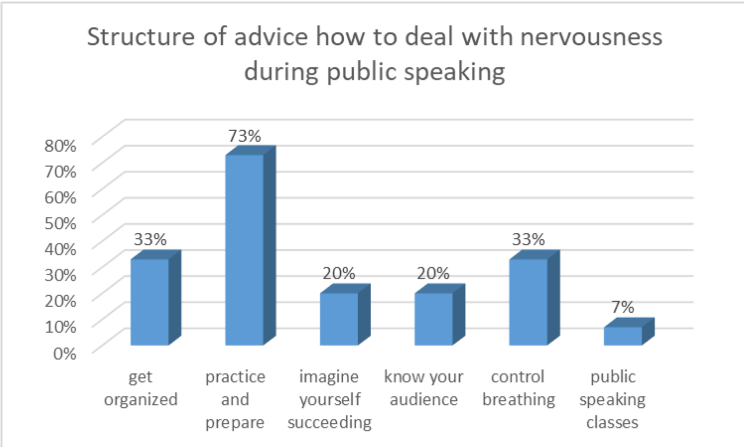


Figure 1. Most popular advice on dealing with fear of public speaking

Source: made by the author

As we can see, the most common advice is practice and preparation. Rather than trembling and getting nervous, it is better to revise your report. Remember that no one understands your topic better than you do. After all, you have been preparing for a long time; you have studied the material well. Two tips occupy the second place: get organized and control your breathing while performing. When a person is worried, his pectoral muscles tighten and less oxygen is supplied to the lungs. Because of this, the voice changes. It can become squeaky or, conversely, hoarse. Try to breathe deeply and freely. This will help your voice and reduce excitement. Then we need to analyze our future audience, the facts how people react to some joke or how they listen. Before we go onto the stage, imagine that you do your performance successfully. The rarest advice we have come across is to attend courses that will help fight fear.

Having analyzed the sources, we have worked out a list of advice that can help to deal with fear of public speaking. They are:

- Preparation. It is the most important thing, because if you are confident of what you want to say, nothing can interrupt you. So, you need know your speech well, to get rid of nervousness.
- Rehearse. It is expedient to rehearse on the stage where you will deliver your presentation. However, if you do not have such an opportunity, you can do it in front of the mirror; also, you can ask your friends or family to listen to you.
- Attending other speeches. You can learn doing so. Analyze their tricks, but also, you can analyze your future audience.
- Doing exercise. Exercise a day before your presentation to boost endorphins, which will help dealing with nervousness.
- Practice. With experience, your nervousness will gradually disappear.

Consequently, the fear of public speaking is the strongest and affects not only everyday life, but also the career as a whole. Therefore, it is necessary to overcome it. Coping with such deep problems and fears requires well-thought-out comprehensive measures, such as rearranging the learning process, in which project defense or analysis of works in front of the classroom will take a prominent place. The suggested tips will help to alleviate certain aspects of the problem, but only regular practice will help to overcome it completely.

REFERENCES:

1. Поради, які допоможуть вам поліпшити публічні виступи на роботі. URL: https://hurma.work/blog/7-porad-yaki-dopomozhut-vam-polipshiti-publichni-vistupi-na-roboti/
2. Unbelievable “Fear of Public Speaking” Statistics. URL: https://magneticspeaking.com/7-unbelievable-fear-of-public-speaking-statistics/

Ibrahimova Nurana,
Faculty of Trade and Marketing,
Course III, group 1, specialty “Philology”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Kolot Lyubov, Senior Lecturer
at the Department of Foreign Philology and Translation, KNUTE

THE ROLE OF FOREIGN LANGUAGES IN THE MODERN LIFE

Good knowledge of foreign languages is the key to success in today's world, where communication and the processing of vast amounts of information is becoming increasingly important. Interest in the study of languages is traditionally great, because to paraphrase a well-known expression, we can safely say that those who speak languages own the world. Knowledge of the languages allows us to develop business through active cooperation with foreign partners. It also gives us an opportunity for career growth at work. An employee who is fluent in languages can often be sent on business trips abroad. This has many advantages, especially in increasing the salary.

I`m sure that everyone wants to be successful and happy in business. And in this case knowledge of foreign languages can help. Firstly, it is additional knowledge and secondly, employers are willing to hire a specialist who speaks a foreign language. However, this is not the most important thing. The main point is the opportunity to communicate with people around the world. It increases horizons and worldview of the person. As for me, I will be happy to have such a chance to get acquainted with new cultures and mentalities.

In general, a person who speaks languages is a well-rounded person, has better abilities to learn something new, is freer and more confident in communicating with people. An old saying goes, "As many languages as you know, so many times you are a human." That is, the more languages you know today, better for you.

Many companies have international offices that sell their products abroad and have their own equipment to manufacture the product in other countries. Such companies prefer multilateral workers who speak other languages and are guided by different cultural expectations. So, if you speak a second language, you may be repulsed by job offers! For example, English is the official language of international business and trade, Internet and technology, science and the arts. If we visit different offices, companies, government organizations, or even engineering companies, we will see the importance of the English language. 80% of the business language space is occupied by it. Any large company will hire professional staff after learning whether they are fluent in English. Of course, organizations that want to work on the international level, consider their staff be well-educated. Each of us also faced with English in communication with partners at work or on the vacation. German is the language of technology and finance. Demand for it has grown significantly over the last five years, with many German partners and investors. Intensively imported goods from Germany, such as furniture, electronics, cars. Therefore, companies need people who can communicate with these importers. Knowledge of the German language is also welcome in the offices of German banks. French is the official or administrative language in various communities and organizations (European Union, UN). Expanding the sphere of influence of the French language is one of the main tasks of the Alliance Francaise, which has more than a thousand offices in all parts of the world.

After all, every language is a key that opens the door to something of its own, to something new. Some languages can be compared to the engine of progress. They allow individuals to develop because they directly affect success. The importance of this factor cannot be overestimated.

If you pay enough attention and time to learning a language, to master it at a high enough level, you can count on improving the quality of your work, completely different working conditions. There are many companies which pay special attention to the language skills of the people looking for work. Therefore, the school of learning foreign languages can be for many people a real springboard for further development.

Today, knowledge of foreign languages is, above all, the key to success and new opportunities that open up to everyone and make our physical and spiritual world much brighter and more interesting. In the context of globalization processes taking place in modern world society, is simply a necessary component of the professional activity of a specialist of any level in any field. So, knowledge of foreign languages today is just a vital necessity, realizing which more and more people began to learn foreign languages.

REFERENCES:

1. Ященко Ю.В. Сутнісний зміст формування іншомовної комунікативної компетентності у студентів ВНЗ /Ю.В. Ященко / Вісник Черкаського національного університету імені Богдана Хмельницького. – Серія : педагогічні науки. – Черкаси, 2009. – Вип. 149. – С. 57-59
2. Безкоровайна О.В. Актуальні аспекти комунікативної компетенції студентів ВНЗ / О.В. Безкоровайна, Л.В. Мороз // Наукові записки. – Серія : філологічна. – Острог : Вид. нац. унів. «Острозька академія». – Вип. 25. – 2012. – С. 142-145.
3. Commission Working Document. Report on the implementation of the Action Plan „Promoting language learning and linguistic diversity" – Режим доступу: http://ec.europa.eu/education/policies/lang/doc/com554_en.pdf.
4. http://www.dut.edu.ua/ua/news-1-593-6418-profesiyna-angliyska-mova-%E2%80%93-mova-kareri-ta-biznesu_kafedra-menedzhmentu

Ivanysh Valentyna,
Faculty of Restaurant, Hotel and Tourism Business,
course III, group 13, specialty "Tourism",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor:Yuvkovetska Yuliya,
PhD in Philosophy, Associate Professor at the Department of Foreign Philology and Translation, KNUTE

THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF MODERN STARTUPS.

Learning foreign languages has long been more than a prestigious hobby, it has become a necessity for every educated person of the XXI century. We learn foreign languages at school, university and even at work. Often employers send their employees to courses to improve their knowledge of a foreign language. For a long time, the most common language for study was English, because it is an international language spoken by the whole world, but today all over the world are actively learning German, Italian, French, Chinese.

Knowledge of at least two foreign languages opens up many opportunities for young people to develop and find their vocation. Employers consider such employees valuable to the company. But it is equally important to have this skill to create your own business. To create something unusual: a service, a platform or a new concept of something means to create a startup.

This is what modern media call a young business that has great prospects in the future. Startups are quite popular in the US and Europe. There are whole fairs where young businessmen can demonstrate their ideas, and sponsors can find where to invest their money. It's hard to believe, but such well-known projects as Facebook, Oculus, Twitter, Twitch and even Instagram were once small startups.

To create your own profitable business, you need to have a good idea, you need to understand that to promote the business you need to make it accessible to all. This applies to online services, applications and platforms. In order for them to function worldwide, it must be developed according to the cultural and linguistic rules of different countries. This requires active learning of foreign languages.

Across Europe, many investors are organizing startup hubs that provide all the necessary infrastructure to operate. Such hubs are the cities of London, Berlin, Paris, Tel Aviv. This is a great chance for young talents to show themselves, their idea and possibly find an investor for their own business. But for all this you need to know foreign languages. In most cases, such activities require knowledge of English or German. This criterion may vary depending on the country of the organizer.

The leading American business magazine, Forbes, has published an article on the utmost importance of the knowledge of foreign languages for achieving successful results in business.The experts from the American Committee of Economic Development (CED) state that the U.S.A. lose more than 2 million dollars of profits a year due to language misunderstandings between the representatives of different companies. It is therefore obvious that for successful international business results, an efficient communication with international clients is necessary.[1]

Around 80% of the business leaders agree that their business would benefit significantly if the employees improved their language skills. The Great Britain is by far more advanced on this matter: This country not only promotes language learning, it also provides a detailed study of the languages that lead to improving profits. At the end of last year, the British Council has published the report “Languages for the Future”, which contains the list of the most important languages for international business relations in the years to come. Among the listed languages, the following stand out: Spanish, Arabian, French, Chinese, German, Portuguese, Italian, Russian, Turkish, and Japanese language [1].

According to the Ukrainian Venture and Private Equity Association, in 2019 the largest amount and the largest number of transactions were received by software startups: $ 272 million and 18 transactions (Appendix 1). In second place - online services, in third place - "hardware". Analyzing these data, we can conclude that the most successful business ideas are related to computer technology, which means that without knowledge of foreign languages can not do [2].

Thus, it is impossible to overestimate the importance of foreign languages in the life of modern man. They accompany us at home, at work, in relationships with people. But when it comes to our successful future, the role of foreign languages grows several times over. This skill can be a ticket to starting your own profitable business or even creating something legendary. So why take such a chance? Learning foreign languages is the key to success.

REFERENCES:

1. Wonderfulworld. The importance of foreign languages in bussines success. URL: http://wonderfulworld.rs/en/importance-of-foreign-languages-for-business-success
2. Ukrainian Venture Capital and Private Equity Overview 2019. URL: http://www.uvca.eu/en

Lahoda Liliia, Zadorozhnii Edward,
Faculty of Software Engineering,
course III, group 1P-18, specialty “Software Engineering”,
Cherkasy State Business-College
Cherkasy, Ukraine
Scientific supervisor: Ivanova Iryna, PhD in Pedagogics,
Associate Professor of the Department of Economics, Entrepreneurship and Marketing

ENGLISH ABBREVIATIONS USED IN THE PROCESS OF INFORMATION TECHNOLOGY PRODUCT DEVELOPMENT

We are living at the time of rapid changes that touch upon different spheres of life. Acceleration is observed in everything people deal with including the language. The use of abbreviations in any modern language is also substantiated by acceleration. They are of special importance for the language meant for specific purposes as they help to apply difficult terminology easily and fast. This fact contributes to the wide use of abbreviations in the sphere of information technologies. It can be proved by a very simple example. How often is IT used instead of Information Technologies? The latter is longer, that is why most professionals and non-professionals use the acronym. We have made an experiment and figured out that pronunciation of the phrase “Information Technologies” takes 2 seconds on the average while “IT” is said only for 0.7 seconds. The problem is that it works only if a person knows the meaning of this abbreviation.

Many domestic and foreign researchers have explored abbreviated lingual units (I. Arnold, O. Bondarenko, Yu. Gorshunov, V. Deyneka, D. Sheremet, etc.) They have studied both general and specific issues of the use, formation and interpretation of abbreviations. However, the sphere of IT product development has not been investigated yet.

The purpose of our research is to point out and analyze the most frequent English abbreviations used in the process of IT product development.

An abbreviation (derived from Latin brevis, meaning short) is defined as a shortened form of a word or phrase, by any method. It may consist of a group of letters, or words taken from the full version of the word or phrase. Different types of abbreviations such as acronyms, initialisms, contractions and crasis share some semantic and phonetic functions, and all four are connected by the term “abbreviation” in loose parlance [1].

The content analysis of the issue enabled us to outline the functions abbreviations perform in the language:

- compression that helps to avoid long words and phrases;
- nomination that names new notions and phenomena
- communication that helps to converse quicker, sound more professionally, etc.;
- cognition that helps to acquire knowledge and understanding of the job.

It is important to know abbreviations in any sphere of life because everything is improving fast and new definitions are being made every day. Every developer should know basic abbreviations from her/his field, professionals should know as much as possible to understand professional information better and communicate with others effectively.

Such type of speaking simplification is popular. List of commonly used terms as IT acronyms and abbreviations contains 48 points [2], and it is just about the field in general, but if one looks into different directions of IT, the list will be expanded by several times.

We have analyzed five sites [3, 4, 5, 6, 7] with different topics of articles. To make the obtained results more representative we have analyzed the sites of five various companies (Microsoft, Hackernoon, Habr, Medium, Bezkoder).

Frequency of using different types of abbreviations in the articles is shown in Figure 1.

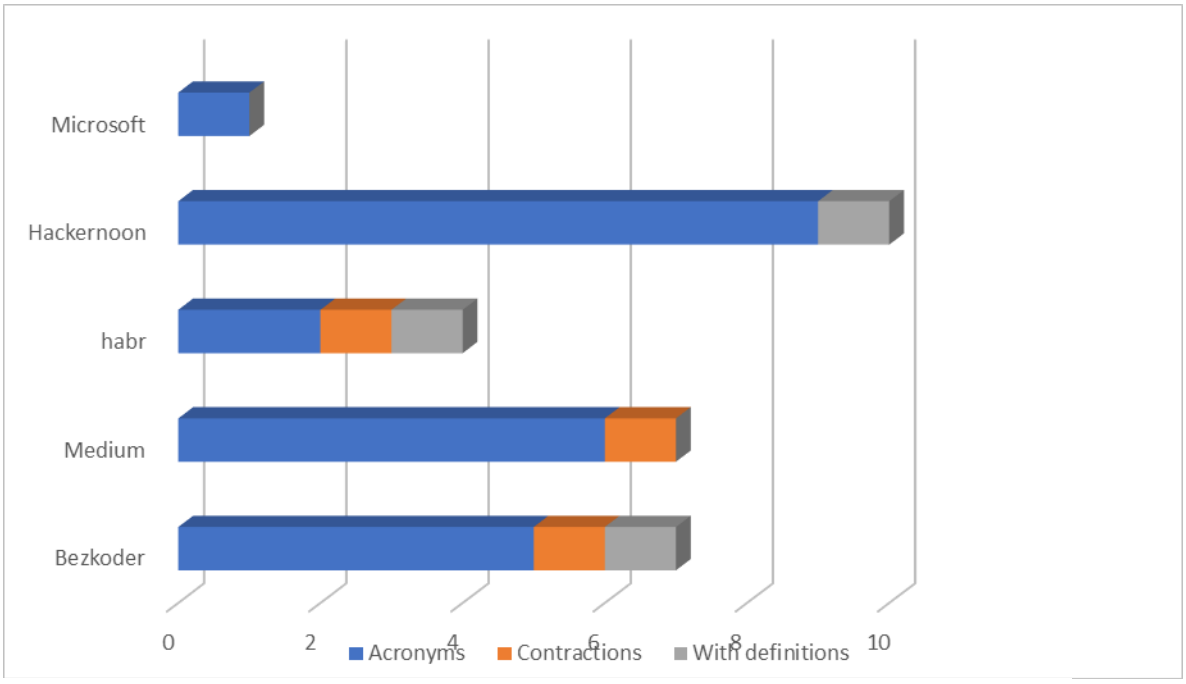


Fig.1. Frequency of using different types of abbreviations in the articles of five sites

Source: built by the authors on the basis of the research data

The analysis shows that some authors are using both full descriptions of the notions and their abbreviations in one article, while other texts do not write the meaning of abbreviations. The number of abbreviations depends on the type and topic of the article. As we can see from the bar chart, acronyms and contractions are most popular among IT professionals.

However, there are a lot of commonly-known acronyms in all the analyzed articles. After analyzing the articles, we can identify the most popular acronyms that are often used in IT product development and in communication among IT professionals. They are ARIA (Accessible Rich Internet Applications). API (Application Programming Interface). CDN (Content Delivery Network). DOM (Document Object Model). IDE (Integrated Development Environment). REGEX (Regular Expression). JSON (JavaScript Object Notation). Some of them are read as individual letters; others have fully assimilated into the language and are pronounced as words.

The most interesting thing about abbreviations is their assimilation in the Ukrainian language. Some of them sound the same way as in the original, but, unfortunately, most are twisted. Therefore, it may be a problem for international developers to speak with Ukrainian coders. Of course, professionals speak correctly, but there might happen some situations that can lead to misunderstanding just because of the habit to speak in special way.

Thus, we can conclude that abbreviations are a natural phenomenon in the development of any language substantiated by the changes in the society and the transformations within the lingual system. They help to make the process of professional communication more effective. Their existence is believed to prove the topicality of the notions they represent. Different types of abbreviations are used in the process of developing IT products. Acronyms are most frequently met on professional sites, contractions occupy the second place. Further research can be conducted on the issues related to the assimilation of English abbreviations in the Ukrainian language as well as the use of contracted abbreviations.

REFERENCES:

1. Abbreviation URL: https://en.wikipedia.org/wiki/Abbreviation
2. Abbreviations – IT Terms URL: https://www.tutorialspoint.com/abbreviations/abbreviations_it.htm
3. https://bezkoder.com/node-js-mongodb-auth-jwt/
4. https://medium.com/devopsturkiye/relation-between-kubernetes-and-devops-a45751c08586
5. https://habr.com/en/post/552188/
6. https://hackernoon.com/why-you-should-be-developing-on-the-command-line-e3353bbdaf51
7. https://docs.microsoft.com/en-us/visualstudio/ide/solutions-and-projects-in-visual-studio?view=vs-2019

Lytvynov Oleksandr,
Faculty of Trade and Marketing,
course I, group 14, specialty "Marketing",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zatserkovnyi Oleh,
Senior lecturer of the Department of Modern European Languages, KNUTE

ASSIMILATION OF BRITISH-AMERICAN BORROWINGS IN THE LANGUAGE OF MODERN MARKETING

Our fast changing world, global transformations and constant expansion of international contacts in all fields of human activity lead to enriching local languages with lexical borrowings. This process affects all languages, dialects, and jargons to different degrees and ways since the communities who speak those languages do not function in isolation [1]. Modern marketing environment is not an exception. Current changes are sure to influence the lingual content of different countries including Ukraine. A number of new words have incorporated into it due to the international marketing activities.

Collins Advanced English Dictionary defines the term as something such as a word or an idea that someone has taken from another language or from another person's work and used in their own language or work [2].

Lexical borrowing occurs when the lexis of donor language influences the lexis of receiving language with the effect on vocabulary by acquiring a new word form or word meaning or both [4].

Domestic and foreign researchers such as B. Azniuk, B. Hansen, K. Gibson, O. Ptreyshyn, T. Kuyak, etc. have studied the issues related to borrowings. They focus on the interaction of different languages as well as on anglicisms.

The purpose of our research is to investigate the vocabulary of modern marketing, analyze and classify British and American borrowings used most frequently in this field. All the resources of our research are online as they represent the current trends of marketing.

Most borrowings come to our language together with the phenomena they represent. The examples of such denotative borrowings are landing – лендинг, conversion – конверсія, marketing mix – маркетинг мікс, chat bot – чат бот, start-up – стартап, hashtag – хеш тег, multimedia – мультимедіа, podcast – подкаст, widget – віджет тощо. However, there are many borrowings that have connotative meaning, the ones that already have their Ukrainian names, for example, mass media – мас медіа (засоби масової інформації), leasing – лізинг (оренда), digest -дайджест (збірник матеріалів), traffic – поток, рух.

Most often, the word is borrowed only with one meaning. As an example, we will show the word "default". According to Cambridge Dictionary, its first meaning is the thing that exists or happens if you do not change it intentionally by performing an action [3]. However, it was borrowed into Ukrainian meaning a failure to do something, such as pay a debt, that you legally have to do (невиконання обов'язків, невиплата). Another example is the word "smart" in the combination "smart technology" The same dictionary defines smart as having a clean, tidy, and stylish appearance as its first meaning. In marketing, it is used in the meaning as uses computers to make it work so that it is able to act in an independent way [5].

Some borrowings have been assimilated in the Ukrainian language so successfully that they are used as derivatives to form new words, for instance, експортоспроможність, лізингодавець, etc.

Unsteadiness of the graphic presentation of the word can be the evidence that the word has a week degree of assimilation because of its short-term existence in the recipient language. It is manifested in the use of English letters in the Ukrainian word, for example, SEO просування сайту (Search Engine Optimization), E-mail маркетинг, push повідомлення в браузері, технологія push, digital маркетолог, SMM фахівець.

There are some borrowings in Ukrainian that are used in the other languages as well. It means that they have become international words (Table 1)

Table 1

International words borrowed from English

Ukrainian	***English***	***German***
маркетинг	marketing	Das Marketing
тариф	tariff	der Tarif
блог	blog	das Blog
імідж	image	das Image
лояльність	loyalty	die Loyalität
продукт	product	das Produkt
упаковка	packing	die Verpackung
асортимент	assortment	Das Sortiment

Quick spread of information and the trend to brevity have resulted in borrowing and wide use of British-American abbreviations in the modern language of marketing. Most of them are poorly assimilated though they are widely used and well-known by professionals in this field. They require students' special attention when preparing to work in this area of human activity. In our opinion, their popularity can be substantiated by a number of reasons. Firstly, they are easier to remember than their long Ukrainian equivalents. We will call it the aspect of memorizing. Secondly, they are believed to sound smart showing the level of professionalism. It is a psychological aspect. Thirdly, there is no need to give any expanded explanation in the Ukrainian language. It is a pragmatic aspect.

The analysis of the Internet resources gives us grounds to say that clippings, initials and acronyms are the types of abbreviations used in Ukrainian as borrowings. The most frequent ones appear to be acronyms. Table 2 illustrates the most frequently used borrowed abbreviations.

Table 2

Most frequent borrowed abbreviations

Clippings	***Initials***	***Acronyms***
Тег (hashtag)	PR -менеджер (public relations)	SWOT – аналіз (Strengths, Weaknesses,

Ап (application)	SMM маркетинг (social media marketing) PPC фахівець (price per click) CPT формула (cost per thousand)	Opportunities, Threats) Формула AIDA (Attention, Interest, Desire, Action)

To sum it up, we can make a conclusion that the language is not a steady phenomenon. It is dynamic and is constantly developing. It tends to move, change, expand and improve using various means and sources. This trend looks rather natural, logical and inevitable in the era of integration. To feel at ease, we should always keep up with the time in everything including professional language.

REFERENCES:

1. Bielenia-Grajewska M. Linguistic Borrowing in the English Language of Economics. URL: https://journals.openedition.org/lexis/643
2. Collins Dictionary URL: https://www.collinsdictionary.com/dictionary/english/borrowing
3. Default Cambridge Dictionary URL: https://dictionary.cambridge.org/ru/словарь/английский/default
4. Dr Jumah Yousif Qreshat The history of loan words in English and its impact on the English Lexicon URL: http://www.jcreview.com/fulltext/197-1577637305.pdf
5. Smart Cambridge Dictionary URL: https://dictionary.cambridge.org/ru/словарь/английский/smart

Makarova Hanna,
Faculty of International Trade and Law,
course II, group 4, speciality "Management of Foreign Economic Activity",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zaitseva Iryna, Doctor of Philosophy in Pedagogy, Associate Professor at the Department of Foreign Philology and Translation, KNUTE

THE ANDVANTAGES AND DISADVANTAGES OF FREELANCE LANGUAGE JOBS

In the modern world the importance of studying foreign languages has dramatically increased. On the one hand, the process of studying broadens horizons and enriches human life by providing a deep understanding of the culture, mentality and history of other countries. But on the other hand, this knowledge gives you a lot of opportunities, which can help you to find the job of your dream.

Nowadays, going into the office is becoming a thing of the past and people prefer doing their jobs remotely. Consequently, freelance has become very popular all over the world. As the results of a study commissioned by Upwork and Freelancers Union, in 2019 the number of freelancers in the United States reached 57 million, which is about 35% population, it is projected that by 2027 the number of freelancers will be 86.5 million. Ukraine got the fifth place in the world in terms of employment on digital platforms. If in 2011 the number of freelancers in Ukraine was about 9 thousand people, then in 2019 there are already 495 thousand people.

Freelancers are independent, highly qualified employees who are not in full-time organizations, but independently provide services to customers using communication technologies, their knowledge and skills. Freelancers are hired by other companies on a part time or short-term basis, but they do not receive the same compensation as full-time employees. But they can work with different clients at the same time and independently organize the working space and hours.

Freelancers and companies use some special Internet platforms, which are made for freelancing in order to find each other. The most common web-resources for freelancers in Ukraine are “Freelancehunt”, “Freelance”, “Weblancer”, “Upwork” and “Kabanchik”.

If you have a high level of language, a systematic approach to conduct research, and the capability to achieve the responsibility, you can get a language job in freelance. There are different types of freelance language jobs such as an online tutor, a content writer, a translator, an interpreter, a digital marketer, a blogger, a virtual assistant for language learners and so on. You can try and choose any of them, because it depends only on your preferences.

As for advantages of freelance. Firstly, it provides flexibility for work hours and allows freelancers to live wherever they want. There are only two things they need: the internet connection and personal computer. As a result, freelancers manage to work from any part of the Earth. So people are able to travel and be independent from requirements, that exist in work in the office.

Secondly, freelancers are in charge of their time and are able to choose the appropriate working hours: either morning or night shifts. The most important is to be able to finish tasks before the deadline (a time or day by which something must be done)

The third advantage is that they don`t need to waste precious time to get to the office and they can do their job staying at home, what is very convenient and useful, because you can organize a working space according to your needs and desires. Moreover, you are free from a dress-code.

Sometimes people complain and are unsatisfied with the tasks they have to do or their boss made them struggle with. In contrast, freelancers are free from obligations. They have an opportunity to choose which work they really like and whether they want to complete it or not. In addition, there is no need to report anyone. Freelancers are completely in charge of the result and possible mistakes. And the last big benefit is a high level of salary.

Let`s pay attention to disadvantages that may appear while working freelance. You don't receive benefits such as insurance, retirement funding, paid time off or sick leave. Moreover, freelancers have the responsibility of paying self-employment taxes, which is a very hard and demanding process. Then you should be very attentive choosing clients in order not to be deceived. Two more drawbacks are problems with motivation and overload, because you need to be an extremely organized person working without a team.

Freelancing is quickly evolving to become one of the primary sources of income for people across the globe, especially who works in language sphere. This is the most flexible way of working that offers a tremendous opportunity to countless industries.

REFERENES:

1. Грішнова О.А., Савченко О.О. «Фріланс: нові можливості і проблеми реалізації трудового потенціалу» // Економіка праці та проблеми зайнятості. – 2016
2. Солярчук Н. Ю. «ПОНЯТТЯ, ПЕРЕВАГИ ТА НЕДОЛІКИ ФРІЛАНСУ» // Національний університет Львівська політехніка
3. Electronic resource. – Mode of access : https://www.studyfrenchspanish.com/freelance-language-jobs/
4. Electronic resource. – Mode of access : https://www.upwork.com/i/freelancing-in-america/2019/
5. Electronic resource. – Mode of access : https://freelancehunt.com/blog/top-10-samykh-vostriebovannykh-profiessii-na-frilansie/
6. Electronic resource. – Mode of access : https://blog.payoneer.com/freelancers/industry-tips-fl/6-countries-capitals-freelancing/

Miroshnichenko Alina,
Department of Economics and Business,
course II, group TO-1-19, specialty "Tourism",
Kharkiv College of Trade and Economics KNUTE,
Kharkiv, Ukraine
Scientific supervisor: Skinder Nataliia,
lecturer of the Department of Tourism
and socio-humanitarian disciplines, KCTE KNUTE

THE ROLE OF FOREIGN LANGUAGES IN THE MODERN TOURISM BUSINESS

Very often students ask teachers why they should learn the language and many of them answer – to get a grade. This is true because most people study for "tick the box" to get a good certificate and then go to college or university, get a diploma and forget about foreign languages.

Meanwhile, foreign languages can open a direct path to success for us. So why is it really so important to learn foreign languages and what role do they play in the modern world?

Foreign languages play an important role in the life of an educated and ambitious person. They help to broaden our horizons, communicate with residents of other countries, join another's culture, climb the career ladder and look at the world in a new way. Nowadays foreign languages skills are not a luxury, but a means of career advancement. Even a small company needs specialists with knowledge of a foreign language or even more than one.

And if we want to get a career advance in time, we need to work with our "beginner" level. Any foreign language in terms of career – it's a higher salary and business trips abroad. And it is very nice to spend a couple of days in London, even at work. In addition, professionals with a knowledge of foreign languages have the opportunity to move to a foreign branch of the company, and this already affects the finances and prospects.

Today, foreign languages have become a necessary element in all spheres of human activity, from socio-economic, scientific, and technical agrarian to artistic and cultural. During the last decade, the sphere of the tourism and hospitality industry has been developing especially fast. Tourism is not only a way for people to learn about the world but also the most promising area of any country's economy, which contributes to the intensification of international contacts and the expansion of intercultural ties. However, not everything is so good in the labor market in this area, as both travel companies and the hospitality industry feel a great need for professionally trained, highly qualified tourism managers and other professionals stuff in the hotel and restaurant business, who would have good knowledge not only in management, tourism, and economics but also would have spoken fluently one or two foreign languages. It must be noted that language is an integral part of the human mind and, therefore, only the interaction of all mental structures and processes (perception, understanding, memory) ensures its functioning.

Given this, a professionally-oriented approach to teaching foreign languages is of particular importance, which involves the development of foreign language communication skills. For tourism professionals, the necessary conditions for successful professional activity are awareness of the peculiarities of the communication process, mastery of verbal and nonverbal communication techniques, communication strategies, and communicative competence, which includes the ability to use a foreign language to achieve professionally meaningful goals. By learning a foreign language, people gain knowledge about the history, culture, customs, and traditions of the country whose language is being studied.

Nowadays, our world is in a state of constant development. Every day we learn about new technologies, discoveries, and opportunities. Every day the world demands from us development and growth, so if we can't keep up with the times, we risk being crushed, because the world will not wait for those who do not have time and slow down the movement forward. Based on this, today almost no one will be surprised by the knowledge of one foreign language. Why? Because a modern intelligent person must know at least two or three foreign languages. In order to better understand each other and find a compromise in any matter faster.

Knowledge of several foreign languages is a very useful skill, especially for the tourism business because the industry is directly related to people, i.e. communication. In order to understand the customer's preferences, it is necessary not only to have information, and communication skills but also to know the language spoken by the potential buyer.

From all the above we can conclude that tourism is a field of human activity in which communication is the most important, so the practical knowledge of foreign languages, and especially several, is extremely important in the professional activities of future professionals in the tourism industry.

Knowledge of foreign languages is the key to success in today's world, where communication in foreign languages and the processing of vast amounts of information is becoming increasingly important. Interest in the study of languages is traditionally great because to paraphrase a well-known expression, we can safely say that those who speak languages own the world.

Petrenko Yelyzaveta,
Faculty of Restaurant, Hotel and Tourism Business,
course I, group 3, specialty "Hotel and Restaurant Management",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Tonkonog Iryna, candidate of Pedagogical Sciences,
Associate Professor of Foreign Philology and Translation, KNUTE

INNOVATIVE METHODS IN FOREIGN LANGUAGES TEACHING

At the present stage of development of methods of publishing foreign languages, special emphasis remains on new trends in the selection of methods that are focused on learning objectives - the formation of students' main features of language personality.

Today, among the traditional methods of teaching a foreign language are the so-called non-traditional methods, which appeared due to the growing need to master a foreign language. Such methods include: "Community" method, suggestive method, method of complete physical reaction, "silent" method.

The "community" method (the "counselor" method) was developed by the American psychologist Charles Curran. The method is based on a humanistic approach to learning and the psychological theory of "counselor", the essence of which is that people need the help of a counselor-psychologist, and his advice and participation are desirable in any kind of social activity, including education [4, p. 25].

The next modern method of teaching is suggestive learning (from the Latin suggesio – suggestion) – this is a relatively new system of learning that uses the means of suggestion for aducation purposes [4, p. 26].

Bulgarian psychiatrist G. Lozanov proposed a kind of technology of suggestive learning - purposeful suggestion based on relaxation (relaxation, reduction of tension) in a normal state of consciousness, which leads to the effect of hypermnesia (supermemory). The scientist created a kind of "concert" mood in his suggestopedic classes, turning to vivid images, facial expressions, music, and others. G. Lozanov's technology is based on certain principles: no cramming; training without fatigue; the basis of learning is the motivation and cognitive interest of students; conducting training in large blocks; complexity of tasks [2, p. 19].

The practical use of this learning technology has shown that each student is able to memorize much more information than during traditional learning. It should be noted that if this knowledge is not constantly used, they quickly disappear [4, p. 26].

Another innovative method is the method of complete physical reaction. It was developed by American researcher James Asher and is distributed in many countries around the world. This method is integrated with knowledge in the field of pedagogy, psychology, practice of foreign language speech and allows to carry out foreign language learning, focused on personal abilities and skills of students [4, p. 28].

The method of complete physical reaction is based on the coordination of speech and action: speech training is carried out through physical (motor) activity. The method is related to the theory of the trace of memory in psychology, according to which the more often and intensively fixed connections in memory, the stronger the associations and the greater the probability that they will be reproduced. Reproduction can occur verbally or in conjunction with motor activity. The combination of verbal and motor activity increases the effect of reproduction [3, p. 293].

The next method that EG Kashina considers unconventional is the "silent" method, which is based on a structural approach in linguistics and a humanistic orientation in psychology. The author of this method is G. Gateno [2, p. 20].

The name of the method reflects the author's idea that the initiative in the lesson should come from students whose language takes up most of the learning time, and the teacher should speak in the lesson as little as possible. Learning in silence, as opposed to repetition and reproduction by the teacher becomes a technique that promotes mental activity and concentration of students in the task

The application of the method of "quiet" learning has certain limitations, as it implies a high degree of interest of students and the presence of intrinsic motivation, which is not always realistic in a secondary school. The main method is simple language tasks in which the teacher simulates a word, expression, or sentence and causes the student to answer. The student continues to reproduce his own samples by comparing old and new information. At the same time pictures, "color words" and other means are used. Teacher participation is minimized. Answers to commands, questions and visual cues - this is the basis of classroom activities. Gategno sees the learning process as a process of personal growth, the growth of student awareness. Lack of correction and re-modeling of the teacher requires the student to develop self-correction. Lack of explanations helps students to make generalizations, come to their own conclusions and formulate the rules they need, they correct each other themselves [4, p. 28].

Exploring the topic of the diversity of methods of teaching a foreign language, I found that it is extremely deep and interesting. Various currents and directions were developed with the participation of leading scientists, linguists, psychologists, methodologists, and teachers. All the methods, techniques, approaches developed by them have made an invaluable contribution to the development of methods of teaching foreign languages.

REFERENCES:

1. References 1. Vitlin, J.L. Evolution of methods of teaching foreign languages in the twentieth century / JL Vitlin // *Foreign languages in school*. - 2001. - № 2. - p. 23.
2. Gaponova, SV Review of foreign methods of teaching foreign languages in the twentieth century. / SV Ga again // *Foreign languages*. - 2005. - №2. - P.18-22.
3. Georgian, IO Methods of teaching English in high school. / IO Georgian. - К .: *Радянська школа,* - 1948. - 345с.
4. Kashina, EG Traditions and innovations in the methodology of teaching a foreign language: textbook. Manual for students of philological faculties of universities / EG Kashina. - Самара: *Универсгрупп*, 2006. - 75 с.
5. Kotovska, A. The main trends of modern methods of teaching foreign languages / A. Kotovska // Ehglish. - 2011. - №17. - P. 4-7.
6. Nikolaeva, S. Yu. Methods of teaching foreign languages in secondary schools: Textbook. Type 2, ed. and processing. / S. Yu. Nikolaev. - К .: *Ленвіт,* - 2002. - 328 с.

Petelko Yuliana,
Faculty of Trade and Marketing,
Course IV, group 4, specialty “Philology”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Novokhatska Natalia, Candidate of Sciences in Philology,
Associate Professor at the Department of Foreign Philogy and Translation, KNUTE

PECULIARITIES OF ENGLISH-LANGUAGE SALES CONTRACTS AND THEIR TRANSLATION INTO UKRAINIAN

The accelerating globalization and Internet technologies have made it possible for small and medium companies to expand internationally. This has created an urgent need to draw up sales contracts. Since English is a global language of business communication, high-quality translation of sales contracts has been of crucial importance. This article discusses the findings of the comparative analysis of English-language and Ukrainian-language sales contracts carried out to identify their common features and differences on the lexical, grammatical and stylistic levels.

Sales contracts belong to a special genre of official documentation of legal nature which is completely different from all literary styles. It has very specific lexical, grammatical and syntactic characteristics, a rigid structure with a strict logical sequence of statements and a unique style which ensures absolute accuracy and adequacy of their understanding.

A sales contract is a legally binding agreement between a buyer and a seller [3, c. 5]. Translating sales contracts is a big challenge because the translation is about language and law. The task of a translator is to link together different legal systems through language and find linguistic and legal equivalence when translating from the source language (SL) into the target language (TL).

The comparative analysis has shown that English-language and Ukrainian-language sales contracts have similar stylistic characteristics, such as formality, standardization, consistency, conciseness, accuracy, clarity, impersonality, a neutral tone, absence of any emotional manifestations, and unambiguity of presentation.

The analysis has also revealed that texts of English-language sales contracts are more formal, complicated, hard-to-understand and “reader-unfriendly” than their translations in Ukrainian. They are written in legalese [3, c. 26], a written form of legal English, which dates back to the medieval period when legal language in England was a mix of Latin, French and English so that no matter what language lawyers spoke, they could understand it.

It has been found that on the lexical level, the texts of contracts in both languages share many similar characteristics, such as the use of legal, economic and technical terms (force majeure “форс-мажорні обставини”, definitive payment “остаточна виплата”, appertain “стосуватися”), clichés (unless otherwise provided “якщо інше не передбачено”), acronyms (OJSC Nexus “ВАТ Нексус”), words with strictly-defined meanings, which cannot be interpreted in any other way (a copy of the executed contract “примірник підписаного контракту”, shall become effective “набуває чинності”, term of Contract “термін дії Договору”).

It should also be noted that unlike their Ukrainian versions, modern English-language sales contracts employ many French and Latin terms (consignor “вантажовідправник”, inter alia “крім усього іншого”, de facto “фактично”), archaisms (herein “в цьому Договорі”, hereinafter referred to as “іменована надалі”, whereby “згідно якому“, aforementioned “вищезгаданий”) and doublets and triplets - phrases of words with identical meanings from different languages (null and void or null, void and of no effect “недійсний”; sole and exclusive “єдиний”; terms and conditions “умови (договору)”; cancel, annul and set aside “анулювати”).

One should mention that doublets and triplets are meant to add clarity, precision and subtle meanings to legal concepts and make them more persuasive. Yet another theory is in medieval England, lawyers who drafted legal documents were paid for every word, which lead to verbosity. Archaic doublets and triplets are not typical for the Ukrainian legal language. When rendering doublets and triplets into the TL, loan translation and omission can be used to avoid redundancy.

The analysis has also indicated that the texts of contracts in both languages have similar grammatical characteristics. Since the main function of a sales contract is to define rights and responsibilities of parties, certain grammatical verb forms help to perform this function (Passive Voice, if-clauses, modal verbs and expressions with the meaning of obligation) [2, c. 264]: e.g. “Payment shall be made in the amount of $18,000.00.” (“Оплата повинна бути здійснена / здійснюється в розмірі 18,000 доларів США.”) The archaic modal verb shall, not must, is used in source texts to impose obligations on contractual parties and is frequently translated by Present Indefinite Tense verb forms.

Furthermore, texts of contracts in both languages are also characterized by the absence of first- and second-person pronouns and the predominant use of nouns, verbal nouns, prepositions and prepositional phrases [1, c. 18] (at the instance of “за вимогою”, notwithstanding “незалежно від”, pursuant to “відповідно до”). Noun clusters are typical only for the English language though: e.g. “Payment discount terms are a 15 per cent discount if the total invoice is paid within 15 days.” (“Положення про надання знижки за достроковий платіж передбачає 15% знижку, якщо уся сума за накладною буде виплачена на протязі 15 днів.”)

Having analyzed English-language sales contracts and their translation into Ukrainian, we can conclude that sales contracts are formal, legally binding documents written in legal language based on centuries of legal traditions. When translating contracts from the SL into the TL, it is critical to consider not only language, but also, law because the language of contracts represents precise, scrupulously accurate, inflexible, stringent law which requires the use of words in their primary dictionary meanings to avoid any possible ambiguity and inadequate interpretation. The basic unit of translation can sometimes be seen as a whole paragraph. English-language sales contracts are written in a more formal and archaic language than their Ukrainian translations although they have many lexical and grammatical similarities. Knowing peculiarities in both languages can ensure the most accurate and adequate translation.

REFERENCES:

1. Adams K. Translating English Language Contracts. // ITI Bulletin. − Milton Keynes: ITI Bulletin, 2004. − P. 18.
2. Bazlik M., Ambrus P. Legal English and Its Grammatical Structure. Prague, 2009. − P. 264.
3. Beale H. Chitty on Contracts. 32nd Edition. − London: Sweet & Maxwell, 2016. − P. 3−26.

Rusnak Yaroslav,
course I, group TT-20,
Professional line “Food Technology”,
Chernivtsi High Commercial Specialized School of KNUTE,
Chernivtsi, Ukraine
Scientific supervisor: Martyniuk Veroniia,
PhD in Pedagogics, Associate Professor,
Chernivtsi High Commercial Specialized School, KNUTE

PROFESSIONAL COMMUNICATION VIA INTERACTIVE MULTILINGUAL CLUB IN A VET SCHOOL

The paper under review deals with the problem of a multilingual professional communication in a restaurant business environment. The novelty of the paper is clear: we explore innovative methods of preparing VET schools students for multilingual labour market in the European hospitality and tourism industry.

The problem is especially vital for the Ukrainian VET schools which are located just on the border with European countries. The topicality of the paper is evident. The VET school in question, namely Chernivtsi high school of commerce, is located in the city of Chernivtsi (Bukovina or Chernivtsi Oblast) which lies in the southwestern part of Ukraine, at the foothills of the Carpathian Mountains. Chernivtsi Oblast is bounded by the Republics of Moldova and Romania. Besides, it is in a five-hour trip from the Republic of Poland.

Historically, a considerable number of the population of Bukovina has been multilingual, i.e. fluent in Ukrainian, Romanian, German, Russian, Yiddish, and Polish. No wonder that students and teachers of Chernivtsi high school of commerce (*CHSC*) are either bilingual or multilingual. Some of them can easily communicate even in Italian or Spanish. Moreover, intensive cross-border cooperation with the European culinary professionals demonstrates the need in English, German and Lithuanian.

Our task is to identify interactive club's possibilities when developing multilingual professional communication in a restaurant business environment. The focus of our attention is an interactive multilingual club "FOH&BOH" that successfully functions in *CHSC*. The title of the club is a combination of two abbreviations: FOH stands for "front-of-house", and BOH is "back-of-house" in restaurant premises.

We consider a concept "club" as a group of students and their teachers who share a common purpose – to master EPP (English for professional purposes) in a professional setting of a VET school. In our case, the aim of the club is to develop professional communication skills for a multilingual restaurant business environment. Scholars state that "Professional communication refers to the oral, written, visual, and digital forms of delivering information in the context of a workplace" [2, 3]. That is why the strategy of the interactive multilingual club is to help a potential employee successfully function in a multilingual European restaurant business environment.

Professionals say that many common problems in restaurants business result from poor communication. To develop sufficient multilingual communication skills the members of the Club perform: a) international multilingual projects, like "IQ Cuisine" (Lithuania – Ukraine) [3]; b) interactive English-speaking projects, like "Professional Development and Communication" [3]. The Club actors take part in international professional contests (Kaunas, Izmir, Barcelona, etc.); participate in professional virtual HUBs (Chernivtsi, Kyiv, Dnipro, etc.); watch and discuss multilingual TV shows and films; attend online conferences and meetings; study and practice restaurant English; take English-speaking exams (Greenwich, Cambridge, Pearson, etc.)

A very important aspect is written multilingual communication. In the pandemic period written virtual professional communication gains the first place. That is why members of the club study and practice netiquette [5]. According to Brooks Ashly [1] "Netiquette is a combination of the words <u>net</u>work and <u>etiquette</u> and is defined as a set of rules for acceptable online behavior". Studying the netiquette, the club members follow Sykes Philip's [4] practical pieces of advice:

• Apply the same standards online as you would in public.

• Be respectful of other cultures.

• Be Responsive not Reactive.

• Do not tag other people without permission.

• Switch your mobile off in meetings and during social engagements.

• Do not answer texts/calls in company unless it is an emergency.

• Self-regulate your mobile phone and social media usage.

• Keep mobile phones off the dining table, etc.

Therefore, students' VET practice at Chernivtsi high school of commerce proves that to develop efficient multilingual communication skills it is worth training in an interactive club "FOH&BOH". Moreover, here they can obtain a proper language practice that is vitally important to make a competitive worker of the European hospitality and tourism industry.

REFERENCES:

1. Brooks Ashly, 10 Netiquette Guidelines Online Students Need to Know. Rasmussen University. 2019. URL: https://www.rasmussen.edu/student-experience/college-life/netiquette-guidelines-every-online-student-needs-to-know/
2. Faber Banton. Professional Identities: What Is Professional about Professional Communication? *Journal* of Business and Technical Communication. 2002, Volume: 16 issue: 3, page(s): 306-337.
3. Martynyuk V. Interdisciplinary aspect of teaching English for Specific Purposes via bilingual projects. Linguaculture. International Journal of the Iaşi Linguaculture Centre for (Inter)cultural and (Inter)lingual Research. 2020. #11 (1). P. 99-113.
4. Sykes Philip. Netiquette: a Guide to Digital Manners, 2018. URL: https://www.linkedin.com/pulse/netiquette-guide-digital-manners-philip-sykes/.
5. What is Netiquette? A Guide to Online Ethics and Etiquette. URL: https://www.webroot.com/us/en/resources/tips-articles/netiquette-and-online-ethics- .

Ryabokha Maryna,
Fakultät für Handel und Marketing,
Studienjahr III, Gruppe 1, Studiengang "Philologie",
Nationale Universität für Handel und Wirtschaft, Kyjiw,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Malynovska Iryna, Hochschullektorin des Lehrstuhls für Fremdphilologie und Übersetzung, KNUTE.

DEUTSCH ALS WIRTSCHAFTSSPRACHE

Die Tatsache, dass dem Deutschen als Wirtschaftssprache eine eigene Sektion eingeräumt wird, spricht für die gewachsene Bedeutung des Wirtschaftsdeutschen in den letzten Jahren. Die Gründe hierfür liegen klar auf der Hand: die zunehmende Internationalisierung der Wirtschaft, die Vollendung des europäischen Binnenmarktes und die wirtschaftspolitische Neuorientierung der osteuropäischen Länder. Das hat zu steigenden Anforderungen an Forschung und Lehre des

Sprachbereichs “Wirtschaftsdeutsch” im europäischen und außereuropäischen Raum geführt. Einige Schwerpunkte für die Diskussion sollen im folgenden skizziert werden.

1. Diskussionen zum Gegenstandsbereich des Wirtschaftsdeutschen machen Heterogenität und Vielschichtigkeit des Bereiches Wirtschaft deutlich. Wir verwenden den allgemeinen Begriff “Wirtschaftsdeutsch” und meinen damit sowohl die wirtschaftsbezogene Fachsprache im wissenschaftlich-theoretischen Bereich als auch die Berufssprachen in der Wirtschaft und die fachbezogene Umgangssprache bzw. fachexterne Kommunikation [1].

2. Mit der beschleunigten Internationalisierung der Wirtschaft und der wachsenden wirtschaftlichen Bedeutung der deutschsprachigen Länder rücken Forschungs- und Lehrgebiete des Wirtschaftsdeutschen in den Vordergrund. Beratung, Hilfe und verstärkte Geschäftskontakte von Wirtschaftsexperten und Geschäftsleuten aus den westeuropäischen Ländern, verlangen u. a. nach fach- und berufssprachlichen Glossaren des Wirtschaftsdeutschen als Grundlage für Übersetzungen bzw. Übertragungen von Fachbegriffen aus der Wirtschaft in die osteuropäischen Sprachen, die die Grundlagen für die Fachkompetenz der Anwender bei Verhandlungen auf dem Gebiet der Wirtschaft darstellen, aber auch zu ihrer Sprachkompetenz und damit zu kommunikativer Kompetenz führen. Ziel soll eine verbesserte Kommunikation in der deutschen Sprache sein, die Mißverständnisse ausschließt und somit eine größere Sicherheit und Effektivität in allen Formen und Bereichen der Kontakte gewährleistet [2].

3. Auch mit Blick auf den Fach- und Berufssprachenunterricht Wirtschaftsdeutsch wird nach wie vor das Problem fehlender Fachkompetenz vieler Sprachlehrer diskutiert, wobei, bezogen auf den Bereich Wirtschaft, häufig noch vorhandenes Grundlagenwissen erwartet wird, was bei anderen Fächern wie Medizin oder Technik nicht vorausgesetzt werden kann. Einigkeit besteht darin, dass der Fach- und Berufssprachenlehrer, der in den meisten Fällen ja zuallererst Sprachlehrer ist, versuchen sollte, sich in die Fachkunde des zu unterrichtenden Faches bzw. des Berufszweiges einzuarbeiten und die Beratung durch Fachwissenschaftler oder Fachkundelehrer und Praktiker zu suchen [3].

4. Wenn von Defiziten bei der Erforschung und Vermittlung des Wirtschaftsdeutschen gesprochen wird, so gehört dazu auch die mündliche Fachkommunikation. Zwar liegt eine Reihe von Materialien, die als Untersuchungskorpora gelten können, vor, aber ihre Auswertung im Sinne von Diskurs- oder Konversationsanalysen ist eher beschränkt. Erfolgversprechende Neuansätze zur diskursanalytischen Untersuchung von mündlichen Fachtexten des Wirtschaftsdeutschen stellen die Projektarbeit einer Forschungsgruppe “Deutsch-finnische Kulturunterschiede in der Wirtschaftskommunikation” und die Untersuchungen von Wildner-Bassett zur Didaktisierung von Gesprächsroutinen bzw. von Routineformeln auch aus dem Bereich des Wirtschaftsdeutschen dar [4]. Beide Untersuchungen bieten sprachliche Mittel für

die Kommunikation in der Fremdsprache Wirtschaftsdeutsch an, die aus authentischen Gesprächen entnommen wurden und Muster für den Spracherwerb bilden.

5. Wie es schon erwähnt wurde, ist die Nachfrage nach spezifischen Deutschkursen zur Ausbildung von Mitarbeitern ausländischer Firmen, die mit Unternehmen im deutschsprachigen Raum Kontakte haben, stetig im Wachsen begriffen. Dabei sind der Schriftverkehr und das Telefonieren nach wie vor von Bedeutung, da ein Großteil der Geschäfte über diese Kommunikationsformen abgewickelt wird. Aus dieser Tatsache erwachsen Anforderungen sowohl an die konfrontativ ausgerichtete sprachwissenschaftliche Erforschung dieser spezifischen schriftlichen und mündlichen Fachtextsorten als auch an die didaktisch-methodische Umsetzung der Resultate zur weiteren Entwicklung der deutschen Wirtschaftskorrespondenz. Hierzu gehören ebenso solche Textsorten schriftlicher Wirtschaftskommunikation wie Werbetexte, Unternehmenspräsentationen, Produktbeschreibungen, wobei das Text-Bild-Verhältnis und die Problematik des Übersetzens von besonderem Interesse sind. Die mündliche Wirtschaftskommunikation bei der Anbahnung und Abwicklung internationaler Geschäfte bezieht sich auf Kontaktsituationen, in denen die Textsorten Verhandlungsgespräche, Produktvorführungen, Verkaufsgespräche und Firmenvorstellungen im Mittelpunkt stehen. Daraus leiten sich spezifische Aufgaben an die Gestaltung des Wirtschaftsspracheunterrichts in der Fremdsprache Deutsch, an die Kursprogramme, das Kommunikationstraining und die interkulturellen Beratungs- und Trainingsprogramme ab. In der Diskussion werden Beiträge erwartet, die das breite Spektrum der Anforderungen des internationalen Wirtschaftsmanagements im kulturellen, sprachlichen und kommunikativen Rahmen behandeln [5].

REFERENCES:

1. J. Bolten, Fremdsprache Wirtsschaftsdeutsch: Bestandsaufnahme und Perspektiven, in Interkulturelle Wirtschaftskommunikation, S. 71-92
2. C. Fraas, Terminologiebetrachtung im Kontext der modernen Sprachwissenschaft, in: Beiträge zur Fachsprachenforschung. Sprache in Wissenschaft and Technik, Wirtschaft und Rechtswesen, S. 152-161
3. R. Ehnert/W. Hornung, Wie sollen Studiere des Fachs Deutsch als Fremdsprache auf ihre künftige Tätigkeit als Fachsprachenlehrer vorbeitet warden? Enfurt eines Teilcurriculums, in: Jahrbuch Deutsch als Fremdsprache S. 204-216
4. M.E. Wildner-Basset, Zur Didaktisierung von Gesprächroutinen und -strategien, in der Wirtsschaftskommunikation, S. 277-296
5. W. Weermann, Wie sieht die Lehrwerksituation im Bereich Wirtschaftsdeutsch aus? Welche Materialien sind bereits erschienen?, in: Zielspache Deutsch, S. 103-106

Safonova Kateryna,
Faculty of Restaurant, Hotel and Tourism Business,
course III, group 12, specialty "International Tourism",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Tryhub Inna, Senior Lecturer of the Department of Foreign Philology and Translation, KNUTE

.

THE IMPORTANCE OF USING FOREIGN LANGUAGES IN BUSINESS WAYS OF EVERY PERSON

Knowledge of foreign languages is the key to success in today's world, where communication in foreign languages and the processing of huge amounts of information is becoming increasingly important. An inspirational quote by Frank Smith says, “One language sets you in a corridor for life. Two languages open every door along the way”. That is, the more languages you know today, the better. After all, every language is a key that opens the door to something new.

For example, English is the official language of international business and trade, the Internet and technology, science and art. 80% of the business language space is occupied by it. Each of us is increasingly faced with it in communication with partners at work and on vacation. English is used in filling out questionnaires, resumes, business and private correspondence. Knowledge of English is no longer an amazing skill, but a necessity. Now it is taught in kindergartens, schools, universities, not to mention numerous courses and trainings.

German is the language of technology and finance. Demand for it has grown significantly over the last five years, with many German partners and investors. Intensively imported goods from Germany, such as furniture, electronics, cars. So, we need people who can communicate with these importers. Knowledge of the German language is also welcome at German bank offices.

French is the official or administrative language in various communities and organizations (European Union, UN). The number of people who are really able to communicate in French is about 200 million (according to data on the website of the French Academy, which regulates the French language) [2].

Chinese is another important language that you should know right now. About 879 million native speakers and 193 million people speak Chinese as a second language. With China's growing economy and purchasing power, language has become increasingly important for business.

Spanish is also not to be taken lightly. Spanish is the native language of 436 million people and is the main language in Argentina, Colombia, Mexico, Venezuela, parts of the United States and Spain. The British Council report identifies Spanish as one of the languages of the future, making it an important business language [3].

Self-confidence and the ability to present oneself correctly are very important at any business meeting. If person is well-prepared in vocabulary, in language turns, standard for the sphere of communication, then he feels confident, and also causes respect in foreign business people.

In addition, we would like to mention such important aspects for business communication that you can master in business foreign language courses, such as perfect pronunciation, wide vocabulary, business communication skills and many others – all this will help you look at the height of foreigners.

Language is one of the most effective tools for successful career growth and doing international business [1].

Hiring foreign workers or learning multiple languages can open up many opportunities for your business. Not only will this make communication easier, but it will also help you better understand the cultural nuances of the market you are entering. Cultural awareness is very important when interacting with customers, and ignoring cultural differences can negatively impact your business.

But learning culture isn't the only benefit of knowing the language or hiring people to do it. It will help you adjust your sales and marketing strategy, find content, and understand overseas markets [3].

Thus, we clearly see that nowadays there are more and more people willing to know foreign languages. They understand the importance of studying them. They do not consider this desire only a tribute to fashion, but think about the benefits that knowledge of foreign languages gives to any cultural person. Learning any foreign language opens up new opportunities for us, makes our spiritual world richer. Knowing a foreign language, a person automatically moves to a higher social level, as he becomes a competitive candidate for a high-paying position. After all, as you know, prestigious organizations, as a rule, are either representatives of foreign companies, or have an active partnership with them. And there you can't do without knowledge of a foreign language! Foreign languages improve the quality of our lives in all its spheres.

REFERENCES:

1. ABC Центр. Англійська мова для кар'єри та бізнесу [Електронний ресурс] / ABC Центр – Режим доступу до ресурсу: https://osvita.ua/languages/articles/37261/.
2. Міжнародний клуб іноземних мов. Важливість вивчення мов [Електронний ресурс] / Міжнародний клуб іноземних мов. – 2020. – Режим доступу до ресурсу: http://clubinternational.com.ua/?p=233.
3. The importance of foreign languages for business. – 2019. – URL: https://www.foreigntongues.co.uk/the-importance-of-foreign-languages-for-business.

Todorova Domnikiia,
Faculty of Trade and Marketing,
course II, group 2, specialty "Philology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Vysotchenko Svitlana, Senior Lecturer
at the Department of Foreign Philology and Translation, KNUTE

THE ROLE OF FOREIGN LANGUAGES IN MODERN BUSINESS

One language sets you in a corridor for life. Two languages open every door along the way.

Frank Smith

Studying foreign languages has become the most important necessity of modern society in the light of dynamic globalization processes. Its importance is determined by the increase of international contacts in business, education, technological progress, scientific and technical cooperation and cultural exchange. So languages are ones that are included in the internationalization strategy.

Learning foreign languages, you can expect such prospects as studying at foreign schools and universities, business development through active cooperation with foreign partners and opportunities for career growth at your work. Studying at foreign institutions gives everybody a chance to be employed abroad. It's a great possibility to become an experienced specialist.

Knowledge of foreign languages is a key to significant success in today's society, where the processing of vast amounts of information is constantly becoming increasingly important. After all, those who know and speak foreign languages, own the whole world.

English is the official language of international business and trade, the Internet and technology, science and art. 80% of business language space is occupied by this language. Nowadays, trade has become more international than ever.

English is used in filling out questionnaires, resumes, business and private correspondence.

German is the language of technology and finance. Over the last years demand on it has grown significantly. There is a great amount of German partners and investors. Such goods as plumbing, furniture, electronic devices and cars are intensively imported from Germany. Knowledge of the German language is also needed and its necessity is constantly increasing.

Obviously, such languages as Japanese and Chinese are also quickly taking places in modern business world. China and Japan have become very important centers for the development of technology and science over the past few years.

Many oriental firms are opening branches in other countries and are looking for unimpeachable interpreters. It is worth taking into consideration that such interpreters are rarity.

Arabic is also gaining the importance in the world of business, as it is the official language of 28 different countries, including a large number of dynamic and growing economies in the Middle East and Africa. The Middle East is a fast-growing market with enthusiastic consumers. Moreover, Arabic is one of the first among the languages of the future.

To conclude, I would like to say that being able to speak at least one or two foreign languages, you will be in demand all your life.

REFERENCES:

1. Electronic resource. – Mode of access : https://helendoron.ua/top-languages/
2. Electronic resource. – Mode of access : http://www.dut.edu.ua/ua/news-1-525-4785-angliyska-—-mova-scho-naybilshe-vivchaetsya-u-sviti_kafedra-inozemnih-mov

DISCUSSION PLATFORM 6

Ahapitova Kristina,
Faculty of Trade and Marketing,
course I, group2, specialty "Philology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Kohan Olena, Senior Teacher
at the Department of Foreign Philology and Translation, KNUTE

THEORIES OF THE ORIGIN OF LANGUAGE

There are more than 7,000 languages in the world, the most common of which are: Chinese (995,000 speakers), Spanish (405,000 speakers), and English (360,000 native speakers). They are constantly developing and changing now. New words and phrases are being created. As a result, a lot of people have such questions like: "how did it all start?", "what was the first language in the world?" and "how have people started talking at all?".[5]

We are going to understand how and for what purpose people decided to talk and what influenced on the development of the language. The following hypotheses are trying to answer to these questions:[1, 3].

1) **The bow-wow theory**. According to this theory, language began with the imitation of the sounds of nature. People had started repeating the sounds of animals and screeching of birds and language was created in this way. This hypothesis was initiated by Democritus and Plato. In the 19th century it was supported by William Whitney.

2) **The pooh-pooh theory**. It claims that the first speech originated from involuntary and spontaneous cries of surprise, dislike, pain, hunger and other emotions. After it, these sounds became words . Epicureans of ancient Greece believed in this theory.

3) **The la-la theory.** This theory is to evoke certain feelings in the human mind with things from the outside world. People inadvertently pronounced sounds, which became the first words. It is also quite hard to believe in, because language could not be created by accident. This hypothesis was supported by *Gottfried* Wilhelm Leibniz, Friedrich Wilhelm Heinrich Alexander Freiherr von Humboldt and by Oleksandr Potebnya, Ukrainian linguist.

4) **The eureka theory.** The founder of this hypothesis – Diodorus Siculus assumed that people were similar to animals and had similar way of living and had pronounced sounds, which became the words than. People as if decided to create a language. This hypothesis is denied, because for reaching agreement people must have already known this language.

5) **The yo-he-ho theory.** It refers to the sudden appearance of words and sounds during the process of physical labour, what caused the language nascence. It was started by Ludwig Noiré and was supported by Karl Wilhelm Bücher.[4]

6) **The sign language theory.** This theory states that the first language had become a sign language and the voice language was created later. It was defended by the scientist Nikolai Marr. Another scientist Wilhelm Wundt believed that from the very beginning there were two languages - sign and sound languages.

7) **The Aquatic Ape hypothesis.** It was provided by Alister Hardy in 1960. This theory claims that the language was created during the evolution and the first living creatures who started talking were apes. The most majority of linguists tend to think that the language has divine origin, what is approved by monogenesis theory. [2]

8) **The theory of monogenesis.** According to this theory, all languages were developed from the one language. The theory of monogenesis was supported by Ukrainian linguist O. Melnychuk and now it is promoted by Kyiv linguist J.Mosenkis.

9) **The theory of polygenesis.** It describes, that there were several different centers of human origin, so there were several first languages.

10) **The hocus pocus theory.** This theory was proposed by C. George Boiree and others and claims that languages originated from magical and religious acts and other similar rituals that were performed by early humans. The founders of the theory said that the human race had been created by God and he gave us an opportunity to speak. Many linguists believe in this theory - Wilhelm Humboldt, Edward Sapir, Joseph Vendryes, Alexander Kamchatnov, Natalia Nikolina etc. [3]

Noam Chomsky is among the world's leading linguists and acknowledges that his field of expertise is home to some seemingly unsolvable mysteries; namely, where language came from and how. His theory is that a possible genetic mutation in one of our human ancestors gave them the ability to speak and understand language, which was passed on to their offspring. Because of the usefulness of this ability, Darwinist evolution meant that it became a dominant feature throughout humanity. [5]

There are a lot of different theories and thoughts concerning the origin of our language and everyone can choose what to believe in. The answer to the question of where and how human language evolved is that we may never have an answer. However, it remains a problem we will never get tired of trying to resolve.

REFERENCES:

1. Кочерган М.П. Вступ до мовознавства: Підручник для студентів філологічних спеціальностей вищих навчальних закладів. — К.: Видавничий центр "Академія", 2001. — 368 с.

2. The Aquatic Ape hypothesis//*Wikipedia: the free encyclopedia*./ URL: https://en.wikipedia.org/wiki/Aquatic_ape_hypothesis.

3. Dr. C. George Boeree. The Origins of Language. /URL: http://webspace.ship.edu/cgboer/langorigins.html.

4. Nordquist, Richard. "Five Theories on the Origins of Language." ThoughtCo. 2020./ URL https://www.thoughtco.com/where-does-language-come-from-1691015.

5. The origin of language: evolution's greatest mystery . *Language insight. 2019*/. URL: https://en.wikipedia.org/wiki/List_of_languages_by_number_of_native_speakers.

Borovyk Oksana,
Faculty of Trade and Marketing,
course IV, group 1, specialty "Philology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Diachuk Luidmyla, PhD in Philological Sciences,
Associate Professor at the Department of
Foreign Philology and Translation, KNUTE

PECULIARITIES OF TRANSLATING ENGLISH IDIOMATIC EXPRESSIONS INTO UKRAINIAN

The problem of defining the concept of "idiom", despite its rather long use in linguistic works, still has not been solved. The content and scope of the meaning of this item have not yet received a clear definition and they remain the subject of discussion. Moreover, different scholars define different classifications of ways to translate idiomatic expressions. Most of them coincide with each other, and some may have different names but the same essence.

Cambridge Idioms Dictionary defines idiom as “a group of words in a fixed order that have a particular meaning that is different from the meanings of each word on its own” [4].

Many native and foreign scholars have investigated different aspects of the phenomenon of phraseological units and the importance of phraseological units interpretation in the process of their translation into other languages (V. Vinogradov, A.Kunin, R. Zorivchak, M. Baker, I. Korunets, V. Karaban[2]).

Translating idioms is challenging for translators due to the cultural differences between a source language and a target language. In this regard, I. Korunets defined such ways of translation phraseological units: translation by choosing absolute equivalents, near equivalents, genuine idiomatic analogies, approximate analogies and descriptive translation [3].

The main way of translating of idiomatic expressions is the selection of ***absolute equivalents***. When using such correspondences, the whole set of values of the translated unit is preserved. In this case, the target language has a similar phraseological unit, which coincides in all respects with the original one, for example: *to play with fire – грати з вогнем.*

When there is no absolute equivalent, we can translate idioms by choosing ***near equivalent***. In this case, there are some differences in the meaning of expressions in source and target languages: *whip-and-carrot policy – політика батога та пряника.*

In the absence of an equivalent, it is necessary to choose in the target language idiomatic expression with the same figurative meaning based on another image. In this case the search for a ***genuine analogy*** helps to reproduce the main meaning of an idiom: *to have the ready tongue – за словом у кишеню не лізти; bear a dead horse – товкти воду в ступі*.

Some idiomatic expressions have no genuine analogy in the language of translation due to unclear origins and the absence of a similar phenomenon in the culture of the people. In this case, the translator can refer to the "***approximate analogy***", i.e. use an idiom that have differences at the structural-grammatical and component levels, but are similar at the semantic level. For example: *“to have one’s bread buttered for life” and Ukrainian “жити як сир в маслі”.* There is a common word “butter”, in Ukrainian expressed by a noun, in English by an adjective (buttered), and the word “to live”, expressed by a verb in Ukrainian, and in English by a noun (life). These idioms differ in their componential images. As for the subjective-evaluative connotation and emotional-expressive coloring, we can say that they coincide [1].

Descriptive translation of phraseological units does not convey the idiom in its original form, but is its interpretation, because there are many idiomatic expressions that have no equivalents in the language of translation. These can be explanations, comparisons, descriptions, interpretations - all methods that convey phraseological units in the clearest and most concise form, preserving their meaning. For example: *'Beg to differ' – схилятися до іншої точки зору.*

During the study, we were identifying common and differential features of the phraseological units and were trying to find out appropriate equivalents and methods of translation.

Thus, we can conclude that the translator must constantly develop the background knowledge, also identify correctly the idiom in the text and select only the lexical or semantic equivalent of idiomatic expression. The main task of the translator is to transfer the meaning, expressiveness and emotional color of the idiom into the target language, regardless of the chosen method.

REFERENCES:

1. Галинська, О. М. Фразеологічні еквіваленти і аналоги як засоби відтворення ФО на позначення суб'єктивної оцінки людини в українській та англійській мовах / О. М. Галинська // Науковий вісник кафедри ЮНЕСКО КНЛУ. – Київ, 2009. – Вип. 19. Серія "Філологія. Педагогіка. Психологія".
2. Карабан В.І. Теорія і практика перекладу з української мови на англійську мову - Вінниця: Нова кн., 2003. – с. 321-324, 336-343, 355-357.
3. Корунець І. В. Теорія і практика перекладу (аспектний переклад): Підручник. – Вінниця: Нова Книга, 2001. – 448 с.
4. Cambridge Dictionary. URL:https://dictionary.cambridge.org/dictionary/

Budnyk Veronika
Language advisor-Yarosh A.O
University of State Fiscal
Service of Ukraine, Irpin

EUROPEAN PRIORITIES FOR FOREIGN LANGUAGE STUDYING IN HIGHER EDUCATION INSTITUTIONS

Nowadays, knowledge of foreign languages opens up many opportunities and prospects for a person, both in studying and in the future. We all know that studying abroad is impossible without knowledge of a foreign language, especially English. Because this language is the most widely used and popular among the countries of the European Union. However, it should be noted that the more a person knows languages, the easier it is for her to find a common language with foreigners and avoid the language barrier.

This problem was studied by Ukrainian scientists on foreign language education in European member countries, namely: Bodnarchuk T. V., Redko V. G., Tadeieva M. I. and others. Important for us is the scientific work of O. Savchenko, who considers current trends in standardization of the content and priority of foreign languages, including in countries near and far abroad. The works of such American language didactics as K. Dvorakova, Z. Faklova and others are devoted to the tendencies of the development of foreign language education.

There is a global change in the understanding of the essence of higher education in general, its purposes, functions, place and priorities of language education in particular in a foreign educational context now. The most obvious reference point in higher education is the study of foreign languages, in particular English, as without them it is impossible to enter a master's degree, carry out external mobility, complete an internship abroad and in general, be a Euro-integrated applicant for higher education. However, the needs of the individual are largely considered and emphasized from the perspective of a globalizing society.

In turn, experts in the field of foreign language education argue that the need for a radical reform of the system and approach to language teaching with the reformatting of the purpose and content of teaching material for higher education depending on ethnic origin [1; 2, p.5-36]. Having received a certain level of foreign language during your studies, it will be much easier to realize your professional abilities not only in Ukraine, but also in the leading professional institutions of any European country. In addition, the level of pedagogical and professional skills of teachers who provide the study of this educational component is also important in the study of a foreign language.

The following main European priorities for improving foreign language studying should be identified:

- Continuous practice of the material studied and checking your level of knowledge by means of specialized tests;
- Attracting new technological resources, namely the Internet, distance learning programs, interactive methods of learning English;
- Development of special educational materials for different educational levels and directions;
- Providing greater weight to foreign language offers with a special purpose, taking into account the immediate needs of student;
- Stimulating and encouraging independent educational activity of students in the process of learning a foreign language;
- Creation of flexible curricula, according to which applicants for higher education would have the opportunity to specialize in one or two foreign languages in combination with studying their profiling direction;
- Introduction of new interactive methods.

The above guidelines direct the student's attention precisely to ensuring a high degree of flexibility in the development of training courses and programs, focusing on the most clearly defined needs of those involved in the study of foreign languages to ensure their proficiency in English in exactly the area that is most likely and necessary for each individual [3]. Also, the creation of textbooks for a specific professional specialty, the involvement and modernization of resource and technological support of the educational process, the formation of awareness, the need for continuous improvement of their foreign language competence throughout life and the extraordinary responsibility of language teachers to ensure quality implementation of certain guidelines [4, p.76-81].

We can note that at the moment, in general, the implemented changes and modernization of foreign language training courses in Ukrainian universities are consistent and correspond to European guidelines in this educational field. Thus, due to the autonomy of higher education institutions, specialized curricula are being developed in each university, focused on training specific groups of specialists and meeting, first of all, their professional needs for proficiency in foreign languages, in particular, deeper mastery of English. [5, p.30-35]. As a rule, the basis for the construction of curricula is the implementation of a competence-based approach in the education and training of a specialist, which provides a clear orientation to the formation of general competencies of the graduate and his professional competencies in the specialty, which, in turn, allows students to clearly understand the practical significance of proficiency in foreign languages in their professional sphere [6, p. 278-294].

Based on the above, it is worth noting that the awareness of the practical significance and usefulness of foreign language proficiency in the global globalization and professional context, as well as the development of Information Technologies, actualize the creation of attractive opportunities for learning foreign languages and the growth of the number of those who have a desire to master them not only while studying at the university, but also after graduation.

REFERENCES:

1. Globalization, modernity and language: new perspectives. LANGUAGES in education / EUNoM Report, September 2012. 62 p. URL: http://eunom.uoc.edu.
2. Williams G. Trends in European language education. Journal of language learning. 2013. Volume 41. Issue 1. P. 5–36.
3. Вишневський О. Коріння проблем у вивченні іноземних мов. Сучасна освіта. URL: http://osvita.ua/school/reform/53026.
4. Кузнецова О.Ю. Перспективи іншомовної освіти у вищих навчальних закладах в євроінтеграційному вимірі. Вісник Житомирського державного університету імені Івана Франка: наук. журнал. 2013. Вип. 6 (72). С. 76–81.
5. Панасенко Г., Акопян Т. Особливості професійно орієнтованого викладання іноземних мов студентам у немовних вищих навчальних закладах. Рідна школа. 2010. № 1-2. С. 30-35.

6. Попко І.А. Сучасні тенденції у викладанні іноземних мов у вищих навчальних закладах. Лінгвометодичні концепції викладання іноземних мов у немовних вищих навчальних закладах України: Зб. наукових статей учасників всеукр. наук.-практ. конф., Київ. 2003. С. 278-294.

Dubovytska Anastasiia,
Faculty of Trade and Marketing,
course IV, group 3, specialty "Philology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Diachuk Luidmyla,
PhD in Philological Sciences,
Associate Professor at the Department of
Foreign Philology and Translation, KNUTE

EXPRESSIVENESS OF ADVERTISING TEXT AND ITS REPRODUCTION IN THE UKRAINIAN TRANSLATION (ON THE MATERIAL OF TOURISM ADVERTISING)

Advertising is an integral part of modern life. It is almost impossible to name a field of activity that to some extent is not affected by advertising. Advertising is necessary to convey the information to the consumer about the product or service, and it also aims to attract customers. While influencing the consciousness of the consumer, it is extremely important to create a positive image, product, service, company, etc. Advertising in the tourism industry is the main engine in attracting customers. Today, each country is interested in the development of tourism, in creating a priority area that could be chosen not only by residents of this country but also tourists. Thus, there are a lot of tourism websites on the Internet that provide certain services for tourists.

Since the tourism business operates mainly on services, the advertising of these services on the Internet must be comprehensive and accurate, as well as in the translation. Currently, the translation of tourism advertising texts is in great demand as millions of people travel around the world every year. In addition, the pragmatic potential of advertising should be equal and equivalent in all languages because it represents the service through advertising. However, rendering the potential can be complicated due to translation issues: problems of translation of non-equivalent vocabulary, rendering phraseological units. The information is available in English and other languages - the first and main step in the dialogue with a potential foreign client. Therefore, a high-quality translation of tourism advertising is needed to impact the customer effectively. It is to convince the tourist that this particular company is their best choice. The main feature of publicistic text is the combination of factual information with the means of emotional influence.

Analysis of advertising translations in the tourism industry is relevant because the analysis and comparison of this kind of material are rarely performed in linguistics and translation studies. The theoretical background was formed on the basis of the scientific works by V. V. Koptilov, M. Baker, P. Newmark [2], A.V. Protchenko, G.M. Dann, T.V.Demidova, E. E. Anisimova, M.A. Davis, S. Berghe. A. Goddard [1], M. Osborn [3].

The object of our study was the expressiveness of the tourism advertising text and the subject of this research was the expressiveness of the advertising text and its reproduction in translation (on the material of tourism advertising).

To achieve this goal, the following task was set out: to analyze the phonetic, lexical, stylistic and syntactical means of expression of the English advertising texts in translation into Ukrainian. The material of the research was formed on the basis of the on-line tourism advertising texts of the travel companies.

The main language markers of tourism advertising texts are the following: the usage of various means of emotional expression such as (emotionally marked words, repetitions, parallel constructions, gradations); the usage of euphemisms and periphrasis and the manipulation of factual information.

Analyzing the tourism advertising texts and their translations, it can be noted that English-language versions of sites contain phonetic expressive means. Most of them are alliteration, assonance and anaphora. The first example contains alliteration, which is employed in advertising, so that slogans will stick in people's minds. The repetition of consonants is reproduced in Ukrainian translation too.

***T**our to **T**urkey !!! [4];*

*Виграй **Т**УР в **Т**уреччині !!!*

Lexical expressive means in tourism advertising texts are epithet, metaphor, comparison, simile and allusion. In many cases, translators are successful in rendering stylistic devices by means of an equivalent or literal translation. For example: *Teletskoye Lake is like a magnet, it attracts you [4] – Телецьке озеро, як магніт, притягує до себе.* By employing simile, we interpret the material world and evoke imagery of place in the memory. Sometimes it's not possible to find a similar equivalent in target language so the translator uses translation transformations to properly convey lexical expressive means. Most metaphors are fully translatable, less often through a replacement, addition, or omission. Among the lexical transformations, which are common in the translation of epithet, similes and allusions, there should be outlined the following: differentiation and concretization, generalization, and logical development.

The syntactical expressive means play an important role, because the stylistic devices of the statement can enhance the effect of influence. The following most frequently used grammatical forms and constructions may be found in advertising: imperatives, personal pronouns, rhetorical questions, exclamations:

Come and see for yourselves! Everything is wonderful and just for you! [4];

Приходьте і переконайтеся самі! Все найкраще і тільки для Вас!

While investigating the problem of advertising text expressiveness and its reproduction in the Ukrainian language, we have figured this out as a complex phenomenon. Moreover, the translation of the tourism advertising texts requires a primary careful and precise study of the original with the aim of understanding the author's viewpoint, with the further rendering it by means of the target language.

After having analyzed the ways of rendering the expressiveness of the advertising text on the material of tourism advertising, we can conclude that the greatest number of items was translated by means of an appropriate equivalent, literal translation, replacement of source language image, periphrasis and descriptive translation.

REFERENCES

1. Goddard A. The Language of Advertising./ A. Goddard.
2. Newmark P. The Translation of Metaphor. Approaches to Translation / P. Newmark. N.-Y.: Pergamon Press, 1998. 184 p.
3. Osborn M. Archetypal metaphor in rhetoric: The light-dark family / Quarterly Journal of Speech / M. Osborn. London: Routledg
4. Tripadvisor [Електронний ресурс]. URL: https://www.tripadvisor.co.uk/

Havrylko Kseniia,
Faculty of Trade and Marketing,
course IV, group 1, specialty "Philology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Academic supervisor: Diachuk Liudmyla,
Candidate of Philological Sciences,
Associate professor at the Department of
Foreign Philology and Translation, KNUTE

BRITISH SOCIO-POLITICAL REALIA: THE PECULARITIES OF TRANSLATION INTO UKRAINIAN LANGUAGE

Language is closely intertwined with the cultural worldview of people. Not only does the language describe and even define our identity, but it also is embedded in cultural practices, political outlook, and religious beliefs. The role of words is therefore crucial: language organizes and gives meaning to people's experiences. In other words, given that a language is tied to the culture and worldview of a group, it is central to that group's identity, for it defines the way a group perceives itself, the world, and its place in it.

Undoubtedly, one of the most important sources of information about people's worldviews is fiction. It is characterized by the presence of many words and expressions that reflect the extralingual reality and culture of the people - the so-called realia.

Realia are considered to be a linguistic phenomenon that, on the one hand, is universal in terms of its prevalence and presence in almost all languages of the world, and, on the other hand, is unique in terms of specific concepts and definitions that are pecualiar to a certain culture and language. Realia reflect the national and cultural identity of language at the lexical level, and name such concepts that are inherent only to this certain nation and are connected with its historical and geographical, socio-political, and other conditions of existence.

As a result of numerous attempts to analyze realia, many ways of their translation have been presented, but these culturally-marked language units still cause the greatest difficulties for translators. Therefore, the significance of the research in this area is determined by the need to solve practical problems of translation studies.

Furthermore, the study of realia as a category of translation studies is a key scientific problem since there is ever-present need to intensify the intercultural dialogue of nations by translating their publicistic literature. As Ukrainian and English media discourse have a significant nationally marked component, the study of the ways to reproduce ethnic coloring in translation becomes especially relevant.

Currently, there exist different classifications of realia by temporal, local, semantic, grammatical, phonetic and other characteristics. The most detailed is the classification of S. Vlahov and S. Florin by subject. Classification by subject covers all aspects of existence and life of a nation. These include geographical ("tornado", "prairie", "Bigfoot"), ethnographic ("drugstore", "rancho", "Indian summer") and socio-political ("province", "department", "The Tories", "The Whigs", "the Upper House") realia [1, c. 51]. As a linguistic phenomenon that is most closely linked to culture, realia respond quickly to all changes in the development of society. They most clearly show the closeness between language and culture: the emergence of new realities in material and spiritual life leads to the emergence of appropriate words in language.

The modern British language is characterized by a large number of linguistic realia, which reproduce the peculiarities of the mentality of the British people, the specifics of the history and culture of Great Britain.

When it comes to rendering British realia into Ukrainian language, there can be defined two radically opposite types of translation strategies - foreignisation and domestication:

- *foreignization* is based on retaining the culture-specific items of the original;
- *domestication* focuses on minimizing the strangeness if the foreign text for the target readers by introducing the common words used in the target language.

As put by Lawrence Venuti, using one of these two strategies, a translator can either "bring the author back home" or "send the reader abroad" [3]. The common foreignisation procedures are: transliteration, transcription and calque, whereas domesticating normally includes a descriptive way of translation or searching for analogues in the target language.

In the process of rendering British socio-political realia into Ukrainian language, a combined method is most frequently used - a combination of calque or transcription / transliteration techniques and providing explanations in the form of comments or footnotes. Such an approach can be seen in the following example from BBC News:

«He had been spending more time focusing on trying to rewire Whitehall - trying to increase the importance of science and data in government - hoping to be less involved in the moment-by-moment political rush [2].

Він витрачав більше часу, зосереджуючись на спробі переробити ***Уайтхолл**** - *намагаючись підвищити важливість науки та даних в уряді* - *сподіваючись бути менш залученим у щомігненний політичний порив.*

**Уайтхолл – вулиця в центрі Лондона, назва якої стала позначенням британського уряду.»*

The next fairly typical way of conveying realia is a calque technique, in which the translator searches for direct lexical equivalents of realia. For example, on the BBC website we can find the following quotes:

«They warned their ***shadow cabinet*** *colleagues of the electoral consequences of backing a second referendum.» [2];*

«Вони попередили своїх колег з ***тіньового кабінету*** *про електоральні наслідки підтримки другого референдуму..»*

Also popular is the use of so-called approximate translation, in which the translator looks for an equivalent, the reality of the Ukrainian language. Consider the following examples of this technique:

«He was known for making disparaging comments about some of Mr Johnson's own ***MPs****, including labelling Brexiteers "useful idiots".[2]*

Він був відомий тим, що робив зневажливі коментарі щодо деяких ***депутатів*** *самого Дж. Джонсона, зокрема, називав брекзитівців "корисними ідіотами".»*

In some cases, none of the above-mentioned techniques are effective. Then the translator uses descriptive translation:

«Even those who reviled the PM's most senior adviser would acknowledge his strategy - forcing conflicts to win and drawing sharp divides between ***Leavers and Remainers*** *- was effective.[2]*

Навіть ті, хто зневажав найстаршого радника прем'єр-міністра, визнали б, що його стратегія – використовувати конфлікти на користь та проводити різкі розбіжності між ***прихильниками виходу з ЄС та тими, хто бажає залишитися*** *–була ефективною.»*

Overall, it seems logical to conclude that in the process of translating British socio-political realia, a combined method is most often used - a combination of calque or transcription / transliteration techniques and providing explanations in the form of comments or footnotes. This option provides an opportunity to preserve the unique color of realia and at the same time provides the reader with comprehensive information necessary to understand the text.

REFERENCES

1. Влахов С. Непереводимое в переводе / С. Влахов, С. Флорин. М.: Высшая школа, 1986. 416с.
2. *BBC News.* Available at: https://www.bbc.com/news
3. Venuti L. Strategies in translation / L. Venuti // Routledge Encyclopedia of Translation Studies. – London: Routledge, 2001. P. 240–244.

Knyazeva Yulia,
Faculty of Trade and Marketing,
course IV, group 3, specialty "Philology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Academic supervisor: Diachuk Liudmyla,
Candidate of Philological Sciences,
Associate professor at the Department of
Foreign Philology and Translation, KNUTE

TRANSLATION OF ABBREVIATIONS INTO UKRAINIAN IN THE TEXTS OF ENGLISH NEWSPAPER DISCOURSE

Abbreviation is the process or result of representing a word or group of words by a shorter form of the word or phrase. A major factor in the trend toward abbreviation is that of economy.

There are two types of abbreviations: lexical and graphic. Lexical abbreviations include: acronyms, initialisms, telescopes. Both acronyms and initialisms are abbreviations, but there is a key difference between them. An *acronym* is a specific type of abbreviation formed from the first letters of a multi-word term, name, or phrase, with those letters pronounced together as one word, such as *NASA (National Aeronautics and Space Administration),* and *OPEC (Organization of Petroleum Exporting Countries). Initialisms* are very similar to acronyms in that they are made up of letters of some name or phrase, usually the first letter of each word as is common with acronyms. The difference between an acronym and initialism is that the abbreviation formed with initialisms is not pronounced as a word, e.g. *FBI (Federal Bureau of Investigation), DVD (Digital Video Disk).* Initialisms and an acronyms are often confused.

Graphic abbreviations include Latin abbreviations and phonological abbreviations, because they are used only in writing, in oral speech they are replaced by a full word or phrase.

The appearance of abbreviations in modern communication is influenced by: scientific and technological progress, globalization, international relations, democratization, widespread use of the Internet, the dynamics of life.

Thus, the object of research is abbreviations in modern English media discourse. The subject of the research is the peculiarities of the translation of English abbreviations into Ukrainian in newspaper texts.

A great number of scientists have studied this problem. So, the problem of abbreviations translation was studied by V. Karaban, I. Korunets, T. Kazakova, A.Kukarina and others. Nowadays, there are many ways to translate abbreviations and acronyms. The most common of them are: transliteration, loan translation, descriptive way, equivalent translation, borrowing of the abbreviation in its initial source language form:

1. Transliteration is used in when an abbreviation is well known:

NATO –НАТО, UNESCO – ЮНЕСКО.

2. Loan translation – the process whereby a compound word or expression is created by literal translation of each of the elements of a compound word or expression in another language: UFO – НЛО, HIV - ВІЛ.

3. Descriptive translation is the way of rendering when the abbreviation is explained: Fed – Федеральна резервна система, TGIF – нарешті п'ятниця

4. Transplantation/Direct borrowing is using abbreviation in its initial source language form: BBC, DVD.

5. Equivalent translation – the way of choosing an equivalent that the most accurately conveys an abbreviation or acronyms: CEO – генеральний директор, HR Department – відділ кадрів [1; p.448].

To carry out the research we analyzed original articles from BBC newspapers:

1. “WHO (World Health Organization), which will be translated into Ukrainian: ВООЗ (Всесвітня організація охорони здоров’я). In this case it was used literal translation, we had no problems with translation, as the abbreviation is world famous.

2. COVID-19 - Coronavirus disease 2019 - Коронавірусна хвороба 2019 (це інфекційне захворювання, спричинене останнім виявленим коронавірусом (SARS-CoV-2)). In this case the method of descriptive translation was used, as this disease has recently been discovered and received the official abbreviation COVID-19 about a year ago.

3. CD-ROM drive, by leaving untranslated and introducing the abbreviation in original form into a target language text.

4. NATO (North Atlantic Treaty Organization) – НАТО. [3] Transliteration method of translation is used for translating important international organizations [2,3].

As research results showed, the most frequently used techniques are transliteration, loan translation, descriptive translation, direct borrowing.

There are certain factors that need to be considered when reproducing abbreviations and acronyms in English-language newspaper discourse. Having considered the main problems that a translator can face when translating newspaper texts, as in abbreviations and acronyms, it is necessary to read the text and understand its essence.

The researchers point out that there’s no single rule on how to make up the shortenings, that’s why it’s almost impossible to decipher any shortening or abbreviation without the context. For example, the abbreviation MCC can be understood as Master Control Console (головний пульт управління), Mission Control Center (центр керування польотами) or Motor Control Center (станція управління двигунами) [1].

The translation of abbreviations requires the translator to improve the skills by studying certain special literature and knowledge of linguistic factors. Nowadays the abbreviations and initialisms are widely used in different spheres of science, in speeches of politicians and writing. They are often used in emails and internet. The task of a translator is to find out the appropriate method of abbreviation reproduction.

REFERENCES:

1. Карабан В. І. Переклад англійської наукової і технічної літератури. Граматичні труднощі, лексичні, термінологічні та жанрово-стилістичні проблеми: посібник / В. І. Карабан. – Вінниця: Нова книга, 2004. – 576 с.
2. Газета BBC [Електронний ресурс] / Режим доступу: https://www.bbc.com/news/world-55048445
3. Газета BBC [Електронний ресурс] / Режим доступу: https://www.bbc.com/news/world-us-canada-54039710

Kuk Kateryna,
Faculty of Trade and Marketing,
course IV, group 4, specialty ‘Philology’,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Novokhatska Nataliia, Candidate of Sciences (Linguistics),
Associate Professor of the Department of Foreign Philology and Translation, KNUTE

THE CONCEPT OF FALSE FRIENDS OF TRANSLATORS AS THE SPEECH INTERFERENCE PHENOMENON

False friends of translators are words having an identical orthographic form but quite different lexical meaning. Translator’s «false friends» are also referred to as pseudo-internationalisms (e.g. accurate – точний, правильний, влучний but not акуратний; data – дані but not дата). The development of historical language study and inter-language relations have always been in the focus of researchers’ attention. At different times, the problems of language contact and bilingualism were in the sphere of interest of such researchers as: L.V. Scsherba, V.Yu. Rozentsveig, E. Haugen, V.V. Akulenko, L.I. Borisova, V.V. Vinogradov, V.I. Karaban, I.V. Korunets and others [3].

The significance of the research resulted from the fact that the difficulties of translating pseudo-internationalisms are, above all, in a similar form of words of the source language and the language of translation. There are many reasons for the existence of similar word forms, but most frequently such vocabulary is the result of the mutual influence of languages or coincidences. It is known that international words fall into one or another language either due to the vocabulary borrowing from one language to another or as a result of penetration of the corresponding word from a third language (eg, Latin, Greek). There are a large number of "false friends of the translator" in modern literary languages, that are in contact with other languages, and this causes a detailed consideration of the problem with the translation of these words.

The object of the research is the types of pseudo-internationalisms and ways of their translation.

The aim is to study pseudo-international words and identify the ways of their translation.

In general, all pseudo-internationalisms can be divided into the following groups:

1) complete pseudo-internationalisms - these include words of the source language, similar in sound or spelling to the words of the target language, but quite different from them in lexical meaning: data - дані (not дата), matrass - колба (not матрас) magazine – журнал (not магазин);

2) partial pseudo-internationalisms (semi-internationalisms) - words in the source language and in the language of translation, which in the same form can be both internationalisms and pseudo-internationalisms: operation – операція, робота, дія, technique - техніка, метод, спосіб; court – суд, інстанція, корт.

3) lexicalized plural forms of individual words that have meanings different from singular forms: industry - промисловість, industries - галузі промисловості, work - робота, works - завод;

4) paronyms - words that are not completely similar in form, but which can cause in most or a minority of persons false associations and their identification, despite the differences in their meanings: affect – впливати, effect – здійснювати, current – струм, currant – смородина [3].

To correctly reproduce the lexical unit of the source language, it is necessary to find out in what meaning the word is used. The interpreter should base on the subject of the text and the sentence being translated, and the nature of its correspondence to the content of the sentence in which it is used, not forgetting the content of the whole text. On the example of the following excerpt from a foreign article, we will focus on the translation of partial internationalisms:

The excerpt is from the article «Why it has to be Biden».

Without covid-19, Mr Trump's **policies** could well have won him a second term. His **record** includes tax cuts, deregulation and the appointment of benchloads of conservative judges [2].	Якби не Covid-19 **політика** пана Трампа цілком могла б принести йому другий термін. Його **звітні матеріали** включають зниження податків, дерегуляцію та призначення резервних навантажень консервативних суддів.

We turn for help to the dictionary "false friends of the translator" by Krasnov, which states that the word "policy" has several meanings. Among the proposed options are: 1) політика, стратегія; 2) поведінка; а також 3) страховий поліс. In pronunciation and spelling, this word is similar to the term "поліція", which can lead to translation errors. We should remember that the equivalent of this lexeme in English is the word "police". Thus, in this case, the international lexical unit is successfully reproduced.

To check the reproduction of partial pseudo-internationalism "record" we use the dictionary by Busel [1], which states that the word "record" has the following equivalents in the Ukrainian language: 1) запис, письмова згадка; 2) реєстрація, облік; 3) документація, звітні матеріали; 4) протокол, стенограма, офіційний документ; 5) архів; 6) рекорд. In this case, the pseudo-international lexeme "рекорд", which is known to be used only in sports, has been replaced by the phrase "звітні матеріали", which best conveys the content of the article.

Conclusions: The problem of the translator's "false friends" can be applied to the translation of different texts and has its characteristic peculiarities. Several difficulties may arise when choosing between preserving the international form and selecting a single-root equivalent of a native or foreign language. It follows that the existence of international lexis, and mainly understanding of the conditions of its functioning, its system-structural relationships can help to optimize the cognitive processes in any sphere of human activity. Pseudo-internationalisms can be translated only by searching for their relevant meaning in a dictionary.

REFERENCES:

1. Великий тлумачний словник сучасної української мови (з дод. і допов.) / Уклад. і голов. ред. В.Т. Бусел. Київ ; Ірпінь : ВТФ «Перун», 2005. 1728 с.
2. Впливовий щотижневий англомовний журнал 'The Economist' [Електронний ресурс] / 'Why it has to be Biden'. – Режим доступу до статті: https://www.economist.com/leaders/2020/10/29/why-it-has-to-be-biden
3. Карабан, О.В. Попередження інтерференції мови оригіналу в перекладі / Карабан О.В., Колодій Б.М., Кузьміна К.А. – Вінниця: Нова, 2003. –208 с.

Liakhova Tetiana,
Faculty of Foreign Philology,
course I, group 11зМП, specialty "Philology",
National Pedagogical Dragomanov University,
Kyiv, Ukraine
Scientific supervisor: Matvieieva Svitlana, Dr. habil.,
Professor of the Department of Applied Linguistics, Comparative Philology and Translation,
National Pedagogical Dragomanov University

ENGLISH INDEFINITE PRONOUNS IN NOVEL "HARRY POTTER AND THE GOBLET OF FIRE" BY J. K. ROWLING AND THEIR TRANSLATION INTO UKRAINIAN: A CORPUS-BASED APPROACH

Notwithstanding the fact, whether we communicate online or offline, a language remains the most important means of human communication that helps people to exchange their ideas and reach mutual understanding. The scientific community is constantly looking for new ways and approaches to the study of linguistic phenomena and their realization in speech. Corpus linguistics is one of the most promising and priority areas of modern linguistics. Today, corpus data are widely used not only in linguistics but also in other sciences: lexicography, translation studies, sociolinguistics, pedagogy, and others. Linguists try to apply this approach to various language phenomena.

As “corpus-based approach is based on text corpora” [1, p. 56], we built a parallel English-Ukrainian corpus consisting of two texts: the novel in the source language (English) and its translation into the target language (Ukrainian). The corpus helps to work with language material and perform calculations for improving the objectivity of data obtained which is of crucial importance for all the humanities.

Our research focus is on indefinite pronouns. A corpus-based approach in this case is applied. In the English and Ukrainian languages, pronouns as a part of speech are used for replacing nouns in sentences and avoiding repeating the same nouns over and over again.

We analyze how such pronouns function in a fantasy novel “Harry Potter and the goblet of fire” written by J. K. Rowling and can be translated into Ukrainian. It is relevant to mention that the use of indefinite pronouns refers to people or things without saying exactly who or what they are.

The corpus-based approach provides calculating the number of such pronouns in the text of the novel. Let’s take a look at the number of the pronouns, used in the novel, ending in -body and -one for people: anybody – 14, anyone – 69, everybody – 17, everyone – 83, nobody – 42, somebody – 19, someone – 94.

For example:

Nobody forced the door last night! [5].

Wherever Dumbledore was, though, Harry was sure that Hedwig would be able to find him; Harry’s owl had never yet failed to deliver a letter to anyone, even without an address [5].

The peculiarities of translation of English indefinite pronouns into Ukrainian are in their uncertainty. In Ukrainian, indefinite pronouns of the examples mentioned above are translated as ніхто, кому завгодно. And respectively translation of the sentences is the following:

Ніхто ж не виламав дверей тії ночі! [3].

Проте, хоч де б зараз був Дамблдор, Гаррі не сумнівався, що Гедвіґа зуміє його розшукати, адже вона ще ніколи його не підводила – приносила листа кому завгодно, навіть без адреси [3].

Let’s face the indefinite pronoun anybody.

The Oxford Learner’s Dictionary contains three lexical meanings of this pronoun [4]:

1) used instead of somebody in negative sentences and in questions after if / whether, and after verbs such as prevent, forbid, avoid, etc.;

2) any person at all; it does not matter who;

3) (in negative sentences) an important person.

If we analyze the translation shifts used by the translator for the indefinite pronoun anybody using the corpus-based approach, we will get the following data:

Table 1

Fragment of continuous sampling of the indefinite pronoun anybody from the parallel corpus.

Paragraph No.	Sentence No.	Source text (English) [5]	Target text (Ukrainian) [3]	Sentence No.	Paragraph No.
1431	2229	… if anybody would like to check it	Усі, кого це зацікавить …	2229.2	1431
2059	3412	Anybody wishing to submit themselves as champion …	Кожен, хто бажає зголоситися на чемпіона …	3412	2059
2434	4234	… and not talking to anybody.	… ні з ким не спілкувався.	4234	2434
2510	4389	Harry had never shared this piece of information with anybody.	Гаррі ні з ким не поділився тією інформацією.	4389	2510
3090	5673	… to treat food anybody else offered them …	… коли хтось їх чимось частував …	5673.1	3090
3370	6288	… habit of attacking anybody who …	… звичка … нападати на всякого, хто …	6288.1	3370
3391	6333	She was certainly telling anybody who would listen …	Вона розповідала всім, хто її слухав …	6333	3391
3515	6600	… refuse to talk to anybody?	… ні з ким не розмовляти?	6600	3515
4360	8451	Do you know if anybody else saw …	Не знаєш, чи ще хтось бачив …	8451	4360
4760	9387	… do not speak … to anybody else.	… нікому не кажи …	9387	4760
4810	9510	… suspicious of anybody who …	… підозрював би кожного, хто …	9510.1	4810
5136	10266	I, who have gone further than anybody along the path …	Я – той, хто подолав найдовшу відстань …	10266	5136
5158	10346	… I want there to be no mistake in anybody's mind.	Не хочу, щоб хоч у когось залишалися сумніви.	10346	5158
5357	10849	Did anybody ever discover …	Чи хто-небудь довідався …	10849	5357

The results are as follows: хто – 4 (29%); хтось – 2 (14%); кожен – 2 (14%); усі – 2 (14%); всякий – 1 (7%); ніхто – 1 (7%); хто-небудь – 1 (7%), Ø – 1 (7%).

The English-Ukrainian dictionary offers the following translation equivalents for the pronoun anybody: "1) хтось, хто-небудь; 2) ніхто; 3) кожний" [2, p. 40].

Taking into account the dictionary data, we come to the conclusion that the translator of the novel used the following translation shifts while rendering the indefinite pronoun anybody: 1) differentiation of meaning (хто, ніхто, кожен – 50%); 2) equivalent (хтось, хто-небудь – 21%); 3) generalization of meaning (усі – 14%); 4) concretization of meaning (всякий – 7%); 5) omission (Ø – 7%).

So, the most frequent way of rendering the English indefinite pronoun anybody is represented by the differentiation of meaning (50%); the least used types for rendering the analyzed pronoun are the concretization of meaning (7%) and the omission (7%).

Considering research ideas presented in the article, we concluded that applying a corpus-based approach allows better investigate the issues regarding to the use of English indefinite pronouns in "Harry Potter and the goblet of fire" and analyze the peculiarities of their translation into Ukrainian.

REFERENCES:

1. Баркасі В. В., Казакова М. М. Застосування корпусного підходу при навчанні іноземних мов у ВЗО. Young Scientist. 2018. № 4 (4). 56 (4). С. 53–56.
2. Новітній англо-український, українсько-англійський словник. Харків: ВАТ «Харківська книжкова фабрика ім. М.В. Фрунзе», 2005.
3. Ролінґ Джоан. Гаррі Поттер і келих вогню. К.: А-БА-БА-ГА-ЛА-МА-ГА. 2019. 464 с.
4. Oxford Learner's Dictionary. https://www.oxfordlearnersdictionaries.com
5. Rowling J. K. Harry Potter and the goblet of fire. Bloomsbury. 2014. 640 p.

Lysiana Valeriia,
Faculty of Trade and Marketing,
*course IV, group 1v, specialty «*Philology»*, «Germanic languages and literature (translation inclusive) first – English»,*
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Novokhatska Nataliia, Candidate of Sciences (Linguistics),
Associate Professor of the Department of Foreign Philology and Translation, KNUTE

TRANSLATION PECULIARITIES OF TERMINOLOGY IN ENGLISH FASHION AND BEAUTY INDUSTRY PUBLICISTIC TEXTS

A language is one of the most dynamic systems. It is open, and therefore constantly changing and expanding with the influence of both external (international political, socio-cultural, economic background) and internal factors (features of the national language system, its word-formation, grammar, spelling, etc.). The fashion and the beauty industries are a sign of society's culture, a reflection of its evolutionary stage. Although their terminology has a rather unstable lexicon that requires scientific substantiation, the well-thought-out translation methods determine its existence in the Ukrainian language.

Scientists who have researched the topic are K.B.Melko, N.O.Gimer, L.P.Dykhnych, G.M. Kovalenko, T.V. Chrdileli, S.V. Radetska, S.O. Kolosova, A.Peters etc.

The object of this paper is English terminology in the field of fashion and beauty and methods of its translation into Ukrainian.

The subject of the research is to determine the most adequate ways of rendering the terminology of the fashion and beauty industry, exploring the existing comparative versions of publicistic texts.

The work is based on the investigations and analyses of English publicistic texts, such as Harper's Bazaar Magazine, Vogue Magazine, Cosmopolitan Magazine, Professional Beauty Magazine, Global Cosmetic Industry Magazine, Allure Magazine and thematic Internet articles.

The term has been defined as a means that is a definitive, nominative, systematic, unambiguous, and neutrally colored element of the lexicon system of a certain field that meets its requirements and is determined by the usage function. The term should remain neutral. It does not convey any emotional coloring. The analysis of terms by origin allowed linguists to conclude that near 40% of multidisciplinary microsystems are words borrowed from other languages. Terms are not special words, but words with a special function.

The fashion and beauty terms can be divided into equivalent and non-equivalent. To translate an equivalent term, it is possible to simply use a dictionary selecting, in the case of synonymy, a term related to the chosen field or context: «7 Ways to Wear Fall Dresses With Boots» - «dress» - «сукня, одяг» (in this context), «boots» - «черевики» [5].

If the term is non-equivalent, the translator should use translation transformations:

Table 1

Ways of rendering of non-equivalent fashion and beauty industry terms

Way of rendering	Examples
Transplantation (Пряме запозичення)	Haute couture clothing design provides individual performance for private clients [2]. – Дизайн одягу haute couture передбачає індивідуальне виконання для приватних клієнтів

Word-for-word, loan transtation (Калькування, тобто дослівний перекладу)	Bike shorts – Велосипедки, **Micellar water - Міцелярна вода**, **Hidrophilic oil - Гідрофільне масло** etc.
Transcoding (передача звукового та буквенного складу вихідної одиниці)	«Bikini» – «бікіні», «concealer» - «консилер» or «corrector» - «коректор». «These lip *plumpers* will instantly add volume with a hit of added moisture» [3]. «Плампер» («plumper» transcription) - продукт, який створює короткочасний (до трьох годин) ефект візуального збільшення об'єму губ. This way of translation is more convenient because the descriptive method has too cumbersome effect.
Explication or descriptive way (описовий метод)	«Swagger coat – a woman pyramid shaped coat with raglan sleeves, first popularized in the 1930s.» – «Пальто вільного крою з фалдами» – жіноче пальто у формі піраміди з рукавом реглан, популярне в 1930-ті роки [4, с. 206-209].

Abbreviations are also widely used. Their rendering is carried out either with direct borrowing or in a descriptive way. For example, «Many of the runways, parties and presentations that occurred on this list did so before the term FOMO became part of popular lexicon». «FOMO» - abbreviation of the English phrase «Fear Of Missing Out» - постійна боязнь пропустити що-небудь цікаве, що відбувається зараз. The abbreviation can be translated as FOMO, or "синдром втрачених можливостей"

It is important to note the existence of phrases related to the beauty industry, which are rendered with the loan transtation. For example, «lipstick effect» - **«ефект губної помади»** (якщо у людей не залишається зайвих коштів на придбання дорогих товарів, споживачі шукають позитивні емоції в дешевших покупках, як-от помада для губ, маска для обличчя чи крем для рук) [1].

The term cannot be evaluated separately, only in the terminological system of a specific field of activity. They are translated using descriptive translation, logical synonymy, transcoding, borrowing, literal, equivalent translation, etc. The most common way of rendering is the translation of terms with the help of transcoding.

REFERENCES:

1. Жарова Л. Економіка краси та її мільярди. Гендер в деталях. URL: https://genderindetail.org.ua/season-topic/tema-sezonu/ekonomika-krasi-ta-ii-milyardi-134156.html (дата звернення: 15.10.2020 року).
2. Офіційний сайт Vogue Magazine (США). URL: https://www.vogue.com/?us_site=y (дата звернення: 11.10.2020 року).
3. Офіційний сайт Global Cosmetic Industry Magazine (США). URL: https://www.gcimagazine.com/ (дата звернення: 15.10.2020 року).
4. Радецька С. В., Колосова С. О.. Переклад термінології індустрії моди в текстах публіцистичного стилю. Наукові записки [Ніжинського державного університету ім. Миколи Гоголя]. Філологічні науки, (1), 2017. - 206-209. URL: http://irbis-nbuv.gov.ua/cgi-bin/irbis_nbuv/cgiirbis_64.exe?C21COM=2&I21DBN=UJRN&P21DBN=UJRN&IMAGE_FILE_DOWNLOAD=1&Image_file_name=PDF/Nzfn_2017_1_45.pdf (дата звернення: 11.10.2020 року).
5. Peters A. Fashion Vocabulary: Talk About Fashion In English. EF English Life. URL: https://englishlive.ef.com/blog/english-in-the-real-world/talk-about-fashion-in-english/ (дата звернення: 11.10.2020 року).

Mykhailiuk Anastasiia,
Faculty of Trade and Marketing,
course IV, group 2, specialty "Philology"
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Bilous Nataliia,
Candidate of Sciences in Philology, Docent.
Associate Professor of the Department of Foreign Philology and Translation, KNUTE

PECULIARITIES OF GENUINE AND LOAN INTERNATIONALISMS TRANSLATION IN MODERN PUBLICISTIC TEXTS (BASED ON ARTICLES ON THE BBC.COM WEBSITE)

Language is a social phenomenon. As a means of communication, it is like a mirror, reflects the characteristics of its users, their culture and history and responds to all changes in society. The lightning speed with which new technologies are developing, the disappearance of borders in the world of communications, the absolute computerization and universalization of world processes are the main factors that the world is flooded with new technologies, new events and, consequently, new concepts in every field of science, requiring nominations. The emergence of new concepts is happening at the present stage faster than ever, the tendency to unify languages is developing. International words fall into a language either by borrowing or by the fact that two given languages borrowed the corresponding word from a third language. Therefore, internationalisms are believed to play an important role in communication of people at the present stage, because they are an important source of information.

Internationalisms are linguistic units that are borrowed from the same source by at least three genealogically different languages in the same or similar form and have the same meaning [1].

Genuine internationalisms are actually internationalisms that have the same meaning in the source and target languages. These words are the same in form and meaning, and in the taget language there are equivalents for their translation.

Loan internationalisms are words whose meanings only partially coincide. In addition to one or more words in common, they have a number of non-international meanings in each language. [2]

Internationalisms are an important foundation of modern journalism. Internationalism as a worldview is a consequence of the growing internationalization of social life, which is expressed via huge growth of communication, common ideas and views of one generation in different countries and sense of the world as a whole [3].

The difficulty of translating internationalisms is that a translator often forgets about the concept of "using of the word" and, being impressed by the familiar graphic form of the word, applies word-for-word translation and violates the norms of the language of translation, especially in the field of word combination.

Five main methods are used to convey the meanings of internationalisms are: transliteration, transcribing or practical transcribing, loan translation, component translation and synonymous substitution [4, p. 135].

The study of journalistic articles shows, the most common internationalisms are genuine. The most common ways of translating genuine international vocabulary are:

Translation by means of practical transcribing, as a result of which a sound or graphic form is reproduced, partially adapted according to the rules of the target language.

Gilbert White, born on the 18th July 1720, is one of Britain's most influential natural scientists. He is often described as the Father of Ecology and revolutionised the way people observed and interacted with Nature – Гілберт Уайт, який народився 18 липня 1720 року, є одним із найвпливовіших британських вчених-природознавців. Його часто називають Батьком Екології, який ввів новий спосіб взаємодії людей з Природою.

Ending illegal immigration was a signature promise when Donald Trump swept to power in 2016 – Кінець нелегальної імміграції було обіцянкою Дональда Трампа, коли він прийшов до влади у 2016 році.

Transliteration is the reproduction of a lexeme's graphic form.

Portuguese Bruno Lopes has become the new manager of Cefn Druids after agreeing a two-year deal – Португалець Бруно Лопес став новим менеджером компанії Cefn Druids після укладання дворічної угоди.

A statement in the Scottish Parliament on the implications for the Scottish Budget due to the delay of the UK Budget – У шотландському парламенті розглядають заяву про наслідки щодо затримання грошових надходжень через затримку коштів бюджету Великобританії.

Loan translation, which involves the reproduction of each word of the source language, without changing the order of words and meaning.

Luxury brand LVMH has ended a bitter dispute with Tiffany over its deal to buy the US jeweler– Елітна марка LVMH закінчила запеклу суперечку з Тіффані щодо її угоди про купівлю американського ювелірногомагазину.

The coronavirus pandemic, an economic slump and a looming moment of truth for Britain's relations with the EU – Пандемія коронавірусу, економічний спад і все ближчим стає момент з'ясування істини з приводу відносин Великобританії та ЄС[5].

There were 36 genuine internationalisms analyzed in the study. 45% were translated by transliteration, 35% by transcribing, and 20% by loan translation**.** Based on these results, we can conclude that the most productive way to render genuine internationalisms is transliteration**.**

REFERENCES:

1.Studopedia[Електронний ресурс]. URL: https://studopedia.su/5_1048_pereklad-internatsionalnih-sliv-hibni-druzi-perekladacha.html (дата звернення: 19.10.20).

2. https://mir.zavantag.com/astromoiya/9563/index.html?page=9 (дата звернення: 19.10.20).

3.pidru4niki.com[Електронний ресурс]. URL: https://pidru4niki.com/19570411/zhurnalistika/sotsialna_pozitsiya_zhurnalista_zasadi_zhurnalistiki (дата звернення: 19.10.20).

4.Корунець І.В. Теорія і практика перекладу (аспектний переклад): Підручник. - Вінниця: Нова книга –448с.

5. bbc.com [Електронний ресурс]. URL: https://www.bbc.com (дата звернення: 19.10.20).

Raskevytsch Alina,
Fakultät für Handel und Marketing,
Studentin des ersten Studienjahres, Gruppe 18,
Hauptfach: „Werbungsunternehmen“,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw,Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

DIE DEUTSCHEN ENTLEHNUNGEN IN DER MODERNEN UKRAINISCHEN SPRACHE

Während der Untersuchung der Geschichte der Entwicklung der ukrainischen Sprache, Linguisten mit besonderem Interesse erforschen Wörter, die aus anderen Sprachen hineinfallen, analysieren ihren Platz und die Rolle in einer neuen Sprachumgebung. Solche Wörter werden Entlehnungen genannt. Die Entlehnungen sind fremde Wörter, die vollständig in der, von ihnen geliehenen, Sprache absorbiert werden. Sie werden nicht von Linguisten als fremdes Element wahrgenommen und brauchen keine Erklärungen für Form und Bedeutung. Die Entlehnungen werden in allgemeinen Wörterbüchern mit der Verwendung von Vokabeln serviert [1].

Das Problem der Entlehnungen der fremdsprachlichen Elemente ist sehr wichtig. In jeder Sprache gibt es einige Wörter aus anderen Sprachen. Die Gründe dafür können außersprachlicher und innersprachlicher Natur sein. Zu der ersten Gruppe gehört z. B. der Kontaktaustausch zwischen den Sprachen und Sprachbenutzern.

Kultureller und wirtschaftlicher Verkehr bringen mit neuen Sachen neue Bezeichnungen. Werden diese Sachen bekannter, so werden auch die Wörter sprachlich eingegliedert.

Man kann auch die Historischen Ursachen der deutschen Entlehnungen nennen. Das sind:

1. Kontakte der ostslawischen und germanischen Stämme;
2. Politischer und wirtschaftlicher Zusammenhang von Kyjiwer Rus mit deutschen Ländern;
3. Handelsbeziehungen des Galyzko-Wolyner Fürstentums mit deutschen Ländern;
4. Erweiterung des Magdeburger Rechts und die Tätigkeit der deutschen handwerklichen Werkstätten;
5. Kräftigung des Einflusses der polnischen Sprache, die unter Auswirkung Deutschens war;
6. Ankommen der deutschen Fachleute von verschiedenen Gewerbszweigen am Ende des XVII Jahrhunderts in die Ukraine.

Die Diskussion um die Terminologie des Lehngutes ist nicht neu. Fast jeder Wissenschaftler versucht, nach diesem Thema zu diskutieren oder eigene Termini zu ersetzen.

Der berühmte polnische Sprachwissenschaftler M. Jabłoński unterscheidet zwei Wortentlehnungsarten: Lexikalische Entlehnung und Semantische Entlehnung.

Lexikalische Entlehnung - das ist Entlehnung der Lautform und des Inhalts: Shorts, Schal, Keks im Deutschen und im Ukrainischen. Semantische Entlehnung - das ist Entlehnung des Inhalts eines Fremdwortes ohne seinen Wortkörper: realisieren, feuern, Wolkenkratzer. Sie werden im Deutschen noch mit dem Terminus „Kalkierungen" bezeichnet. Beide Gruppen sind in ihren Nehmersprachen relativ stark assimiliert.

Ursachen für die Übernahme der deutschen Entlehnungen so zum Beispiel**:** die Zeit der Entwicklung der Kyjiwer Rus (XIII – X Jh.), die Zeit der feudalen Herrschaft in der Kyjiwer Rus, Ende des XIX – Anfang des XX Jh.

Die Probleme der Adaptation der deutschen Entlehnungen: Ukrainische und deutsche Sprachen gehören zu den verschiedenen Sprachgruppen. Darum gibt es viele Probleme und Besonderheiten der Adaptation der deutschen Entlehnungen. Es gibt semantische, morphologische, phonetische und graphische Adaptation.

Bekannt und verbreitet in der Linguistik ist Terminologisierung. Das ist ein Prozess der Neuordnung der Wörter oder Wortmittel in Fachausdrücke [2]. So zum Beispiel das Wort „der Kabinett" war zuerst ins Ukrainische mit der Bedeutung - ein Raum für die Arbeit - entlehnt. Jetzt gebraucht man dieses Wort in anderem Sinn „der Ministerkabinett". Und „ein Raum für die Arbeit" nennt man mit dem Wort „das Arbeitszimmer". Außerdem hat dieses Wort weitere semantische Entwicklung bekommen: Chefzimmer, Sprechzimmer**,** Fachzimmer.

Einige Eigennamen wurden auch Fachausdrücke:

- рентген – vom Namen Konrad Röntgen,
- дрезина – vom Namen des deutschen Erfinder Karl Drais,
- дизель – vom Namen Rudolf Disel.

Es gibt einige Besonderheiten der phonetischen Adaptation der deutschen Entlehnungen. Bei der Übernahme der deutschen Entlehnungen verlieren die deutschen Vokale ihre Länge und Kürze. Im Ukrainischen gibt es auch keine offenen und geschlossenen Silben. Diphtonge [ei] werden als [ей], und [au], [eu] als [ай] und [ей] im Ukrainischen gelesen. So zum Beispiel die Donau - Дунай, der Reichstag – Рейхстаг.

Also, man kann behaupten, dass es wirklich große Menge der deutschen Lehnwörter in unserer Sprache gibt. Der Wortschatz jeder Sprache ist im Prozess seiner langen historischen Entwicklung. Die ukrainische Sprache ist im Allgemeinen eng mit der Geschichte der ukrainischen Gesellschaft verbunden. Der Wortschatz der modernen ukrainischen Ursprungssprache ist heterogen. Und die Entwicklung des Wortbestandes läuft parallel mit der

Entwicklung der Gesellschaft; er verändert sich mit den wirtschaftlichen, politischen und kulturellen Veränderungen der Gesellschaft. Zu diesem Zwecke werden neue Wörter und neue Wortverbindungen gebildet [3]. Ich möchte auch sagen, die Wege der Übernahme der deutschen Entlehnungen sind eng mit der Entwicklung der Geschichte des Landes verbunden.

Die deutschen Entlehnungen hatten einen großen Einfluss auf die Entwicklung der ukrainischen literarischen Sprache. Lexikalische Entlehnungen sind eine Möglichkeit, das Vokabular jeder Sprache während der gesamten Geschichte ihrer Existenz aufzufüllen.

Das Vokabular von fremdsprachigem Ursprung, wenn es ohne Missbrauch und Verformungen verwendet wird, ist eines der Mittel, um das Wortschatz der Sprache anzureichern.

LISTE DER VERWENDETEN LITERATUR UND QUELLEN:

1. Остапченко О. В. Вступ до мовознавства: Запозичення, КМПУ імені Б.Д.Грінченка. – 2008. – URL: http://elibrary.kubg.edu.ua/id/eprint/17882/1/O_Ostapchenko_Vstup_do_movoznavstva_HI.PDF.
2. Понамарів О. Д. Сучасна українська мова, Либідь. – 2001. – URL: http://194.44.152.155/elib/local/sk605277.pdf.
3. Ющук І. П. Українська мова, Либідь. – 2004. – URL: http://194.44.152.155/elib/local/sk661731.pdf.

Sorokina Mariia,
Faculty of International Trade and Law,
course II, group 4, specialty "Management of Foreign Economic Activity",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zaitseva Iryna, Candidate of Pedagogical Sciences,
Associate Professor of the Department of Foreign Philology and Translation, KNUTE

KOREAN AS A NEW TREND AMONG ASIAN LANGUAGES

For several years, Korean has been one of the most popular Asian languages. This is because of the growing interest in Korean mainstream society — K-Pop. Korean pop culture has attracted the hearts of youngsters all over the world: first, the “Korean Wave”, otherwise called "Hallyu" swept China, Japan, and other neighboring countries, and lately, America and Europe.

Korean serials — dramas, Korean contemporary music, and dance are especially popular among young people. The desire to better understand their pop idols, watch their best-liked movies in the original, lead young people to learn Korean as their major subject.

Groups such as BTS, Twice, and EXO are gaining recognition globally and performing for large crowds in some of the biggest grounds in the world. These groups have improved Korea’s reputation and economy.

Toward the beginning of November 2018, a meeting was organized at Stanford University. Experts described the issues and prospects.

Research has shown some somewhat fascinating insights about how the Korean language is instructed in tertiary institutions: there are more than 150 higher education universities in America that provide Korean, inferring that Korean is available at about 1% of such academies.

Between 2009 and 2013, the Korean enrollment rate was the quickest-growing of all languages. In the United States, the Korean language enrolment rate increased by 44.7%, while the general foreign language coverage level fell by 6.7% over the same period.

Korean currently has one of the highest numbers of foreign language applicants in the world, with 14,000 students. It positions the tenth spot, in contrast with Japanese in the fifth spot with 69,000 students in 2013, and Chinese in the seventh spot with 53,000.

Therefore, more frequently foreign students are learning the language and are interested in moving to Korea to study. According to data from the South Korean Ministry of Education, from 2015 to 2019, the number of international students increased from 91,000 to 160,000. In addition, the Korean government is contributing to the promotion of the language. So far, 130 language schools specializing in Korean language education have been established in 50 countries.

A year ago, the public authority financed the foundation of another division to examine Korean culture at George Washington University in the United States.

All in all, there is no doubt that the Korean language developed rapidly with the help of Hallyu, thus making Korea the center of the world stage. Due to international attention to Korea and its culture, the Korean government has the responsibility to use all its entertainment and cultural products to further enhance and promote the language, because this knowledge will be a valuable and useful skill in the future.

REFERENCES:

1. Korean Language Education Is on a Growth Spurt in North America, 2019. URL: http://www.concordialanguagevillages.org/blog/villages/korean-language-education-is-on-a-growth-spurt-in-north-america#.YCJKlqRHmEc
2. Future Visions: Opportunities and Challenges of Korean Studies in North America, Stanford University, 2018. URL: https://fsi.stanford.edu/publication/future-visions-opportunities-and-challenges-korean-studies-north-america
3. K-pop drives boom in Korean language lessons,By Matt Pickles, BBC, 2018. URL: https://www.google.com.ua/amp/s/www.bbc.com/news/amp/business-44770777

Talanova Oryna,
Faculty of Trade and Marketing,
course IV, group 3, specialty "Philology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Diachuk Luidmyla,
PhD in Philological Sciences,
Associate Professor at the Department of
Foreign Philology and Translation, KNUTE

THE PECULIARITIES OF BRITISH SOCIO-POLITICAL REALIA TRANSLATION INTO UKRAINIAN

Realia are elements of everyday life, history, culture and politics of a specific country, people or locality, which has no analogues in other languages, countries or nations. The translation of culture-specific words is part of the significant and essential problem of the reproduction of national and historical identity of certain culture, because they do not have a corresponding equivalent in other languages.

Therefore, a distinctive feature of the nationally biased units is that the each nation in the course of its historical development acquires a great number of characteristic of one nation only. The distinguishing features are materialized in words and word-groups designating customs, traditions, folk rites, national systems of weights and measures, etc. The translation of realia aims to convey linguistic special color, including its uniqueness.

English translation professor P. Newmark first suggests five domains for classifying the words of a foreign culture. These domains are:

1) ecology (flora, fauna, winds, plains, hills);

2) material culture (food, clothing, houses and towns, transport);

3) social culture (work and leisure);

4) organizations, customs, activities, procedures, concepts (political-administrative, religious, artistic);

5) gesture and habits [2].

The purpose of this research is to separate out the English social and political realia and find out their correct translation into Ukrainian to achieve mutual understanding between peoples and better knowledge and understanding of socio-political events.

Culture-bound concepts play a primary role in reflecting the socio-historical and cultural context, giving a national color. It should be emphasized that the choice of method of realia translation depends on the interaction between culture concept and context. The same realia can be translated or described in two or even more ways. And each of these translations can be considered correct if it conveys the exact meaning of nationally biased unit.

There are two difficulties in translating realia:

1. the lack of correspondence (equivalent, analogue) in the target language due to the speakers' absence of this language of the object that this realia denotes.

2. the need to convey the substantive meaning (semantics) of realia and its color (connotation) - its national and historical color [4].

Among the scientists who have touched upon the problem of realia translation in their works are V. Karaban, I. Korunets, V.Koptilov, A. Fedorov, R.Zorivchak, S. Vlakhov and and S. Florin.

The generally accepted ways of reproducing realia are transliteration, transcription, calque, descriptive translation, and cultural substitutes or semantic analogies. Socio-political realia, which were found in periodicals, are related to the country's administrative-territorial system, bodies and authorities, and socio-political life.

The choice between transcription and translation depends on the source and target language, on their grammatical and word-forming features, on the culture of the language, and their formal acceptance or rejection of culture-bound elements [1].

As H. Solovei notes in her work, translating political terms, we can distinguish the following three main groups:

1) political terms (*coalition forces, outlaw regime, органи місцевого самоврядування, виборчі перегони, парламентська коаліція*);

2) political realia (*the White House*, *the State of the Union*, *Clear Skies legislation*, *Верховна Рада, "Регіони"*);

3) political symbols (*Nation's Founders, The Cold War, Голодомор*). Political discourse is one of the primary sources of neologisms [3].

Cultural words are a kind of landmarks that refer to a certain subject of politics and serve as a sign of a politician's commitment to a particular ideology. Examples of realia include the President, the Vice President, the Secretary of State, the White House, etc.

The following example contains the culture words:

Perhaps Tony Blair's hastily convened ***Downing Street summit*** *on asylum and immigration policy, held on Tuesday in the wake of last week's ministerial resignation and a swathe of further embarrassing newspaper revelations, will serve some useful purpose [5];*

Можливо, спішно скликаний Тоні Блером ***саміт у Міністерстві закордонних справ Великобританії*** *з питань політики надання притулку й імміграційного курсу, проведений* *у вівторок в результаті відставки міністрів минулого тижня, а також низка подальших газетних викриттів, принесе певну користь.*

The carried out analysis has proved that socio-political realia reproduction requires translation skills and deep background knowledge. Reproduction of socio-political realia involves different translation strategies and tactics: the choice of which depends on the type of text they operate.

In each language's history, there are cases of constant updating of vocabulary in connection with changes in society, with the development of production, culture, science, and political life [6]. Thus, further study of the peculiarities of the translation of British socio-political realia into Ukrainian should be performed.

REFERENCES:

1. Терехова С.І. Вступ до перекладознавства. Сучасні проблеми і теорії. Діяльність перекладача. Основи техніки перекладу. К.: Вид. КНЛУ. 2002. 163 с.
2. Newmark, P. (1988) *A Textbook of Translation*, Prentice Hall International.
3. Соловей Г. С. Політична лексика як об'єкт перекладу (на матеріалі текстів політичних заяв, звернень, промов, статей та анекдотів) : автореф. дис... канд. філол. наук : 10.02.16 / Ганна Сергіївна Соловей . Х., 2011. 20 с.
4. Влахов С., Флорин С. Непереводимое в переводе. М.: Р.Валент. 2009. 360 с.
5. "The Telergraph" 26 April, 2017.
6. Специфіка перекладу суспільно-політичних реалій. – [Електронний ресурс]. – Режим доступу: http://molodyvcheny.in.ua/files/conf/fil/19dec2017/41.pdf

Tarassjuk Wiktorija,
Fakultät für Finanzen und Buchhaltung,
Studentin des ersten Studienjahres, Gruppe 7,
Hauptfach: «Bankwesen»,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

MIGRATION UND SCHULE IN DEUTSCHLAND

Das Thema der Migration hat in der letzten Zeit wesentlich an Bedeutung zugenommen. Viele Wissenschaftler setzen sich mit dem Thema „Migration und Schule“ in Deutschland auseinander, d.h. mit den Problemen, die im Hinblick auf eine erfolgreiche Integration der Migranten ins deutsche Bildungssystem aufgetaucht sind.

Der Begriff „Migration“ kommt aus dem Lateinischen und bedeutet „Wanderung“. Darunter ist die Wanderung von einem Ort an einen anderen zu verstehen. Es ist wichtig, den Unterschied zwischen den Begriffen „Migration (Auswanderung) und / oder „Emigration“ (Einwanderung) korrekt zu verstehen und nicht zu verwechseln [1].

Der Begriff „Migrationshintergrund“ soll auch in diesem Zusammenhang erwähnt werden, weil der mehrere Komponenten umfasst. Dazu gehört der Besitz einer anderen Staatsangehörigkeit als Deutsch und ein anderes Geburtsland als Deutschland. Außer den geographischen Veränderungen, die einen solchen Wechsel des Wohnorts mit sich bringen, erfolgen auch soziale Veränderungen. Deswegen bleibt die Anpassung an eine neue Umgebung von besonders größter Bedeutung. Dazu gehört in erster Linie das Beibringen einer neuen Sprache, das Kennenlernen der Kultur, Sitten und Bräuche des jeweiligen Landes [2].

Viele Einheimische verachten die Kinder aus Migrationsfamilien. Laut den internationalen Schulleistungsstudien erzielen solche Schüler mit Migrationshintergrund schlechtere Leistungen im Vergleich zu anderen Kindern. Dieses Problem betrifft nahezu alle Staaten, die in solchen Studien beteiligt waren. In Deutschland sind die Disparitäten besonders stark ausgeprägt, und zwar sowohl in der Grundschule als auch in der Sekundarstufe.

Auf der Plattform MIGAZIN (MIGRATION iN GERMANY) wurde ein Artikel über die Migration in Deutschland veröffentlicht. Es wurde betont, dass mittlerweile jeder fünfte deutsche Einwohner einen Migrationshintergrund besitzt. Allein im Jahre 2015 lebten 16,4 Millionen Menschen mit Migrationshintergrund in Deutschland, die Zahl dürfte sogar noch weiter gestiegen werden. Aber auch die Zahl der Einwanderer sei enorm gestiegen im Vergleich zu den vergangenen Jahren. In der Europäischen Union ist die Zahl der Einwanderungen auch sehr schnell gewachsen. Der häufigste Grund dafür sind Verwandte, die bereits in Deutschland ansässig sind [3].

Ergebnisse einer Studie der Universität Düsseldorf bewiesen nämlich, dass Bildung für Zuwanderer und gerade für ihre Kinder am wichtigsten sei. Aus diesem Grund wurden in einigen Großstädten Deutschlands in den letzten Jahren die Schulen für Türken errichtet. Dort findet der Unterricht auch in deutscher Sprache statt, jedoch kann dort besser auf Ambitionen und Interessen der türkischen Jugendlichen eingegangen werden als dies in anderen Lehreinrichtungen der Fall ist [4].

Ein interessanter Artikel von derselben Plattform, der sich mit diesem Thema beschäftigt, steht unter dem Titel „Die Bildung, die sie wollen“. Sein Autor ist Amory Burchard. In diesem Beitrag wird noch einmal deutlich klar, dass anständige Ausbildung für Kinder das Hauptziel aller Einwanderer ist, um nächsten Generationen ein besseres Leben zu ermöglichen. Dabei spielt die Mehrsprachigkeit eine wichtige Rolle, die für erfolgreiche Schullaufbahn oder in der Berufswelt auf dem Arbeitsmarkt einen großen Vorteil darstellen sollte. Denn Kinder und Jugendliche mit Migrationshintergrund leben in Deutschland und bringen ihre Muttersprache mit. Sie erlernen nebenbei die deutsche Sprache in der Schule und besitzen somit eine wertvolle

Fähigkeit – die Mehrsprachigkeit. Leider werden oft die hinter der Mehrsprachigkeit steckenden Möglichkeiten versehen und eher als Problem dargestellt [3].

Da in den Familien oft nur in der Muttersprache kommuniziert wird, wird die Mehrsprachigkeit von Kindern und Jugendlichen mit Migrationshintergrund häufig als Auslöser für geringe Deutschkenntnisse verstanden. Es stellt sich die Frage, ob die Mehrsprachigkeit nun ein Problem oder Vorteil ist. Das Bundesamt für Migration und Flüchtlinge (BAMF) setzte sich in einem Artikel mit der Bilingualität von Kindern auseinander. Der wichtigste Faktor für ein erfolgreiches Schul- oder Berufsleben ist natürlich das Erlernen der deutschen Sprache. Es sollte unbedingt genug Möglichkeiten für Kinder geben, Deutsch zu lernen um den Unterricht in der Schule ohne Probleme miterleben zu können. Die Grundlage dafür muss schon in Kindergärten und Kindertagesstätten gelegt werden. Dies sollte jedoch nicht bedeuten, dass die Eltern ihre Muttersprache verdrängen. „Das Aufwachsen mit zwei oder mehr Sprachen ist dann für Kinder ein großer Vorteil, eine große Chance. Wenn man in seiner Familie eine oder mehrere andere Sprachen spricht, ist es daher wichtig, mit den Kindern auch in dieser Sprache zu sprechen.“ (Bundesamt für Migration und Flüchtlinge) In Schulen ist die Erziehungskompetenz der Lehrkräfte gefragt, denn diese müssen auf Zuwandererfamilien entsprechend vorbereitet und qualifiziert werden. Sprachförderung ist enorm wichtig und sollte in jedem Fach und jeder Unterrichtsstunde stattfinden. Es fehlt Deutschland an Lehrern mit Migrationshintergrund, denn bei so vielen Kindern aus Einwandererfamilien benötigt es Vorbilder die eine ähnliche Vergangenheit teilen [1].

Es lohnt sich sicher, den Namen Abbas Mordeniz zu erwähnen. Er ist als Lehrer an einer Gesamtschule in Gelsenkirchen beschäftigt und spricht in einem Bericht auf der Plattform Projekt Lehrkräfte mit Zuwanderungsgeschichte über die Rolle eines Lehrers mit Migrationshintergrund bei der Integrationsarbeit. Mordeniz erwähnt: Lehrer mit Migrationshintergrund können beispielhaft dafür stehen, dass man sich einen Platz in der Gesellschaft über Bildung ermöglichent und sichern kann. Außerdem bestätigt Mordeniz, dass Lehrer die Verbindung zwischen Schule und Einwandererfamilie herstellen, da sie ihr Hintergrundwissen anwenden können. Jedoch können Lehrkräfte allein keine erfolgreiche Integration garantieren, dies funktioniert nur unter der Bedingung, dass Lehrer mit als auch ohne Migrationshintergrund zusammenarbeiten.

Ein weiteres Problem welches die Migration in Deutschland erschwert, ist die kritische Haltung vieler deutscher gegenüber Zuwanderungsfamilien. Es herrscht ein gespaltenes Bild, einerseits sieht ein Großteil der Bevölkerung die kulturelle Vielfalt hinter Migration, andererseits sind viele der Meinung, dass Migranten viele soziale Probleme und Konflikte verursachen. Ein Integrationsexperte der Bertelsmann-Stiftung äußerte sich wie folgt, dass Deutschland unterschätzt die Bedeutung einer Willkommenskultur und überschätzt die Attraktivität als Einwanderungsland. Ulrich befürchtet, dass aufgrund dieser Vorurteile Deutschland von qualifizierten Migranten gemieden wird obwohl diese dringend notwendig wären. Der Stern knüpft an dieses Problem an und berichtete über die Ergebnisse des sogenannten Sorgenrankings aus dem Jahr 2016, welche aus dem Forschungsinstitut GfK in Nürnberg hervorgingen. Diese Studie befragt ihre Teilnehmer, welche Aufgaben in ihrem Land am dringendsten bearbeitet und gelöst werden sollten. Mit einer großen Mehrheit sehen die Deutschen als größtes Problem die Zuwanderung. Jedoch ist man sich unklar, wie man das Problem beheben kann. Es herrscht noch Verbesserungsbedarf in Deutschland. Die Abneigung vieler Gegenüber Zuwandererfamilien hemmt den Prozess der Migration [5].

Liste der verwendeten Quellen:

1. Amory B. Die Bildung, die sie wollen / Burchard Amory // Der Tagesspiegel. Wissen. Nach Pisa: Was Migranten in der Schule fehlt: Die Bildung, die sie wollen – 2013. – URL: https://www.tagesspiegel.de/wissen/nach-pisa-was-migranten-in-der-schule-fehlt-die-bildung-die-sie-wollen/9170274.html
2. Annual Policy Report by the German National Contact Point for the European Migration Network (EMN) Migration, Integration, Asylum. Political Developments in Germany // Federal Office for Migration and Refugees. – 2017. – URL: https://ec.europa.eu/home-affairs/sites/default/files/11a_germany_amr2017_part2_en.pdf.
3. Ceri F. Chancenungleichheit von Migranten im deutschen Bildungssystem / Fatma Ceri // Springer Link. – 2008. – URL: https://link.springer.com/chapter/10.1007/978-3-86226-347-9_2.
4. Den Menschen im Blick - Sicherheit geben. Chancen ermöglichen. Wandel leben. // Bundesamt für Migration und Flüchtlinge. – 2021. –URL: https://www.bamf.de/DE/Startseite/startseite_node.html.
5. Fürstenau S. Migration und schulischer Wandel: Mehrsprachigkeit. / S. Fürstenau, M. Gomolla // Springer VS Pädagogik Erziehungswissenschaft – 2011 – URL: https://www.springer.com/de/book/9783531153810.

Volkova Diana,
Faculty of Trade and Marketing,
course IV, group 4, speciality”Philology”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Bilous Nataliia,
Candidate of Sciences in Philology, Docent
Associate Professor of the Department of Foreign Philology and Translation, KNUTE

SYNTACTIC AND LEXICAL FEATURES OF SCIENTIFIC AND TECHNICAL TEXTS

The translation is an expression of what has already been said in one language, by means of another language. The translation must convey the exact content of the original using another language while preserving its stylistic features. The ability to translate foreign literature of scientific and technical nature acquires special significance and is a necessary prerequisite for adequate understanding between specialists from different countries.

Technical and special documentation translation is one of the most difficult types of activity which demands some special approaches. Technical translation differs from a common one with its specific terminology and style of rendering the information. The scientific and technical literature sublanguage is distinguished with its peculiar lexical units along with grammatical and syntactical constructions [3, c. 163].

Syntactic features: texts of scientific and technical style are characterized by brevity and unambiguity. Their structure is dominated by nouns, adjectives, words with the main subject-logical meaning, terms, impersonal verb forms. Grammatical differences are due to the grammatical structure of the language, norms and stylistic features [1, c. 68].

The most common syntactic feature is permutation, or substitution, this transformational tool is used in most cases. No less important in translation is the syntactic substitution, the means of addition, the means of removal, the union of sentences, and the means of articulation is seldom used.

The means of permutation are known for usage of passive structures, characteristic of scientific and technical texts. When translating them, the subject is often replaced by an adverb (replacement of sentence members), which precedes the verb, and, accordingly, does not correspond to the direct order of words, characteristic of the English language in general, and for scientific and technical in particular [4, c. 48].

In addition to syntactic transformations, transformations at other levels were also used. In particular, these are morphological substitutions and lexical, stylistic permutations. Regarding generalized analysis, replacement of sentence parts is common in all genres of scientific and technical style, as its use is often necessary when using other syntactic substitutions, and replacement of a simple complex sentence with a complex compound one, due to grammatical differences between the two languages [4, c. 52].

Lexical features: among the lexical difficulties of translation V. Karaban singles out the following: ambiguity of words and terms, features of the use of common words in scientific and technical texts, finding an adequate counterpart, the correct use of a method of translating vocabulary, determining the limit of translation transformations, translation of terms-neologisms and pseudo-internationalisms [2; 5, c. 321].

During the translation of the text, the translators mainly use the following methods of translation and transformations of lexical units: 1) equivalent – method of translating terminological units by searching for the equivalent of a certain word in the language of translation: *monitor – екран, deadline – кінцевий термін,user – користувач;* 2) transliteration

– the method of transmitting words and letters of one language by letters of another language without taking into account the peculiarities of pronunciation: *provider – провайдер, monitor – монітор, printer – принтер, modem – модем, scanner – сканер*; 3) transcription – method of transmitting words and sounds of one language by a system of special symbols of another language, i.e. as they sound in the original language: *interface – інтерфейс, browser – браузер, design -дизайн, blog -блог, site - сайт, display - дисплей;* 4) calque – reproduction of the full syllable of the word, so a literal translation of parts, which can be done in the case when it does not violate the rules of use and compatibility of words in the Ukrainian language: *self-loading - самозавантаження, self-cooling – самоохолодження, закладка – bookmark*; 5) semi-calque – incomplete translation of a word or term from another language: part of the word or phrase is translated and part remains untranslated: *antibody – антитіло; adverse effect - несприятливий ефект*; 6) descriptive method: is a method of translation, when a word is replaced in the language of translation by a phrase that adequately conveys the meaning of the word: *cooler – охолоджувальний вентилятор, chipset – набір системних контролерів, які підтримують роботу центрального процесора, dial up – доступ до мережі через модемне підключення* [2, с. 75].

Thus, the translation of scientific and technical literature requires not only linguistic but also scientific and technical knowledge. Knowledge and proper use of these translation tools will help to avoid incorrect transmission of grammar in Ukrainian, as well as distortion of the logical content.

REFERENCES:

1. Бацевич Ф.С. Основи комунікативної лінгвістики. К.: Академія, 2004. 344 с.
2. Карабан В. І. Граматичні труднощі, лексичні, термінологічні та жанрово-стилістичні проблеми при перекладі з англійської мови. Вінниця: Нова книга, 2002. 586 с.
3. Хромова В. С. Percularities of foreign scientific and technical literarure translation. *Філологічні науки*. 2014. №3. С. 163–166.
4. Циркаль А. Ю. Особливості відтворення науково-технічних текстів. *Вісник Національного технічного університету України "Київський політехнічний інститут"*. Серія: Філологія. Педагогіка. 2013. Вип. 2. С. 46–53.
5. Шилінська І. Ф. Лексико-граматичні особливості перекладу науково-технічної літератури. *Науковий вісник Чернівецького університету. Германська філологія*. 2014. Вип. 692- 693. С. 321-324.

Zaichuk Yuliia,
Faculty of Trade and Marketing,
course IV, group 1, specialty "Philology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Academic supervisor: Diachuk Liudmyla,
Candidate of Philological Sciences,
Associate professor at the Department
of Foreign Philology and Translation, KNUTE

PECULIARITIES OF GENUINE AND LOAN INTERNATIONALISMS TRANSLATION IN MODERN *PUBLICISTIC TEXTS*

The rapid globalization of all spheres of human life has led to the strengthening of international contacts between individuals and entire companies. Such processes are constantly contributing to the emergence of such a universal vocabulary that would facilitate and make more productive communication between people around the world. The *effect* of internationalisms on the newspaper style is extremely intense and multifaceted. They help journalists to inform readers accurately, accessible and vividly about the most important events and facts of life in our country or even abroad and evoke a certain attitude towards different articles and their headings.

In linguistics, an internationalism or international word should be considered as an objective and inevitable factor in the evolution of language. By internationalisms are meant lexemes with full or partial coincidence of the semantic structure, which originate from one etymological source and coexist synchronously in at least three unrelated languages belonging to different language families (groups). There are different international elements (words, phrases and sometimes – separate sentences), which split in all languages in two typologically distinct subgroups:

–***genuine internationalisms***, which are the words and word-groups (rarely sentences) maintaining in several languages the same or similar phonetic and morphological form (rector – ректор, student – студент, cession – сесія, constitution – конституція, motor – мотор, electron – електрон, parliament – парламент, diplomacy – дипломатія, ambition – амбіція, lecturer – лектор);

–***loan internationalisms***, which have the same lexical meaning but exist only in national lingual forms (the law of gravitation – закон тяжіння, coefficient of afficiency – коефіцієнт корисної дії, compound nominal predicate – складений іменний присудок, foreign trade – зовнішня торгівля, national anthem – державний гімн).

The way of translation is defined as a sequential plan of actions adopted by the translator in accordance with the intention of translating the text. There exist several ways of conveying loanwords that occur in languages with the same or at least similar meaning and etymology. The identification of genuine or loan internationalisms presents no difficulty. Ukrainian translator, literary critic and brilliant linguist Ilko Korunets identifies the following ways in translating genuine internationalisms:

–***literal translating*** (drama – драма, symposium – симпозіум, pizza – піца, tango – танго, cobra – кобра);

–***translating via transcribing/conveying the sounding structure*** (bouquet – букет, bureau – бюро, prize – приз, box – бокс, jeans – джинси);

–***translating by practical transcribing*** (company – компанія, information – інформація, apathy – апатія, vegetarian – вегетаріанський, devil – диявол);

–***descriptive translating*** (systematizing – той (та, те), що систематизує; classifiable – той (та, те), що піддається класифікації; civilizable – той (та, те), що піддається цивілізуванню/цивілізації; analyzable – той (та, те), що систематизує, golf-club – клуб гравців з гольфу);

–***translating by way of synonymous substitution*** (party line – політичний курс, national economy – національне господарство, diagram – схема, base – фундамент, gangster – бандит) [2, с. 135-140].

A faithful conveying of their lexical meaning requires considerable attention on the part of the translator and in the process of their translation both at language level and at speech level several factors have to be taken into consideration: the lingual form, the lexical meaning, the structure, the source of origin and the orthographic presentation of internationalisms in both languages.

Linguist Eduard Skorokhodko called loan internationalisms relative equivalents, understanding by them the terms that express the concept in relation to the concept expressed by the translated term [3]. Difficulties in translating loan internationalism lie in the fact that the translator, knowing about the presence of such a lexical element in the native language, mistakenly considers it a semantic equivalent of a foreign term, especially if these terms have something in common in meaning. Translation theorist and linguist Viacheslav Karaban identifies the following ways of translating loan internationalisms:

–***word-for-word/loan translation*** (weather forecast – прогноз погоди, natural resources – природні ресурси, value-added tax – податок на додану вартість);

–***word-for-word/loan translation with substitution*** (government subsidy – державна субсидія, indicative mood – наказовий спосіб, living standards – життєвий рівень);

–***descriptive translation*** (window dressing – творчий бухгалтерський облік; developing countries – країни, що розвиваються; bear markset – ринок акцій, на якому знижуються ціни) [1].

It follows that the existence of international lexis, and mainly understanding of the conditions of its functioning, its system-structural relationships can help to optimize the cognitive processes in any sphere of human activity. Moreover, many internationalisms are polysemantic and in some meanings are to be translated as genuine internationalisms, while in the other meanings they are given different translations.

To sum up, the rapid globalization of not only cultural but also economic processes has led to the separation of the journalistic style, which is full of internationalisms. Genuine and loan internationalisms require special attention of the translator, as they can easily be *misinterpreted* and cause gross errors. Thus, the choice of translation should be determined by the contextual meaning of the international word.

REFERENCES

1. Карабан В. І. Переклад англійської наукової і технічної літератури: Граматичні труднощі, лексичні, термінологічні та жанрово-стилістичні проблеми / В. І. Карабан. Вінниця: Нова кн., 2004. 567 с.
2. Корунець І. В. Теорія і практика перекладу (аспектний переклад). Вінниця: Нова Книга, 2003. 448 с.
3. Скороходько Э. Ф. Вопросы перевода английской технической литературы (перевод терминов). Киев: Изд-во Киевского университета, 1963. 90 с.

Ziuhanova Yuliia,
Faculty of Trade and Marketing,
course IV, group 4, specialty «Philology»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine,
Scientific supervisor: Novokhatska Nataliia, Candidate of Sciences (Philology),
Associate Professor of the Department of Foreign Philology and Translation, KNUTE

PHRASEOLOGICAL UNITS WITH A COLOR COMPONENT, THEIR TRANSLATION EQUIVALENTS

The current issue of modern linguistic is to find the semantic relations between target and source languages. Numerous philology scientists use the comparative method, for example in phraseology, to introduce idioms like the keys to a deeper understanding of some word phrases etymology.

A phraseological unit is a group of words with a fixed lexical composition and grammatical structure. Some of its components are difficult to identify in the target language because they have different meanings [1]. Especially this statement relates to colours.

It is worth mentioning the way scientific philological literature deals with the phraseological units with colour components. Some renowned linguists, for example, E. Rakhilina, Y. Normanska and I. Farion rely on other specific areas as psychology, neurology, colourimetry and even philosophy [2]. They try to understand the hidden meaning of each colour and emphasize all the shades in the target language.

A lot of colours have supplementary connotations for their phraseological meaning. There are three most common types of connotations: positive, negative and neutral. Moreover, each colour can have more than one connotation while the representation of culture and historical background of phraseological units.

Black colour will be a good example to show the concept of various connotations. Most of the nationalities put it alongside death, unhappiness, Devil, evil and so on. For example, we can render "black-letter day" as "трагічний, нещасний день". In this phraseological unit, the "black" component was omitted [3]. Instead of this, a more generalised word equivalent was used.

Blue colour has the same semantic shade as the black. These two lexemes can relate to various aspects of human behaviour, religion, psychological factors and so on [4]. For instance, the idiom "swear blue up and down" can be translated as "клястися, присягатися всими святими", because both nations associate "blue" with "sky". And as we know, the sky is home for Gods and Saints, a translator should apply the approximate analogy method.

White colour has the opposite meaning. Mostly it symbolizes frozen winter, Good, the innocence of God's children and even a battle for freedom and human rights. The meaning of phraseological units with white colour can differ because of political events, wars and divergent generations. For example, the idiom "white slave" means "жінки-невільниці європеоїдної раси, яких експортували в якості рабинь на продаж". Nowadays this phraseological unit is a bit outdated and we should dive deeply into history to find its roots.

The lexeme red introduces the original notion of something dangerous such as a fire (red cock - пожежа); wealth and power (the red carpet - червона доріжка); poorness (to go into red - зазнати збитків) etc. During the translation, we should pay attention to the phraseological unit's origins and use the description method to explain the meaning to the target audience.

During the process of meaning formation of idioms with yellow colour component, some translators omitted the psychological aspects of this colour unit. They tried to pay attention to the historical or traditional established background of such types of idioms. For example "To have a yellow streak" translates inro Ukrainian as "боягузливий". So the "yellow" deep meaning was changed to show original understanding. But English and Ukrainian can have the same visions of some units (yellow press - "жовта" преса).

The problematics of English idioms translation into Ukrainian is still quite relevant because the synonymic row is changing according to technical progress, globalization and cultural integration among different countries and nationalities, we start sharing our common moral and intellectual values [5].

The translation of idioms with colors requires possession of certain background knowledge and understanding of the language diversity of exact country. As a rule, during the process of translation colour idioms from English into Ukrainian, some linguists can use the various types of lexemes in order to explain the correct meaning of these idioms.

The study of phraseological parts with colour connotations is a substantial layer of the phraseology of the English and Ukrainian languages, allowing to examine the source language more deeply and learn the culture, traditions and mentality of people who speak them [6].

REFERENCES

1. Лонська Л. Українські фразеологізми з компонентами на позначення кольору в культурно-етнічному висвітленні / Л. Лонська // Мова у слов'янському культурному просторі : тези доповідей і повідомлень міжнародної наукової конференції. - Умань, 2020.
2. Селиванова О. Нариси з української фразеології (психокогнітивний та етнокультурний аспекти) : монографія /О. Селиванова. - К.
3. Семашко Т.Ф. Фразеологізми із прикметниковим компонентом чорний / черный в українській і російській мовах // Типологія мовних значень у діахронічному та зіставному аспектах: Зб. наук. праць. – Вип. 10. – Донецьк: ДонНУ, 2014
4. Семашко Т.Ф. Лексико-семантичні значення фразеологізмів із прикметниковим компонентом синій / синий / blue // Типологія мовних значень у діахронічному та зіставному аспектах: Зб. наук. праць. – Вип. 12. – Донецьк: ДонНУ, 2015.
5. Удовиченко Г. М. Фразеологічний словник української мови : у 2 т. – Т.1. / Г.М. Удовиченко. – К. : Вища школа, 1984.
6. Фразеологічний словник української мови : у 2 кн. / [уклад. В. М.Біло- ноженко та ін.]. – К. : Наукова думка, 2019

Bezsmertna Oleksandra
Faculty of International Trade and Law,
course III, group 3, specialty "Management of Foreign Economic Activity",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Piankova Oksana, PhD in Economics,
Associate Professor of International Management, KNUTE

APPLICATION OF PROTECTIONIST METHODS IN UKRAINE

The Covid-19 pandemic, according to the World Trade Organization, in 2020 led to a drop in world trade by 32%. Such dynamics became the worst of the options [4].

Many countries have stepped up protectionist measures to compensate the losses from the pandemic and to support their economies. Trade barriers are now the simplest and most effective tool for protecting the market.

Protectionism is a policy of protecting domestic industries against foreign competition by means of tariffs, subsidies, import quotas, or other restrictions or handicaps placed on the imports of foreign competitors [1].

Using this policy, the government increases tariffs (import taxes), quotas and other methods of protection in order to increase prices for imported products, which makes it more expensive and less attractive in the domestic market. Countries use protectionism when they feel that their industries are losing out on unfair competition in foreign markets. However, the application of protectionist methods usually has a short-term positive effect as well as the countermeasures which could be implemented by partner countries, which also has a negative effect on export opportunities and can cause damage to the national economy that will exceed the benefits of customs protection measures in the long run.

The main tools of protectionism are tariff and non-tariff methods of regulation. Tariff methods are based on the use of a customs tariff, to put it another way, it is the application of a mandatory tax levied by customs authorities on the import (export) of goods and is one of the main conditions of import (export). There are the following main types of imposts: ad valorem tariff (a tariff rate charged as a percentage of the product's customs value), specific tariff (this tariff levied as a fix charge per unit of imports), combined (it is a tariff that is a combination of specific tariff and ad valorem tariff), export or import duties and seasonal duties.

Non-tariff methods of regulation include quantitative restrictions, which are the administrative form of non-tariff state regulations that determines a certain amount of goods that can be imported. Non-tariff methods include: quotas (it is a government-imposed trade restriction that limits the number or monetary value of goods that a country can import or export during a particular period), licensing (it is a regulation of foreign trade by licensing imports of certain goods over a period of time), embargo (it is a ban on trade of certain goods with a certain country or group of countries). In addition, to methods of non-tariff regulations are also included methods of disguised protectionism. For instance, technical barriers (certain requirements for products' standardization, compliance with standards, quality characteristics, use of certification), internal taxes and fees (VAT (value-add tax), excise tax, customs clearance fee), as well as requirements for the content of local components (it means that a foreign company doing business in another country has to use a certain part of the local resources of that country, instead of imported one).

There is no country in the world that does not use protectionist instruments in trade, however, for each country there is a level of reasonable protectionism - the optimal number of trade restrictions, which, on the one hand, do not conflict with national interests, and on the other - provide normal, easy access of competitive foreign goods and services to the market of a country.

If we talk about Ukraine, the protectionist policy of the state is developing in three main areas:

1. establishment of tariff customs barriers;
2. establishment of non-tariff barriers;
3. Export promotion - is carried out with the help of state funding in the study of the world market

Different types of duties should be considered as examples of tariff barriers [3]. For example, the duty on musical percussion instruments has the same full and preferential import duty rate of 5%. Another example is the establishment of different full and preferential rates of import duties on watches, which are installed on the dashboards for land vehicles used for civil aviation. Therefore, the full rate of duty is set at 2%, and preferential at 0%. It should be noted that the amount of import duty (full or preferential rate) depends on the products' country of origin. If the country of origin is a member of the WTO, it is a preferential duty rate that is used, for all other countries – full duty rate. Besides, it is interesting to have a closer look at a seasonal duty on roses. In the period from November 1 to May 31, the import duty will be 5%, and from June 1 to October 31 it is already 10%, which will increase the price of imported roses and reduce their competitiveness on the national market.

Regarding the example of non-tariff barriers, there is a list of goods imported from the Republic of Northern Macedonia that should be licensed under the tariff quota in accordance with the provisions of the Free Trade Agreement between Ukraine and the Republic of

Macedonia from January 18, 2001, approved by the Cabinet of Ministers in December 2020 № 1329 "On approval of lists of goods, export and import of which are subject to licensing, and quotas for 2021" [2]. in particular, such goods include: grape wines, including fortified wines, the tariff quota of which is 40 million liters; fruit juices set a quota of 3 million liters, peppers of the genus Capsicum or genus Pimenta, fresh or chilled has a quota of 5,000 metric tons and others.

And the last but not least, it is a direction of development - export promotion [1]. The state stimulates export activities by concluding regulatory documents:

1. Ensuring large-scale expansion of exports of goods (works, services) of Ukrainian origin by insuring, guaranteeing and reducing the cost of export crediting
2. Export strategy of Ukraine ("road map" of strategic trade development) for 2017-2021
3. Establishment of the state institution "Export Promotion Office of Ukraine"
4. Development export strategy of agricultural products, food and processing industries of Ukraine for the period up to 2026

In addition, the Ministry for development of economy trade and agriculture together with the State Enterprise “Export Promotion Office” has launched an export web portal - an information tool to support Ukrainian exporters and the development of the business environment in general. As part of the international technical assistance of the Government of Germany through the German Society for International Cooperation (GIZ) GmbH - GIZ Ukraine, services for the development of an export web portal were purchased.

According to the framework of WTO commitments for members, protectionist measures should be applied only in exceptional cases. In the long run development, the use of different protectionist methods measures may be effective for Ukraine, but in two main cases. The first condition is if there is fierce competition in the domestic market. Competition within the country in combination with a saturated domestic market allows you to gain a competitive advantage to enter foreign markets. Under such conditions, protectionism does not reduce the incentives to innovate. However, the support of one firm in the market does not bring competitive advantages for the whole industry. Without competition, the protectionist industry will never take the place of competitive industries in the world market. The second condition is that protectionism must be limited in time. All protected areas are usually affected by a full competition not in the best way. Moreover, the implementation of anti-dumping duties can lead to the product’s deficit and as a result we will have increased price, from which neither consumers nor Ukraine’s government will benefit. Furthermore, it is importing companies that will be affected as well because they create employment places. Imports will fall sharply, as will budget revenues. Therefore, the policy of protectionism must be balanced, in order to have both protection of the domestic producer and a possibility to give them an opportunity to enter foreign markets with competitive products after some time.

REFERENCES:

1. Єдиний експортний веб-портал — нові можливості для експортерів [Електронний ресурс]. – 2020. – URL: https://www.wto.org/english/news_e/pres20_e/pr855_e.htm.
2. Про затвердження переліків товарів, експорт та імпорт яких підлягає ліцензуванню, та квот на 2021 рік [Електронний ресурс]. – 2020. – URL: https://zakon.rada.gov.ua/laws/show/1329-2020-%D0%BF#Text.
3. Українська класифікація товарів ЗЕД [Електронний ресурс] – URL: https://qdpro.com.ua/uktzed. (дата звернення 23.01.2021)
4. Trade set to plunge as COVID-19 pandemic upends global economy [Електронний ресурс]. 2020 URL: https://www.wto.org/english/news_e/pres20_e/pr855_e.htm

Boiko Bogdana,
Faculty of International Trade and Law,
course II, group 3a, specialty "International Economics",
Kyiv National University of Trade and Economics
Kyiv, Ukraine
Scientific supervisor: Vysotchenko Svitlana, Senior Lecturer
at the Department of Foreign Philology and Translation, KNUTE

THE INFLUENCE OF CORONAVIRUS PANDEMIC ON THE SYSTEM OF INTERNATIONAL ECONOMIC RELATIONS

Since coronavirus disease became a real problem in our modern life, the system of international economic relations has begun changing its former order. The history of humanity has counted a lot of pandemics, after which the number of people decreased significantly. But the current situation is really unique. It is the first time when interethnic illness has taken part in the epoch of globalization and the expansion of digital technologies. And, undoubtedly, such a crisis is the key forcer in the transitions of international connections.

The tough quarantine has influenced the society totally and showed how chaotic and bewildered it can behave in the time of unpredictable occasions and danger. The interpersonal contacts have suffered a lot because of the deficiency of attention. So, we can only imagine the volumes of difficulties and modifications of economic relations that countries face now and will come into by the end of the pandemic.

Financial losses are being felt even now. Economic contraction is considered to be expected in all G20 countries, excluding China. Although, some experts prognose that this year the recovery is forecasted, approximately in 5% volume. And this fact means, that global gross domestic product at the end of 2021 will reach a level roughly corresponding to the end of 2019. As the quarantine restrictions were suspended, many countries were able to resume economic activity. However, in a lot of them, stagnation is appeared to be already beginning, and confidence in future is far from growing, given the new outbreaks of the virus practically around the world [1, c. 12].

The economic consequences of the coronavirus crisis were first felt in the region's financial markets when foreign investors began to withdraw their investments. Isolation measures have saved countless lives, but the economy has risen everywhere except Belarus, where the authorities have not imposed nationwide quarantine. The closure of borders disrupted trade and tourism flows, and prevented many seasonal workers, especially agricultural workers, from getting jobs abroad.

Social distancing measures needed to reduce the rate of spread of the pandemic are having a particularly severe impact on small and medium-sized enterprises due to a sharp decline in demand for services, except for food retail. That is the reason, which gives clear understanding of the need for comprehensive support measures that include not only direct support for companies through credit lines and loan guarantees, but also fiscal and social support measures. By the way, intensive support will be required over the further period of time, especially to help the enterprises to recover quickly from the crisis through support for digitalization, more flexible regulation and improved access to finance. It is great, that international organizations and unions actively help to cope with the results of the losses, incurred during the pandemic.

Because of the quick spread of coronavirus disease, a lot of things with diplomatic activity have happened for the first time, and changes will continue to become extinct. Meetings on well-known platforms, online briefings, remote home assignments and tasks have already become extremely popular, and the system works smoothly. Quarantine restrictions have vividly demonstrated that having a wish, you can easily transit a large part of international meetings into a "digital" format without damage to affairs. The huge challenge to “online diplomacy” is to provide all the specialists with the corresponding level of professional preparation. That is why all professionals require principally new skills: digital, technical, organizational, communicative.

As for our country, the pandemic can give us new perspectives to go out of the shadow. If we really want to be an integral part of "real" Europe with the EU and NATO, we need a project owner for that Europe. It needs a way out of a realistic vision of international political reform, not an imitation of a movement for peace without visions of the future. Then our chances of winning this game increase [2].

Some scientists state, that coronavirus crisis can lead to global geopolitical changes. Although, everyone believes that the “coronavirus” reset of international relations will take place on a liberal-democratic basis. At the same time, experts suggest that there will be a strengthening of NATO and the EU. It is understandable that the coronavirus pandemic won’t change Ukraine's goals for Euro-Atlantic and European integration.

REFERENCES:

1. Долбнєва Д. В. Вплив COVID-19 на економіку країн світу. Проблеми економіки. 2020. – 26 с.
2. Тарасюк Т. Антивірусний фронт: як НАТО протистоїть коронавірусу. (06.2020). URL: https://www.eurointegration.com.ua/experts/2020/06/1/7110514/

Zubalii Kateryna ,
Fakultät für Außenhandel und Recht,
Studienjahr 2, Gruppe 4, Studiengang “Management“,
Nationale Universität für Handel und Wirtschaft Kyjiw,
Kyjiw, Ukraine
Wissenschaftliche Leiterin: Nataliya Strokan, Hochschullektorin für Deutsch, Lehrstuhl für Fremdsprachenphilologie und Übersetzung KNUTE

AUSWIRKUNGEN DER CORONA-PANDEMIE AUF DIE DEUTSCHE WIRTSCHAFT

Mehr als ein Jahr ist vergangen, als die ganze Welt von der Nachricht erschüttert wurde, dass der erste Infektionsfall mit dem neuen Coronavirus Covid-19 in der chinesischen Stadt Wuhan entdeckt wurde. Es wurde immer lauter aus allen Informationsquellen über den rapiden Anstieg der Zahl der Patienten nicht nur in China, sondern auch in anderen Ländern der Welt gehört. Länder begannen massiv, Grenzen zu schließen, die unglaubliche Anzahl von Unternehmen wurden gestoppt, geschlossene Geschäfte, soziale Entfernung, Informationen über überfüllte Krankenhäuser. . . Panik und Angst haben die ganze Welt umzingelt.

Im Zusammenhang mit der Pandemie können wir in vielen Ländern der Welt eine schwierige wirtschaftliche Situation beobachten. Es gibt mehrere Hauptfaktoren, die den wirtschaftlichen Niedergang verursachen, beispielsweise: das Angebot an Arbeitskräften wird durch die steigende Anzahl an Erkrankten und Toten minimiert. Der zweite und aus ökonomischer Perspektive bedeutendere Faktor sind die von vielen Staaten beschlossenen Maßnahmen zur Eindämmung der Pandemie. Es kommt beispielsweise zu massiven Einschränkungen in der Veranstaltungsbranche, der Gastronomie und dem Reiseverkehr, aber auch die Warenproduktion kann unmittelbar von den Maßnahmen betroffen sein. Kann beispielsweise der Sicherheitsabstand in Produktionsstätten nicht eingehalten werden, müssen diese ihre Produktionsabläufe ändern oder temporär schließen. Störungen internationaler Lieferketten können die inländische Produktion weiter schwächen [2] usw.

Die gesamtwirtschaftliche Lage in Deutschland war im Jahr 2020 geprägt von der Corona Pandemie. Der Ausbruch der Pandemie und der erste Lockdown im Frühjahr führten zu einem historischen Einbruch des Bruttoinlandsprodukts im 2. Quartal 2020 um 9,8 %. Die kräftige Erholung im Sommer wurde zum Jahresende durch die zweite Corona-Welle und den erneuten Lockdown gebremst [1]. Die Corona-Krise hat im Jahr 2020 tiefe Löcher in die deutsche Exportbilanz gerissen. Die Warenausfuhren brachen gegenüber 2019 um 9,3 Prozent auf 1204,7 Milliarden Euro ein. Es war der stärkste Rückgang seit der weltweiten Finanzkrise im Jahr 2009. Damals waren die Exporte um 18,4 Prozent gesunken. Das Import-Volumen verringerte sich im vergangenen Jahr um 7,1 Prozent auf 1025,6 Milliarden Euro [4].

Die Corona Pandemie betrifft viele deutsche Unternehmen auf die eine oder andere Weise. Rund 63 % der Unternehmen aus dem verarbeitenden Gewerbe spüren bereits jetzt die negativen Auswirkungen der Corona Pandemie in Deutschland. 76,4 % der betroffenen Unternehmen teilen mit, dass Dienstreisen abgesagt wurden. An enormen Verzögerungen bei Lieferungen von Vorprodukten und Rohstoffen leiden 52,0 % der Unternehmen, auch Tochterunternehmen im Ausland sind betroffen [3]. Nach verschiedenen Erforschungen kann man auch die Sektoren der deutschen Wirtschaft, die von der Corona Pandemie betroffen wurden, nennen. Zum Beispiel: Elektroindustrie, Maschinenbau, Autoindustrie, Handwerk, Tourismusindustrie und Luftfahrt.

Also, die Corona-Pandemie hält Gesellschaften und Volkswirtschaften in Atem. Heute sehen wir eine große Anzahl von Neuinfektionen Menschen mit Coronavirus, verschiedene Einschränkungen verstärken sich, die sich negativ auf die wirtschaftliche Situation auswirken.

REFERENCES:

1. Bruttoinlandsprodukt Für Deutschland 2020 Statement zur Pressekonferenz am 14. Januar 2021 URL: https://www.destatis.de/DE/Presse/Pressekonferenzen/2021/BIP2020/statement-bip.pdf?__blob=publicationFile (Datum des Gebrauchs: 24.03.2021)
2. Corona-Krise: Welche Folgen hat die Pandemie für die Wirtschaft? URL: https://www.bpb.de/politik/innenpolitik/coronavirus/310192/wirtschaft (Datum des Gebrauchs: 24.03.2021)
3. Corona Pandemie – Auswirkungen auf deutsche Unternehmen URL: https://www.subauftrag.com/corona-pandemie-auswirkungen-unternehmen/#auswirkungen (Datum des Gebrauchs: 24.03.2021)
4. Deutsche Exporte brechen stark ein URL: https://www.sueddeutsche.de/wirtschaft/deutschland-exporte-corona-1.5200332 (Datum des Gebrauchs: 24.03.2021)

Kabanets Snizhana,
Faculty of International Trade and Law,
course III, group 4, specialty "Management of Foreign Economic Activity",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Piankova Oksana, PhD in Economics,
Associate Professor of the Department of International Management, KNUTE

AUTHORIZED ECONOMIC OPERATOR STATUS OR SYSTEM OF SIMPLIFICATIONS FOR SUBJECTS OF FOREIGN ECONOMIC ACTIVITY

With the rapid growth of international trade relations and foreign economic cooperation of Ukraine, trends of strengthening integration processes and through the European vector of development, the issue of reforming and improving the customs system of our country to harmonize and optimize customs procedures in accordance with international norms and standards remains relevant. In order to promote the foreign economic activity of entities in Ukraine, there is a need to improve the tools of customs administration, in particular through the effective use of the institution of an authorized economic operator.

On November 7, 2019, the Law "On Amendments to the Customs Code of Ukraine on Certain Issues of Functioning of Authorized Economic Operators" [1] entered into force, which not only serves to ensure Ukraine's obligations under the Association Agreement with the European Union and the World Trade Organization on the simplification of trade procedures [2, 3], but is also an important step in government policy aimed at supporting foreign economic activity and the introduction of significant simplifications of customs formalities. According to the Customs Code of Ukraine, a resident enterprise that performs any role in the international supply chain (manufacturer, exporter, importer, customs representative, carrier, freight forwarder, warehouse keeper) and has received authorization in accordance with the requirements, acquires the status of authorized economic operator (AEO) [4]. Thus, the AEO certificate acts as a guarantor of building a more trusting relationship between customs and business, guaranteeing the latter special advantages in the implementation of customs procedures. Speaking about benefits, there is a need to specify them in accordance with certain types of authorization of this special status. Thus, AEO type "C" provides for the right to apply special simplifications, AEO type "B" - confirmation of security and reliability, but the simultaneous use of both types of authorization by the company is also provided by Ukrainian legislation [4].

In general, an enterprise with the status of AEO can receive such benefits as [4, 5]:

1. simplified declaration;

2. saving time and money, in particular through the use of special lanes at checkpoints, which ensures faster movement of goods across the customs border, as well as obtaining the right to pass customs formalities as a matter of priority;

3. reduction of risks in the customs clearance system (regarding the control of classification of goods, customs value, etc.);

4. the right to self-impose seals of a special type on vehicles, which allows sealing without the involvement of the customs authority.

In addition, the authorization of the type "AEO-C" gives the company the right to receive simplification of the general financial guarantee, ensures the application of the procedure of simplified declaration and release of goods at the location. At the same time, the status of “AEO-B” provides for notification of the forthcoming customs inspection of goods and commercial vehicles on the basis of the results of risk analysis in advance.

Given the benefits of AEO status, it is important to assess the scale of the savings for each FEA entity in terms of time and money. The analysis of the regulatory impact of the draft resolution of the Cabinet of Ministers of Ukraine "On some issues of functioning of authorized economic operators" conducted by the Ministry of Finance of Ukraine gives grounds to claim that obtaining AEO authorization will reduce time and material costs by up to 30 percent. According to the results, the savings on exports for one subject of foreign economic activity will average 36 hours and 450 US dollars, while the savings on imports will be 2130 US dollars, and time will be reduced by 682 hours. Based on the fact that the time of stay of one vehicle at the customs terminal is on average 24 hours, obtaining the right to apply the simplification provided by law "self-application of seals of special type" will save time for one business entity of more than 2 thousand hours per year. Besides, in the case of obtaining permission to use the "location procedure", the company will be able to reduce the costs associated with the placement of goods and vehicles at customs terminals on average from 70 to 100 thousand UAH for a year [7].

Research of other countries, including the United States, where AEO programs have been implemented much earlier, have shown that AEO status improves product safety by 38% and inventory management by 14%, increases access to visibility and transparency of supply chain data by 50% and improves the timeliness of information on the movement of goods by 30%. At the same time, by reducing the time for transit movements and reducing the time for final delivery, the speed of product delivery increases by an average of almost 30% and, accordingly, the number of customer complaints decreases by 26% while increasing the number of new customers by 20% [8].

According to the State Customs Service of Ukraine, 3 applications of enterprises for authorization of authorized economic operator have been registered today, one of which has already been issued the first AEO certificate in Ukraine, the application of another enterprise is under consideration, another company was denied conformity assessment [9]. The issue of such "low activity" among the subjects of foreign economic activity in the process of applying for AEO status remains open. However, taking into account the above information, we can conclude that the benefits received by the company together with the AEO certificate create a favorable environment for improving and perfecting procedures related to customs clearance, form the optimal balance between ensuring customs security and foreign economic activity, thereby promoting the implementation of Ukraine's Export Strategy and increasing the state's competitiveness in the international arena.

REFERECES:

1. Law of Ukraine. On amendments to the Customs Code of Ukraine on some issues of functioning of authorized economic operators. URL: https://zakon.rada.gov.ua/laws/show/141-20#Text
2. Association Agreement between Ukraine, of the one part, and the European Union, the European Atomic Energy Community and their Member States, of the other part. URL: https://zakon.rada.gov.ua/laws/show/984_011#Text
3. Protocol. On Amendments to the Marrakesh Agreement Establishing the World Trade Organization. URL: https://zakon.rada.gov.ua/laws/show/981_053#Text.
4. Customs Code of Ukraine. URL: https://zakon.rada.gov.ua/laws/show/4495-17.
5. Ministry of Finance of Ukraine. URL: https://mof.gov.ua/uk.
6. QDPro. URL: https://www.qdpro.com.ua/uk.
7. Analysis of the regulatory impact of the draft resolution of the Cabinet of Ministers of Ukraine "On some issues of functioning of authorized economic operators". // Ministry of Finance of Ukraine. - 2020.
8. The Authorized Economic Operator and the Small and Medium Enterprises // World Customs Organization. - 2010. URL: http://www.wcoomd.org/en/topics/facilitation/instrument-and-tools/tools/~/media/93162547322F462A97F8767D0987A901.ashx.
9. State Customs Service of Ukraine. URL: https://customs.gov.ua/.
10. AEO in infographics.URL: https://customs.gov.ua/aeoinfographics.
11. Ease of Doing Business in Ukraine // World Bank Group. - 2020. URL: https://www.doingbusiness.org/en/data/exploreeconomies/ukraine#DB_tab.
12. Compendium of Authorized Economic Operator Programs. // World Customs Organization. - 2020. - P. 285.

Koval Sergey,
Faculty of International Trade and Law,
course III, group 3, specialty "Management of Foreign Economic Activity",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Piankova Oksana, PhD in Economics,
Associate Professor of International Management, KNUTE

THE MAIN PROBLEMS OF DEVELOPMENT OF THE FOREIGN ECONOMIC ACTIVITY OF UKRAINE

Foreign economic activity in Ukraine is one of the main items of budget revenue, therefore it is simply impossible to underestimate the impact of foreign economic activity of Ukrainian enterprises, at the same time, there is a promotion of technology, increasing jobs, increasing investment. Today, due to the COVID-19 epidemic and the subsequent crisis, many problems related to external factors have been exposed, namely the factors of the global environment; direct factors - factors of the intermediate environment; internal factors - microenvironmental factors. [5]

Studies of the problems of foreign economic activity of Ukraine have led to the identification of several main reasons for slowing down the development of export and import potential of the country: 1) The decline of industrial production; 2) Lack of sufficient FDI; 3) Unstable geopolitical situation in eastern Ukraine; 4) Low-tech export orientation.

One of the best indicators of the development of industrial production, which directly affects foreign trade is the index of industrial production:

Table 1. Summary table of indices of industrial production in recent years (%). [2]

	2016	**2017**	**2018**	**2019**	**2020**
January	81,4	82,5	86,1	86,2	91,6
February	108,2	97,8	96,5	98,1	100,4
March	106,8	108,9	107,6	112,0	103,6
April	96,6	93,1	95,0	98,2	87,2
May	96,3	103,4	103,1	99,5	104,9
June	97,9	100,1	100,2	96,3	104,1
July	107,0	100,3	101,4	103,6	103,9
August	99,2	103,0	99,5	98,6	96,5
September	104,4	102,5	101,7	101,7	104,5
October	105,7	106,9	110,0	105,6	105,8
November	100,8	100,3	97,9	95,4	101,1
December	101,9	101,0	98,3	98,3	102,8
In a year	103,1	97,1	95,3	91,7	104,5

According to the Ministry of Finance (Table 1), the Ukrainian industry is in recession, and as a result from 2016 to 2020 fell by 7.7%, which has no positive effect on Ukraine's foreign economic activity, and in the future will increase imports of goods from Ukraine abroad and an even larger negative balance.

The unstable geopolitical situation in the country, the war in eastern Ukraine, and a weak currency - all this affects the mood of investors, which in turn affects the amount of FDI because it is the most desirable form of investment for developing economies because these investments allow large projects. Also, in addition to all the above, the country receives new technologies and new corporate governance practices.

Table 2. Foreign direct investment in Ukraine from 2002 to 2020 (million USD). [3]

	FDI to Ukraine		FDI from Ukraine		Balance	
2012	8401	1194	1206	1014	7195	2.6%
2013	4499	-3902	420	-786	4079	-43.3%
2014	410	-4089	111	-309	299	-92.7%
2015	-458	-868	-51	-162	-407	-236.1%
2016	3810	4268	16	67	3794	1032.2%
2017	3692	-118	8	-8	3684	-2.9%
2018	4455	763	-5	-13	4460	21.1%
2019	5860	1405	648	653	5212	16.9%
2020	-868	-6728	82	-566	-950	-118.2%

Based on the data given in Table 2 we can conclude that the situation of inflow of investment capital into Ukraine is unstable. Foreign investors are skeptical of investing money because there is a high risk of non-return. One of such cases was the refusal of PZU-Ukraine Insurance Company, AXA Insurance Company, and Ingo-Ukraine Insurance Company to pay insurers, including foreigners, compensation for damaged property in the anti-terrorist operation zone, as military insurance points were not registered in contracts. The Court of Appeal of Ukraine ruled in favor of insurers, thus deteriorating the image of the state as a reliable guarantor. [4]

Commodity structure of foreign trade in January-February 2021. [1]

Code and name of goods according to UKT FEA	Export		Imports	
	Thousand dollars USA	In % to the total	Thousand dollars USA	In % to the total
Total	**8474809,3**	**100,0**	**8731297,3**	**100,0**
I. Live animals; products of animal origin	155540,7	1,8	211259,9	2,4
II. Products of plant origin	1541689,1	18,2	433241,1	5,0
III. Fats and oils of animal or vegetable origin	1099659,2	13,0	49382,3	0,6
IV. Ready-made food products	567410,7	6,7	405401,1	4,6
V. Mineral products	1224965,4	14,5	1590410,2	18,2

VI. Products of the chemical and allied industries	305970,8	3,6	1230189,0	14,1
VII. Polymeric materials, plastics and articles thereof	155521,7	1,8	564190,3	6,5
XV. Base metals and articles thereof	130542,8	1,5	337137,6	3,9
XVI. Machines, equipment and mechanisms; electrical equipment	1749933,6	20,6	456238,5	5,2
XVI. Machines, equipment and mechanisms; electrical equipment	774394,4	9,1	1692910,4	19,4
XVII. Land vehicles, aircraft, floating vehicles	92367,9	1,1	859218,4	9,8

The commodity structure of exports in Ukraine in 2021 remains focused on the sale of raw materials (65.3%), instead of the production and export of high-tech goods with high added value (20.2%). The largest share of high-tech goods is machinery and equipment, electrical equipment, which accounts for 9.1% of the total, while Ukraine imports as much as 19.4% of these products. A very large share of exports are products of plant origin and mineral products - 18.2% and 14.5%, respectively. Therefore, it can be concluded that the main competitive advantages of the Ukrainian economy are related to the advantages in the cost of natural resources and cheap labor.

Outlining and identifying problems makes it possible to show and systematize opportunities for reforming Ukraine's foreign economic activity. In my opinion, it is necessary to reconsider the systematic approach to the production of high-tech goods, to authorize the increase of production by increasing subsidies and assistance to domestic producers, to reduce the number of monopolies in the country due to their fragmentation.

REFERENCED:

1. Економічна статистика / Зовнішньоекономічна діяльність [Електронний ресурс] // Державна служба статистики. – 2021. – Режим доступу до ресурсу: http://www.ukrstat.gov.ua/
2. Індекс промислового виробництва [Електронний ресурс] // Мінфін . – 2021. – Режим доступу до ресурсу: https://index.minfin.com.ua/ua/economy/index/industrial/
3. Прямі іноземні інвестиції [Електронний ресурс] // Мінфін. – 2021. – Режим доступу до ресурсу: https://index.minfin.com.ua/ua/economy/fdi/2020/
4. Хто і як інвестує в Україну [Електронний ресурс] // Розумков центр. – 2019. – Режим доступу до ресурсу: https://razumkov.org.ua/statti/khto-i-iak-investuie-v-ukrainu
5. Черчик Л. Основні проблеми зовнішньоекономічної діяльності підприємств України / Л. Черчик // [Електронний ресурс]. – Режим доступу до ресурсу: file:///C:/Users/Admin/Downloads/echcenu_2015_2_6.pdf

Kozharko Khrystyna,
Faculty of International Trade and Law,
course III, group 4, specialty «Management of Foreign Economic Activity»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Piankova Oksana, PhD in Economics,
Associate Professor of the Department of International Management, KNUTE

EFFICIENCY OF APPLICATION OF EXPORT TARIFF QUOTAS IN THE CONDITIONS OF UKRAINE'S EUROPEAN INTEGRATION

Today, in the context of Ukraine's integration into the European trade area, an effective customs policy is one of the main means of regulating foreign economic activity.

Customs and tariff regulation is a set of customs and tariff measures that are used as a national trade and economic instrument to regulate foreign trade [3].

In contrast to the definition of a quota as a quantitative restriction on trade, the definition of a tariff quota is understood as a way of partially opening the market, which determines a certain amount of goods that can be imported or exported to the country at a reduced rate of duty. Under the Free Trade Agreement between Ukraine and the EU, the use of preferential tariff quotas means that certain goods can be supplied in certain volumes at a zero rate. The quota of the European Union is administered on a «first-come-first-served» basis and through a system of import licenses, and the basis for obtaining trade preferences is the presence of a preferential certificate of origin EUR.1 issued by the Chamber of Commerce and Industry of Ukraine and its territorial units (since the beginning of the application of the DCFTA more than 415 329 EUR.1 certificates have been issued).

The European Union is one of Ukraine's largest trading partners. The positive effect of the introduction of trade preferences appeared immediately, so in May-August 2014, exports increased by 20% compared to the same period in 2013. Due to the application of the same tariff quotas, the EU's share in Ukrainian exports increased from 31.6 % in 2014 to 42.6% in 2018, and exports from 13 billion dollars. US dollars in 2015 to 20.8 billion US dollars in 2019, it also should be noted that imports of goods increased from 15.5 billion dollars in 2015 to 25.5 billion dollars in 2019. Due to the COVID-19 pandemic and bird flu (EU ban on the supply of Ukrainian chicken) in 2020, the EU's share in Ukrainian exports fell to 40.7%. The EU has also become Ukraine's main trading partner in the agricultural market - 34% of Ukraine's agricultural exports go to Europe, and the main achievements for the agricultural sector under the FTA with the EU are: rapid growth of poultry exports to the EU in 2014; inclusion of Ukraine in the list of third countries that are allowed to export milk and dairy products and eggs to the European Union market in 2015 etc [1].

One of the positive aspects of applying zero-tariff quotas is to stimulate changes in technological processes of Ukrainian producers and raise product quality management standards to obtain the necessary permits for export to EU countries, duty-free tariff quotas are also a good start for exporters in the early stages of market entry.

Analyzing the efficiency of the use of quotas by Ukrainian producers and exporters, it should be noted that in 2019 they used the opportunities of 32 out of 40 tariff quotas, but in 2020 Ukraine, unlike the previous year, did not close quotas on wheat and butter exports. Quotas for such product groups as Sugar, Barley groats and flour, Honey, Malt and starch processed products, Starch, Grape and apple juices, Processed tomatoes, Processed cereal products, Processed starch Malt, and wheat gluten are used 100% annually.

The leader in export supplies to the EU is honey, so for 11 months of 2020 Ukraine exported 69,839 tons worth 117.5 million dollars. Due to the high demand from the European Union, Ukraine uses its quotas at the beginning of the year. Thus, in 2018, 12.2 thousand tons were exported through duty-free tariff rate quota at the price of 2007 EUR / t, and outside the quota - 25.6 thousand tons at the price of 1935 EUR / t plus the import tariff (17.3%), that is, the average customs load is 11.6%. The quota of 6,000 tons set in 2021 was already used on January 4, as was the quota for juice exports, although it was increased to 20,000 tons. In 2018-2020, Ukrainian producers used quotas for imports of processed tomatoes until March-April. This year, the quota is set at 10 thousand tons, and so far 20.7% have been used (on 29.01.2021). Eurostat data estimate total exports from Ukraine at 40.6 thousand tons: at quotas - 13.6 thousand tons, at a price of 746 euros / ton, out of quota - 27.0 thousand tons, at a price of 672 euros / ton (and import tariff 14.4%), - the weighted average tariff taking into account the duty-free tariff rate quota is 9.2%. In addition, Ukraine has already used almost half of the quota for sugar exports [2; 4].

However, an interesting fact is that Ukrainian producers have never fully used the quota for duty-free exports of oats, garlic, sweet corn, mushrooms, cigarettes, as well as more than 10 products. The non-use of quotas for most meat products can be explained by the lack of market access, and there are questions about other product groups. Quotas of 2,500 tons for cigarettes have hardly been used since 2016. A similar situation with an additional quota of 500 tons for grape juice and mushrooms, which may be caused by the economic inexpediency of the established tariff quotas, or is the result of insufficient work to promote products.

It should be noted that EU tariff quotas have an indirect impact on the domestic market of Ukraine, so the tariff quota may be one of the reasons for distorting the price situation in the market, provoking exporters to concentrated market operations in order to gain priority access to quotas [4].

Another negative fact is that certain quotas include a very wide range of goods, which makes it impossible for exporters of some products to enter the market due to massive deliveries of other commodity items (for example quota "Soft wheat, wheat flour and granules"). So it would be preferable to ask about the separation of duty-free volumes for flour as products with higher added value. An important step in the revision of tariff quotas, which should take place in 2021, is also to reduce the level of import tariffs for agricultural products outside the quota.

There are such problems in the efficiency of application of export tariff quotas in the conditions of Ukraine's European integration as: 1) inefficient pricing policy; 2) the presence of technical barriers for producers of certain types of products; 3) a wide range of goods of certain types of quotas; 4) non-use of tariff quota items; 5) high import tariffs outside the quotas; 6) lack of established links for sales; 7) insufficient work of product promotion; 8) insufficient level of quotas for certain types of goods used at the beginning of the year (honey, grape juice, etc.); 9) insufficient domestic production to ensure certain types of quotas.

The following measures will help to prevent the above problems: 1) implementation of EU norms in the legislation of Ukraine on issues of product quality; 2) consistent establishment of negotiations with the EU to increase quotas for certain products and reduce import tariffs outside the tariff quotas; 3) narrowing the position of the product range and the creation of separate duty-free volumes for some products with higher added value; 4) technical re-equipment of enterprises and change of production processes.

Thus, quota regulation is one of the instruments of trade liberalization of relations between Ukraine and the EU within the DCFTA and it should be noted that together with requests to expand trade quotas and reduce import tariffs on preferential export groups of goods, Ukraine must simultaneously work to meet the norms and requirements of others important foreign trade partners to ensure trade diversification and reduce dependence on the European market.

REFERENCES:

1. Зона вільної торгівлі між Україною та ЄС у 2015-2020 роках: експорт, імпорт, квоти, економічні досягнення та провали [Електронний ресурс] // AgroPolit.com. – 2021. – URL: https://agropolit.com/spetsproekty/840-zona-vilnoyi-torgivli-mij-ukrayinoyu-ta-yes-u-2015-2020-rokah-eksport-import-kvoti-ekonomichni-dosyagnennya-ta-provali#:~:text=%D0%A2%D0%BE%D0%B2%D0%B0%D1%80%D0%BE%D0%BE%D0%B1%D1%96%D0%B3%20%D0%BC%D1%96%D0%B6%20%D0%A3%D0%BA%D1%80%D0%B0%D1%97%D0%BD%D0%BE%D1%8E%20%D1%96%20%D0%84%D0%A1,%D0%84%D0%A1%20%D1%81%D0%BA%D0%BB%D0%B0%D0%BB%D0%BE%20%245%2C09%20%D0%BC%D0%BB%D1%80%D0%B4
2. Квоти на експорт в ЄС: як швидко Україна використовувала в 2018-2020 роках [Електронний ресурс] // Слово і Діло. – 2021. – URL:

https://www.slovoidilo.ua/2021/01/29/infografika/ekonomika/kvoty-eksport-yes-yak-shvydko-ukrayina-vykorystovuvala-2018-2020-rokax.
3. Тарасик Б. К. Проблеми квотування експорту в умовах Євроінтеграції [Електронний ресурс] / Б. К. Тарасик, І. М. Манаєнко. – 2016. – URL: http://ape.fmm.kpi.ua/article/view/66892/pdf_15.
4. Трофімцева О. Модернізувати квоти: на чому варто зосередитися Україні у торгових переговорах з ЄС [Електронний ресурс] / Ольга Трофімцева // Європейська правда. – 2019. – URL: https://www.eurointegration.com.ua/experts/2019/12/18/7104326/

Lytvynova Olena,
Faculty of International Trade and Low,
course 1, group18, speciality "International business",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Soshko Oksana, Candidate of Philology,
Associate Professor of the Department of Foreign Philology and Translation, KNUTE

PROTECTION OF THE RIGHTS OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE CONTEXT OF UKRAINE'S EUROPEAN INTEGRATION ASPIRATION

"If time is running out and business is standing still,
after all, it's not business anymore"

The most important precondition for economic development is the development and improvement of entrepreneurship as a special type of economic activity. This means that entrepreneurship is an integral factor of the national economy and its development.

Moreover, it is necessary to take into account that Ukraine's accession to the European Union is a strategic goal of Ukraine's foreign policy.

Thus, In Western Europe, small and medium-sized businesses play an important role in the economy and provide social peace, as it gives people the opportunity to solve problems of material security, self-condident and effective use of their property [1, p.997]

In the article we will consider the issues of the rights of small and medium business entities, define their essence in the context of Ukraine's European integration aspirations.

How are the rights of small and medium-sized businesses protected? Advantages and disadvantages of assistance from our country.

Small and medium enterprises are an opportunity for entrepreneurs and a mechanism for creating and reproducing startups of business plans.

Today, in Ukraine, the protection of the rights of business entities is regulated and guaranteed by civil and commercial law.

To better understand the issues of support, it is necessary to consider a number of important and integral areas and factors of development and support of small and medium enterprises, which are enshrined in Article 4 of the Law of Ukraine "On Development and State Support of Small and Medium Enterprises in Ukraine" from 2013.

In addition, in the context of considering the rights of small and medium-sized enterprises, it is important to support small and medium-sized enterprises in the COVID-19 environment. For the most part, such conditions restrict the freedom of small and medium-sized enterprises, which goes hand in hand with risky and global consequences, such as the loss of most investments, assets, property damage to small and medium enterprises, all powers, absolute actions pass to the main subjects of enterprises and are decided at their own discretion.

The last but not least, in order to improve the business climate of small businesses and create conditions for their development, the European Charter for Small Enterprises of 2000 was adopted, according to which small businesses are considered the basis of the European economy and one of the main drivers of innovation, employment and social and local integration into Europe.[4, p.1]

It should be noted that one of the key areas of economic development in the period of European integration is the development of small business.

Finally, positive for small and medium-sized enterprises, especially during the spread of coronavirus infection is the process of digitalization, computerization and creation of innovative systems to improve work, services, goods, which helps to obtain information, control and protect their rights, especially through online platforms.

REFERENCES:

1. Стояненко І.В., Біленко Я.О., Розвиток малого та середнього бізнесу в країнах ЄС. Київ. 2018. 997 с.
2. Державна підтримка підприємств /2014-2020 «Протокол» Юридичний інтернет ресурс "Протокол". Закони. URL: https://protocol.ua/ua/gospodarskiy_kodeks_ukraini_stattya_48/
3. Про розвиток та державну підтримку малого і середнього підприємництва в Україні. Верховна Рада України 1994 2021/ URL:https://zakon.rada.gov.ua/laws/show/4618-17/stru#Stru
4. Європейська хартія малих підприємств від 19.06.2000. URL. https://zakon.rada.gov.ua/laws/show/994_860#Text 1 c
5. Манзюк В. Правові засади підтримки малого та середнього бізнесу з урахуванням досвіду Європейського Союзу. Ужгород
6. Кизим М. О., Чечетова-Терашавілі Т. М., Хаустова В. Є. Мале та середнє підприємство в Україні: особливості та проблеми розвитку. УДК 005.21:33.012.61-022.51/.55(477) JEL: L26

Linchevska Maria, Chaiun Myroslava,
Faculty of International Trade and Law,
course IV, group 18 «International Business»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Shnirkov Olexander, PhD in Economics,
Associate Professor of Department of World Economy, KNUTE

ANALYSIS OF FULFILLMENT OF CRITERIA FOR UKRAINE ACCESSION TO THE EUROPEAN UNION

There are disputes about forecasting the speed of Ukraine's entry in the European Union Every year. Undoubtedly, Ukraine will receive a number of benefits as a member of the EU. For example, additional investments in the economy, the emergence of new markets for Ukrainian companies, visa-free regime. It should be noted that the path of integration is quite difficult and requires compliance with certain rules. Let's analyze 5 criteria of convergence, which were defined in the Maastricht Treaty, namely: price stability, budget deficit, public debt, currency fluctuations. Considering the indicators of Ukraine for 2015-2019. First, the inflation rate should not exceed 1.5% of the inflation rate of the three countries with the lowest inflation level [1]. The countries of the European Union with the lowest inflation vary slightly year to year. As can be seen from Table 1, the inflation rate in Ukraine for 5 years significantly exceeds the allowable norm.

Table 1

Countries with the lowest inflation in the European Union and Ukraine in 2015-2019, in%

Country	**2015**	**2016**	**2017**	**2018**	**2019**
Greece	-1,7	-0,8	1,1	0,6	0,3
Portugal	-	-	-	1	0,3
Italy	-	-	1,2	1,1	0,6
France	-	-	1,3	-	-
Croatia	-	-1,1	-	-	-
Romania	-0,6	-1,5	-	-	-
Poland	-0,9	-	-	-	-
Ukraine	48,7	13,9	14,4	10,9	7,9

Source: [2], compiled by the author

Second, the budget deficit should not exceed 3% of the country's GDP. Analyzing the level of the budget deficit of Ukraine, from Table 2 we can see that it ranged from 1.60% to 2.94%. That is, during the study period, this criterion was within acceptable limits.

Table 2

The level of the budget deficit of Ukraine in 2015-2019, in %

Year	Level
2015	-2.28
2016	-2.94
2017	-1.60
2018	-1.66
2019	-1.96

Source: [3], compiled by the author

Third, public debt cannot be more than 60% of GDP. In 2015-2018, Ukraine's public debt exceeded the required norm and only in 2019 the level decreased by 10.6%. Thus, it was equal to 50.3% of GDP.

Table 3

Public debt of Ukraine in 2015-2019

Year	The level of public debt , в % до GDP
2015	79.4
2016	81.0
2017	71.8
2018	60.9
2019	50.3

Source: [3], compiled by the author

Fourth, long-term credit rates should not exceed by more than 2% the interest rates of the Member States with the lowest rates. From Table 4 we can conclude that Ukraine has not met this criterion recent years. After all, in the EU countries with the lowest rates, the rate does not reach 1%. And we have almost 20 times more. Only in 2019 there was a decrease up to 13%. But this is too high indicator.

Table 4

Long-term interest rates on loans in Ukraine and some EU countries, in 2015-2018

Country	2015	2016	2017	2018	2019
Luxembourg	0.36	-0.18	-	-	-0.12
Germany	0.50	0.09	0.32	0.40	-0.25
CzechRepublic	0.57	-	-	-	-
Netherlands	-	0.29	-	-	-
Lithuania	-	-	0.31	0.31	-
Denmark	-	-	0.48	0.43	-0.18
Ukraine	20,0	18,0	18,2	18,1	13,18

Source: [4], [5] compiled by the author

And the last point of the study is the criterion that requires the country to participate in the exchange rate mechanism of the European Monetary System without any breaks for two years. At present, Ukraine does not participate in this mechanism, which significantly distances it from entering the EU. Thus, the country's integration process is promising, but not close. Because of the need to improve many of the criteria of the Maastricht Treaty. As a result of a number of reforms in 2019, Ukraine was the closest to the required norms. Considerable attention should be paid to inflation rates and long-term loan rates. These indicators need to be significantly reduced through the introduction of special reforms and public policy.

REFERENCES:

1. EUR-LUX Access to European Union Law. Introducing the Euro: convergence criteria/URL.: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=LEGISSUM%3Al25014
2. The World Bank. Data. /URL.: ttps://data.worldbank.org/indicator/FP.CPI.TOTL.ZG?most_recent_value_desc=true&view=map
3 The State Treasure Service of Ukraine / URL.: https://www.treasury.gov.ua/ua/file-storage/richnij-zvit-pro-vikonannya-derzhavnogo-byudzhetu-ukrayini-za-2020-rik
4 Official site of the national Bank of Ukraine. Financial Markets/URL.: https://bank.gov.ua/files/4-Financial_markets.xls
5 Long term interest rates. The Organisation for Economic Cooperation and Development (OESD.org) /URL.: https://data.oecd.org/interest/long-term-interest-rates.htm#indicator-chart

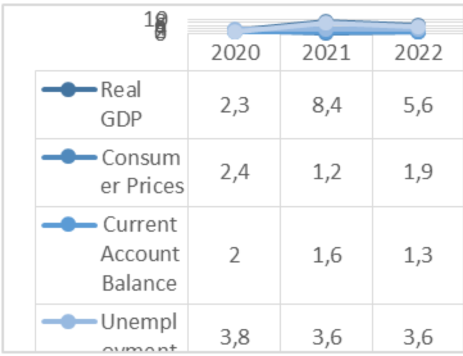
Makarova Hanna,
Faculty of International Trade and Law,
course II, group 4, speciality "Management of Foreign Economic Activity",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Ladychenko Kateryna, Doctor of Economics,
Associate Professor at the Department of World Economy, KNUTE

WAYS OF STRENGTHENING THE COMPETITIVENESS OF THE CHINESE ECONOMY DURING COVID-19 PANDEMIC

The world's second-largest economy has surprised a lot of people with the speed of its recovery from the coronavirus attack. China was the only economy, which was able to expand in 2020, achieving GDP growth of 2,3%. According to the World Bank GDP of the United States decreased by 3.6%, the Eurozone – 7,4 % and the whole world GDP fell by 4,3%. The Chinese total GDP reached 15,68 trillion dollars in 2020. [6, 9]

Even though Covid-19 pandemic has brought unpredictable changes to Chinese economy. For example, it has never experienced the negative GDP growth rate since 1992, but in the first quarter GDP shrank at -6,8% in 2020 compared to the same period last year. But in the second and the third quarter GDP increased by 2,3%. Thus, the growth rate at the end of the year returned to pre-crisis levels. (Figure 1)

Figure 1. CHINA ECONOMIC PROJECTION (annual percent change)



Source: by author based on [6]

The analysis and projections contained in the World Economic Outlook are integral elements of the IMF's surveillance of economic developments and policies in its member countries, of developments in international financial markets, and of the global economic system. [6] According to the research we can see that in 2021 only GDP and GDP per capita will increase, but in 2022 every indicator, except consumer prices, will fall.

There are some factors that could lead to Chinese fast economy recovery. Let`s pay attention to the start of COVID-19 pandemic. The coronavirus outbreak occurred in December in the Chinese city of Wuhan and on January 23, 2020, the Chinese authorities introduced a lockdown. [3] COVID-19 started to spread around the world and subsequently limited economic activity throughout the country. It explains the negative growth of GDP.

Strict virus curbs of Chinese government enabled it slow the spread of COVID-19 much quicker than most countries. Thus, Chinese companies began returning to work, while coronavirus pandemic situation started to escalate in other countries activity. That’s why China export volume of medical supplies, including masks has increased, as well as computers and monitors, the demand for which has risen sharply in the context of the mass transition of people to distance work and study.

The main problem for China economy was the weakness in nation consumption, which is considered to be one of the most important engine of economic growth. Records from the National Bureau of Statistics (NBS) showed that the retail sales dropped 3,9 % to 39,20 trillion yuan ($6,05) in 2020 as a result of the coronavirus outbreak. The most suffered catering industry: restaurants' revenues dropped 16,6 %. The commercial goods retail from roughly 3 %, with sales of products for consumption. In comparison, the sales of telecommunications equipment rose by 26 %, cosmetics – 21,2 % and jewelry – 17,3 %. [7]

During COVID-19 the tendency to online purchasing has increased in the whole world and China isn`t an exception. The country's online sales soared 10,9 % in 2020. 24,9 % of total retail sales are the sales of physical products, which increase by 14,8 % points higher than the previous year. [5]

Consequently, with a steady economic recovery, the driving force of consumption gradually strengthened in December 2020. The country's retail sales of social consumer goods increased by 4,6 % year on year. [7] Thus, the country`s consumption could return to normal figures. Moreover, government has developed "Dual Circulation" strategy that will spruce up the domestic market.

Compared with developed economies, where consumption contributes about 70 – 80 % to their total GDP, when in China this figure was between 52 – 56 % during 2014 – 2019. [9] So, the problem of stimulating consumer spending is a long-term issue for the Chinese government. According to Luis Kuijs, head of Asia economics at Oxford Economics, every time, when government tried to stimulate the economy, it prefers boosting investment to infrastructure and property investment. This time government decided to support the economy by tax cuts and through taking measures to boost liquidity in the financial system. [8] The aim of it was to support a business and decrease the number of credits to firms and individuals in order to reduce China debt and risks to an economy.

Let`s have a look at one of the strongest advantages of China competitiveness and define how COVID-19 influenced it. According to The World Investment Report, China was the largest recipient of foreign direct investment in 2020. FDI in China amounted to 163 billion dollars in 2020, marking an increase of 9 % from 2019 when the country received 140 billion dollars. [10] In comparison, the United States received 134 billion dollars, when in 2019, the United States had received 251 billion dollars. Investors took note of the growth in China as illustrated by the level of interest seen in its stock market. According to China Securities Depository and Clearing, there were 18,02 million new investors in the mainland stock market in 2020, bringing the total to 177,77 million. [2]

China's vast manufacturing sector continued to rise at a faster-than-expected rate of 7,3% from a year ago, hitting the highest since March 2019. Ning Jizhe, head of China's statistics bureau, said that to support China's economic recovery in 2021 will rely on the country's large market and stable supply chains. [7]

Sum it up, the performance of China's economy has amazed the whole world by its positive growth rate of GDP and FDI, a speed of recovery from COVID-19. The country represented its unity, efficient state policy and trade volume. Of course, China also has some problems and risks in economic development such as a low consuming level and a big government debt, but the second large economy nowadays is expected to be the first in 2050.

REFERENCES:

1. Ana Nicolaci da Costa. China's economic slowdown: How bad is it? // BBC. – 2019. – URL: https://www.bbc.com/news/business (дата звернення 28.04.2021)
2. China ranked global top with $163bn FDI in 2020 // TradeArabia News Service. – 2021. – URL: http://www.tradearabia.com/news/BANK_378073.html (дата звернення 29.04.2021)
3. COVID-19 lockdown in China // Wikipedia. – 2021. – URL: https://en.wikipedia.org/wiki/COVID-19_lockdown_in_China.
4. Gabriel Crossley, Kevin Yao. China's economy picks up // Reuters. All Rights Reserved. – 2021. – URL: https://www.reuters.com/article/idUKKBN29N048?edition-redirect=ca (дата звернення 28.04.2021)
5. Global Times All Right Reserved. – 2021. – URL: https://www.globaltimes.cn/index.html (дата звернення 28.04.2021)
6. International Monetary Fund. World Economic Outlook / 1 International Monetary Fund. – 2021.
7. National Bureau of Statistics of China. – 2020.
8. Peter Brennan. Weak Chinese consumption holds back global economic recovery – 2021. – URL: https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/weak-chinese-consumption-holds-back-global-economic-recovery-63169784. (дата звернення 28.04.2021)
9. The World Bank Group, All Rights Reserved. – 2021. – URL: https://www.worldbank.org/en/home (дата звернення 29.04.2021)
10. United Nations. World Investment Repor / United Nations. – 2020. – URL: https://unctad.org/system/files/official-document/wir2020_en.pdf.

Medvedieva Iryna,
Fakultät für Handel und Marketing,
Studienjahr III, Gruppe 1, Studiengang "Philologie",
Nationale Universität für Handel und Wirtschaft, Kyjiw,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Malynovska Iryna, Hochschullektorin
des Lehrstuhls für Fremdphilologie und Übersetzung, KNUTE.

HANDELSBEZIEHUNGEN ZWISCHEN DER UKRAINE UND DEUTSCHLAND

Deutschland ist ein wirtschaftlich erfolgreicher und weltoffener Staat, ein führender Industrie- und Agrarstaat, der in zahlreichen Rankings die ersten Plätze belegt, darunter für Innovation sowie Forschung und Entwicklung. Es bleibt eines der mächtigsten der Welt.

Deutschland hat großes Interesse an der stabilen, demokratischen und wirtschaftlich prosperierenden Ukraine. Deshalb engagiert sich die Bundesregierung dort in herausragendem Umfang. Seit 2014 hat Deutschland die Ukraine insgesamt mit über 1,8 Mrd. EUR unterstützt. Projekte von z.B. politischen Stiftungen, Verbänden und NROs ergänzen die staatlichen Maßnahmen [1].

Im Jahr 2019 belegte Deutschland den ersten Platz unter den europäischen Handelspartnern der Ukraine mit dem Anteil von 17,31%. Der Umsatz des bilateralen Handels mit Waren und Dienstleistungen stieg um 2,5% und betrug 9,41 Mrd. USD.

Zum 01.01.2020 hat Deutschland 1843,1 Mio. USD in die Wirtschaft der Ukraine investiert, was 5,1% des Gesamtvolumens aller ausländischen Direktinvestitionen in die ukrainische Wirtschaft beträgt, und somit den vierten Platz unter den wichtigen Investitionspartner genommen.

Erheblicher Umfang der deutschen Investitionen in die ukrainische Wirtschaft entfällt auf den Industriebereich und beläuft sich auf 1174,1 Mio. USD (63,7% des Gesamtvolumens der deutschen Investitionen in die ukrainische Wirtschaft). Die deutschen Investoren haben in den Groß- und Einzelhandel, die Reparatur der Kraftfahrzeuge und Motorräder 241,3 Mio. USD eingesetzt (13,1%). In den Transport, die Lagerwirtschaft, Post- und Kurierdienste haben die deutschen Investoren 90,0 Mio. USD eingesetzt (4,9% der deutschen Investitionen).

Zum 01.01.2020 hat die Ukraine in die deutsche Wirtschaft 3,4 Mio. USD investiert. Die meisten Investitionen (2,4 Mio. USD, 72,2%) entfallen auf den Industriebereich (Verarbeitungsindustrie). Außerdem wurden die ukrainischen Investitionen in die folgenden Bereiche eingesetzt: Bauwirtschaft; Transport; Lagerwirtschaft; Verwaltungs- und Unterstützungsdienste [2].

Bevor die Ukraine Zugang zu EU-Märkten erhalten kann, müssen sowohl auf nationaler als auch auf EU-Ebene eine Reihe von Bedingungen erfüllt sein. Nachfolgend sind die Merkmale der Ausfuhren aus der Ukraine, Listen der erforderlichen Dokumente, eine Beschreibung der für den ukrainischen Exporteur erforderlichen Verfahren sowie die Anforderungen für das Produkt selbst aufgeführt.

- Rabattkarte. Für die Registrierung von Zollverfahren sind eine Zollakkreditierung und eine persönliche Kontonummer erforderlich. Die Dokumente werden von der Zollbehörde ausgestellt und die Karte kann innerhalb von maximal 2 Tagen nach der Zollabfertigung erhalten werden.
- Außenwirtschaftsvertrag.
- Das Ursprungszeugnis EUR.1 wird ausgestellt, wenn es bei der Einfuhr in das Zollgebiet der EU vorgelegt werden muss, um nachzuweisen, dass die Ursprungsregeln den Ursprüngen der ukrainischen Waren entsprechen.
- Produktspezifikation. Dieses Dokument enthält detaillierte Informationen über das Frachtvolumen der Waren: Maßeinheit, Einheitspreis, Gesamtkosten.
- Rechnung. Diese Art von Zahlungsdokument sollte Informationen enthalten über: Rechnung des Verkäufers, Käufers, der Waren und deren Preis, Verkaufs- und Lieferbedingungen, Verweise auf Außenhandelsabkommen.
- Packliste. Enthält Informationen über: das Gewicht der Sendung, quantitative Eigenschaften des Produkts, Verpackungsmaterialien [2].

Darüber hinaus steht ein 2014 von der Bundesregierung gewährter Kreditgarantierahmen mit einem Umfang von 500 Mio. EUR zur Verfügung, die u. a. für den ukrainischen Einlagensicherungsfonds und die Modernisierung von Umspannstationen genutzt werden.

Alle staatlichen deutschen Unterstützungsmaßnahmen sind in einem „Aktionsplan Ukraine“ gebündelt, an dessen Umsetzung viele Bundesministerien und Durchführungsorganisationen, aber auch Wirtschaft und Zivilgesellschaft mitwirken. Die Koordinierung des Planes liegt beim Auswärtigen Amt. Der Aktionsplan umfasst sowohl kurzfristige Maßnahmen zur raschen Linderung von Notsituationen als auch mittel- und langfristige Projekte und Programme, um strukturelle Probleme in der Ukraine zu lösen [1].

Das Deutsch-Ukrainische Wirtschaftsforum ist eine wichtige Brücke für engere Geschäftsbeziehungen zwischen den beiden Ländern, und die Ukrainische Wirtschafts- und Handelsvereinigung (UBTA) setzt sich für ihren Erfolg ein. Dieses Jahr fand es am 30. März online statt [3].

Deutschland gehört zu den wichtigsten Handels- und Investitionspartnern der Ukraine. Es ist das zweitwichtigste Herkunftsland ukrainischer Importe und wesentlicher Absatzmarkt für ukrainische Exporte.

REFERENCES:

1. Auswärtiges Amt. Ukraine: Beziehungen zu Deutschland [Electronic resource] / Auswärtiges Amt. – 2021. – URL: https://www.auswaertiges-amt.de/de/aussenpolitik/laender/ukraine-node/bilaterale-beziehungen/202760.
2. Handels- und Wirtschaftsbeziehungen [Electronic resource] // Botschaft der Ukraine in der Bundesrepublik Deutschland. – 2019. – URL: https://germany.mfa.gov.ua/de/partnership/torgovelno-ekonomichne-spivrobitnictvo.
3. UBTA chairman: German-Ukrainian Business Forum promotes close relations between two countries [Electronic resource] // Ukrinform. – 2021. – URL: https://www.ukrinform.net/rubric-economy/3217596-ubta-chairman-germanukrainian-business-forum-promotes-close-relations-between-two-countries.html.

Nelipovych Daryna,
Faculty of International Trade and Law,
course III, group 4, specialty «Management of Foreign Economic Activity»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Piankova Oksana, PhD in Economics,
Associate Professor of the Department of International Management, KNUTE

PROSPECTS OF UKRAINE'S MEMBERSHIP IN PAN-EURO-MEDITERRANEAN CONVENTION FOR SUBJECTS OF FOREIGN ECONOMIC ACTIVITY

The predominance of imports over exports has become natural for Ukraine. Traditionally, in the world trade arena, Ukraine is perceived as a raw material country with low production costs. Since the export potential of Ukrainian production is growing, and the country has positive dynamics of changes in domestic producers for the export of finished products, the issue of establishing trade relations and strengthening the presence of Ukrainian exports in the international arena remains relevant.

To develop and expand the export of goods (services) of domestic origin, the Ukrainian government encourages Ukrainian businesses to enter foreign markets. This is facilitated by the Export-Credit Agency (ESA) and Export Promotion Office of Ukraine, which offer Ukrainian exporters access to new markets and provide them with state support. Favorable condition for the development of Ukrainian exports of finished products in the Middle East, North Africa, and the EU, which are the main markets for Ukrainian products [1], are Ukraine's membership (starting in 2018) in the pan-Euro-Mediterranean Preferential Rules of Origin (hereinafter – the Convention or PEM) [2]. The Convention is an instrument that lays down identical rules of origin for goods traded under the relevant free trade Agreements concluded between its

Contracting Parties [3]. The Convention has 25 member states, which include 52 countries: EU countries, EFTA, Algeria, Georgia, Egypt, Israel, Lebanon, Macedonia, Moldova, Palestine, Serbia, Syria, Tunisia, Turkey, Ukraine, Montenegro, and others.

The criterion that ensures the effectiveness of Ukraine's participation in the PEM Convention is to maximize the number of agreements with identical preferential rules of origin between Ukraine and other parties to the Convention. Ukraine has concluded free trade agreements (hereinafter – FTA) with such Contracting Parties of the Convention: the EU, the EFTA (Switzerland, Norway, Iceland, Liechtenstein), Georgia, Macedonia, Moldova, Montenegro, and Israel. All those Agreements contained protocols on rules of origin, specific to each Agreement [3].

The Convention provides significant prospects to the Ukrainian subject of foreign economic activity. First, it is a system of cumulation and uniform rules for determining and originating goods. Cumulation means that the producer will be able to purchase raw materials or components from one of the Parties to the Convention, carry out their sufficient working/processing (the criterion of origin applies), and export the finished product to another Party to the Convention without paying duty or at a reduced rate of duty (preferential origin). They play a decisive role in the harmonization of international and regional cumulation of trade [4].

Secondly, PEM opens access to new markets for Ukrainian exporters, who can use raw materials and components from different member states of the Convention in their production. For example, citrus fruits with preferential status are imported from Portugal or Spain to Ukraine, where they will be used in the production of juices or other beverages. And then the domestic producer will export fruit products to Israel, with which Ukraine has an FTA, and therefore exports will be carried out at a duty rate of 0%. This will certainly increase opportunities for preferential export of domestic goods to promising foreign markets and attract Ukrainian producers to European and global value chains. And access to the Black and Mediterranean Seas gives a logistical advantage to domestic exporters in transporting products to almost all countries Party to the Convention.

Third, Ukraine's raw materials sector will also have advantages. After all, Ukrainian raw materials and components can be used in the production of goods in the countries Party to the Convention for further export. This will be a positive side for the Ukrainian metallurgy and light industry. And the differentiation of markets and increased competition will stimulate the opening of new facilities and greater use of Ukraine's production potential.

Fourth, the PEM certification requirements will improve the quality of Ukrainian products. After all, to certify the origin of goods in its production from raw materials or components that were imported under the Convention, and its subsequent export will require a certificate EUR-MED, which will be issued in case of compliance with the rules of diagonal cumulation. According to the text of the Convention [2], this certificate, like the EUR.1 certificate, will be issued by the customs authorities. To do so, the exporter or his authorized representative will be required to submit an application and a completed certificate form, the forms of which are set out in the Annexes to the Convention.

Fifth, if Ukrainian exporters apply the provisions of the Convention, it will help not only to expand markets but also to achieve a new level of trade between domestic producers and countries party to the Conventions, which account for 60% of national exports and 50% of imports [1]. Experts estimate the potential benefits of our country's accession, the benefits will increase turnover to 7% (over 1.5 billion US dollars per year) [1].

Sixth, membership in PEM will facilitate the conclusion of new trade agreements with the countries party to the Convention and increase Ukraine's prestige in the international arena. Work on the FTA between Ukraine and Turkey is ongoing, but discussions are taking place between the political and technical levels. "We assume that this year (2021) should be decisive for the signing of the FTA," said Ambassador Extraordinary and Plenipotentiary of Turkey to Ukraine Yagmur Guldere. The government is also working closely with Egypt, Algeria, and Tunisia to conclude preferential agreements and strengthen Ukraine's presence in the African region.

Thus, membership in the Regional Convention on pan-Euro-Mediterranean Preferential Rules of Origin offers Ukraine many prospects. The main prospect is to increase the share of Ukrainian producers in world exports of finished products. PEM will also help attract foreign investment to develop new production facilities and improve the quality of domestic goods. In general, the Convention will give Ukraine the opportunity to strengthen its presence in the international trade arena by establishing trade and economic relations with the member states of PEM.

REFERENCES:

1. Export Strategy of Ukraine: Roadmap of Strategic Development of Trade for the Period of 2017-2021 [Електронний ресурс] // Ministry for Development of Economy, Trade and Agriculture of Ukraine – Retrieved from: file:///C:/Users/user/Downloads/2.%20UKR_STDR_ENG_27.03.2017.pdf.
2. The pan-Euro-Mediterranean Preferential Rules of Origin // Verkhovna Rada of Ukraine. – 2018. – Retrieved from: file:///C:/Users/user/Downloads/f473300n13%20(1).pdf [in Ukrainian].
3. Ukraine as a party of PEM Convention // Ministry for Development of Economy, Trade and Agriculture of Ukraine – Retrieved from: https://www.me.gov.ua/Documents/Detail?lang=en-GB&id=15742948-a6c8-4812-85da-0aee4e08fae8&title=UkraineAsAPartyOfPemConvention&isSpecial=true.

4. Kaliuzhna N. Ukraine in the system of diagonal cumulation Pan-Euro-Med [Електронний ресурс] / N. Kaliuzhna, V. Storozhchuk. – 2018. – Retrieved from: http://zt.knute.edu.ua/files/2018/05(100)/03.pdf. [in Ukrainian].

Tymchenko Maryna,
Faculty of International Trade and Law,
course II, group 7-AB, specialty "Management",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine,
Scientific supervisor: Shnyrkov Oleksandr,
Candidate of Sciences (Economics),
Associate Professor of International Economic Relations Department, KNUTE

FEATURES AND CURRENT STATE OF EXTERNAL ECONOMIC ACTIVITY OF UKRAINIAN ENTERPRISES

The complexity and instability of the external and internal environments of enterprises, the volatility of the world market conditions make entrepreneurs in all countries look for new spheres and promising directions for the development of their activities at the national and international levels. However, as practice shows, the presence of a competitive product is not always a sufficient condition for success in foreign markets. Having a competitive advantage in the product, firms cannot implement it because of the lack of theoretical and practical knowledge about marketing tools in foreign markets. Competition with each passing year is becoming more and more difficult as a result of the expansion of the borders of foreign markets and the attraction of foreign firms with significant experience in international business. In such conditions, the growth of competitiveness is most often demonstrated by firms that are engaged in entrepreneurial activities, not only on domestic but also on external markets.

The external economic aspect of the current political situation in Ukraine is conditioned by the existence and influence of three powerful factors [1]:

1. Financial dependence of the countries on Western international organizations;
2. Energy dependence on Russia;
3. Interest in promoting Ukrainian armaments to foreign markets

countries, including Third World countries and the CIS.

At the current stage, the directions of development of foreign economic relations Ukraine poses a real threat to national production, in particular light industry, which is already seriously suffering from the competition of a large number of imported goods. Ukrainian industry is not yet ready for a free, almost uncontrolled state competition. Here we need a balanced approach to determine the priorities of Ukraine's foreign economic policy and the choice of certain means of such a policy that can protect the entire industry from the destruction on the domestic market. According to some estimates, if the situation does not change, in 2-3 years many sectors of the national industry, including the light industry, may be completely destroyed. [2]

In the new conditions, when the Ukrainian economy is striving for market relations, at the same time, when there are almost no state regulation structures of foreign economic activity that are managed by the command-administrative system of governance, while the new ones are still in the process of becoming, the goals and objectives of state regulation of foreign economic activity substantially change. In today's conditions characterized by the fall of production, the destabilization of the country's financial system, the broad liberalization of foreign economic activity, which essentially means the liquidation of the state monopoly on foreign trades and other types of foreign economic activity, it is necessary to determine those forms and methods of influence on the participants of foreign economic activity, which would be able to provide protection of state interests.

The situation in the country requires:

1) increased control over the repatriation of Ukrainian capital;

2) creating favorable conditions for investments (both national and foreign) into the national economy.

To do this, it is necessary to adjust the policy of liberalization of foreign trade to more rational organization of state control of foreign economic activity, which, on the one hand, should ensure the protection of state interests, and, on the other hand, should not interfere with economic entities, both from an economic and legal points of view.

The boundaries of the state policy of forming international competitiveness are determined, on the one hand, by the need of expanding national exports and the development of forms of international co-operation, and, on the other hand, by the norms of bilateral and multilateral relations, which are not always equivalent to all participants in such relations.

The exit of Ukrainian business entities into international markets and their competitiveness in these markets need to take into account not only the norms of international law, but also the real role of the state in supporting national producers and limiting competition from manufacturers of other countries.

Therefore, in order to build a highly efficient national economy, the foreign economic activity of Ukrainian enterprises at the regional level should be oriented towards the development of export of finished products, rather than raw materials and partial import substitution for those products that can be successfully produced in Ukraine. The process of import substitution solves a wide range of socio-economic tasks, such as the revival of the agro-industrial complex, the reduction of unemployment, and the strengthening of the country's economic security. At the same time, the modernization of agrarian and industrial enterprises can take place at the expense of foreign exchange earnings from export.

REFERENCES

1. On the application of special measures on import to Ukraine: Law of Ukraine dated 22.12.1998 No332-XIV, as amended and supplemented, introduced. Law of Ukraine dated 23.03.2000 No.1595-III // Accounting. Sat is systematic. Legislation .- 21.10.2002. - No. 43 / 1-2. - P. 32-41.
2. Anna O. Gerasimenko, Yuri V. Goncharov CHARACTERISTICS AND ANALYSIS OF THE FOREIGN ECONOMIC ACTIVITY OF LIGHT INDUSTRIES OF UKRAINE.–2016. – / [Electronic resource] / URL: http://www.irbis-nbuv.gov.ua/cgi-bin/irbis_nbuv/cgiirbis_64.exe?C21COM=2&I21DBN=UJRN&P21DBN=UJRN&IMAGE_FILE_DOWNLOAD=1&Image_file_name=PDF/ape_2015_3_10.pdf
3. Viktor Kushniruk, Tetiana Ivanenko ANALYSIS OF TRENDS AND PROSPECTS FOR DEVELOPMENT OF EXPORT AND IMPORT OF GOODS AND SERVICES BY ENTERPRISES OF UKRAINE AT THE REGIONAL LEVEL. – 2017.– / [Electronic resource] / URL: https://ideas.repec.org/a/bal/journl/2256-074220173537.html

Tomniuk Dmytro,
Pavlyshyna Kateryna,
Faculty of International Trade and Law,
course IV, group 4,
Kyiv National University of Trade and Economics
Kyiv, Ukraine
Scientific supervisor: Stukach Tetiana, PhD in Economics,
Associate Professor of the Department of International Management, KNUTE

FEATURES AND CURRENT PROBLEMS OF DANGEROUS GOODS TRANSPORTATION

In order to properly organize the transportation of dangerous goods, it is necessary to have legal information, constantly monitor its updates, comply with the rules for the transportation of specific goods, equip rolling stock for the carriage of dangerous goods, train drivers in specialized plants, comply with the requirements for cargo marking, paperwork, and much more. Not every company is ready to take responsibility and properly organize the transportation of dangerous goods. Indeed, with the slightest deviation from the rules, the company bears material responsibility in the form of large fines at best, but much worse when the improper transportation of dangerous goods can cause an explosion, fire, damage to vehicles, buildings, structures, other goods and material values, as well as lead to injury, poisoning, burns, radiation exposure or death of people or animals [1].

The ecological aspect is of great importance. Since hazardous substances during transportation and the occurrence of an emergency can have a negative effect on the environment (irreversible changes in the environmental background, the death of some species of plants and animals) and cause significant harm to human life and health, in many countries there are safety rules that apply to the transportation of hazardous cargo. That is why the transportation of such goods, as well as all intermediate operations with them (loading and unloading, temporary storage, etc.) are strictly regulated in accordance with the norms of the European Agreement on the Road Agreement on the Transport of Dangerous Goods (ADR). It was drawn up within the framework of a unified system of requirements for the transport of dangerous goods, designed to simultaneously secure their transportation between countries and to simplify customs formalities as much as possible.

European Agreement Concerning the International Carriage of Dangerous Goods by Road, ADR - Agreement of European States on the International Carriage of Dangerous Goods. ADR was created at the initiative of the United Nations and concluded in Geneva on September 9, 1957 [2].

Some types of cargo (perishable, hazardous, radioactive, animals, etc.) require special (special) conditions of transportation. These types of cargo include heavy and oversized cargo, perishable cargo, hazardous cargo and radioactive materials, livestock, self-propelled and tracked vehicles, coffins with the dead.

When working with hazardous substances, there is a threat to life at any stage of contact with them: during production, packaging, storage, loading, unloading, use and transportation. A significant number of hazardous substances are produced in cities, which means that the routes of their transportation pass mainly through settlements.

Regulatory documents for the organization of the transport of dangerous goods are aimed at:

- minimize the likelihood of an incident;
- in the event of an accident, eliminate the consequences as quickly and efficiently as possible.

Transportation of dangerous goods is carried out by various types of transport: road, rail, air and inland waterways. Each type of transport has its own rules and regulations for organizing transportation, paperwork, labeling, requirements for aircraft and personnel responsibility in case of an emergency.

Transportation of dangerous goods is a specific type of transportation, taking into account the potential danger of the transported goods, therefore, special increased requirements are imposed on both the transport itself and the personnel. The transportation of dangerous goods requires a solid knowledge of the rules of behavior in case of accidents and incidents from the operating personnel. Transportation of dangerous goods requires advanced training and qualifications of personnel. The personnel involved in loading, unloading, and transporting dangerous goods must know the order of their actions in case of emergency. In the event of an accident on the way, the driver is the only person who has all the information about the danger of the situation and the necessary measures. It is the driver who must give the emergency services the documents for the cargo and all the necessary information.

In the field of transportation of dangerous goods, both international and national regulations apply. International documents include:

- "European Agreement concerning the International Carriage of Dangerous Goods by Road (ADR)" (Geneva, September 30, 1957);
- “Convention on Civil Liability for Damage Caused during the Carriage of Dangerous Goods by Road, Rail and Inland Waterways (CRTD)” (Geneva, October 10, 1989);
- “European Agreement concerning the International Carriage of Dangerous Goods by Road (ADR)” (revised. Geneva, January 1, 2005).

Transportation of hazardous goods is a whole complex of actions. Even before transportation, you need to prepare documentation - get a special permit for the route, it is done at the Department of State Automobile Highway Supervision (UGADN) at the place of registration of the carrier; UGADN coordinates the route with each road owner. A special permit for the route is made approximately within 30 days. This document is valid for a year, issued for a specific cargo and a specific vehicle. Possible refueling and parking places are indicated in this document. During such transportation, the driver is prohibited from deviating from the route specified in the special permit [2]. To obtain a special permit for the route from February, according to the adopted Federal Law dated 03.02.2014 No. 15-ФЗ, it is necessary to provide to the package of documents a notification of the inclusion of the vehicle in the register of categorized objects of transport infrastructure, which must be completed in strict accordance with the explanations to the form and provide information to the Federal Highway Agency in paper and magnetic media with a covering letter. The process of categorizing vehicles is long and time consuming. After receiving categorization when ordering for the carriage of goods of "increased danger", the company is not exempted from issuing a special permit for carriage in the bodies of the Ministry of Internal Affairs [3].

Difficulties in the registration of categorization and special permits lead to a shortage of companies that have officially passed the categorization procedure and are able to transport high-risk goods. There is a problem of lack of vehicles due to the complexity of the organization of transportation and ambiguity from the legal side. The lack of accounting for the transport of dangerous goods is also the reason for the emergence of illegal transportation of dangerous goods as a result of imperfect organization of the transportation of dangerous goods.

The consequences of the transportation of dangerous goods by non-professional carriers and vehicles that are not equipped for this type of transportation and do not have permits have a negative effect on the economy of this market segment, since in most cases the carrier significantly lowers the price of transportation in order to achieve competitiveness. The low price is due to the lack of the necessary equipment on the vehicle, the lack of costs for driver training, etc. Often, the carrier does not even suspect that this cargo is classified as “dangerous”.

Organization of transportation of dangerous goods and goods of increased danger is a complex and specific work that is better to be trusted by professionals. A wide, constantly changing range of dangerous goods, as well as large volume and weight indicators of their transportation in domestic and international traffic, are a specific type of transportation by road.

Along with the continuous improvement of all links of the transportation process technologies, the issues of traffic safety and the prevention of accidents with dangerous goods remain in the center of attention of road transport specialists.

REFERENCES:

1. Safety of transportation of hazardous substances. - M., 2012. - 57 p.
2. European Agreement on the International Carriage of Dangerous Goods by Road (ADR) [Electronic resource] dated 09/30/1957; the agreement entered into force on 01/29/1968 - Access mode: http://docs.cntd.ru/document/58804886
3. Transport logistics: textbook method. complex for students of the specialty 1-26 02 05 "Logistics" / RB Ivut ', A. P. Kastryuk, A. A. Kosovskiy I. V. Krasko. - Novopolotsk: PSU, 2012. - 332 p.

Churikova Olha,
Faculty of International Trade and Law,
course IV, group 5, specialty “Management of Foreign Economic Activity”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Anatoliti Snizhana,
Faculty of International Trade and Law,
course IV, group 4, specialty “Management of Foreign Economic Activity”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Stukach Tetiana, PhD in Economics,
Associate Professor of the Department of International Management, KNUTE

PROSPECTS FOR EXPORT OF MILK POWDER FOR UKRAINE

The actualization of the chosen topic is determined by the export orientation of domestic producers of milk and dairy products.

The dairy industry, which includes butter, cheese, milk canning subsectors, as well as the production of whole milk, at the present stage is one of the leading in the structure of the food industry of Ukraine, and it plays an important role in export-import relations of Ukraine [2].

Powdered milk and whey are integral goods in world trade. Ukraine exports 25-35 thousand tons of these goods annually, recently successfully diversifying its destinations from the Commonwealth of Independent States to Asia and Africa [1].

In recent years, the global market demand for milk powder is growing steadily. This is happening due to the increase of milk consumption in the East, especially in China. China, Mexico, Indonesia, the Philippines, the Netherlands and Malaysia are the world leaders in milk powder imports. All these countries continue to increase consumption. In the last decade, the consumption of milk powder has become widespread in Africa [1].

Analysts, understanding the growing trend of demand, predict market growth. Along with the demand, milk production is growing. Dairy market experts predict further growth of the milk powder niche. The growth rate should remain at 5% per year [1].

The price policy for milk powder in the world depends mostly on the season, which indicates seasonal volatility. It should be noted that during spring and summer the price level decreases, and during winter and autumn they increase. The reasons for changes in price levels are seasonality, the impact of raw material amount.

It is also worth noting that in 2020 market prices rose sharply. The reason for this was the economic situation in the world, the COVID-19 pandemic, increasing demand for dairy products and products made of them [3].

The largest exporters of milk powder are the United States, New Zealand, Germany, France and Belgium. Ukraine does not occupy the highest positions in this ranking, but is among the top 10 producers of skimmed milk powder. According to OECD-FAO Agricultural Outlook 2016-2025, Ukraine will rank 8th among the largest producers with a market share of 2.5% [4].

The most promising countries for Ukrainian exporters are Egypt, Indonesia, Kazakhstan, Bangladesh and China [3].

China is the fourth country in the world in terms of milk production and consumption. Milk consumption has great potential for growth, but problems with the safety of milk production create higher demands on product quality. The People's Republic of China has a three-tier export approval procedure for certain products of animal origin [3].

Despite these obstacles, it is worth noting the advantages for exporting milk powder in China:

- The country has a very high demand for the commodity of milk powder and is its largest importer in the world.

Table 1

Value of milk powder imports among selected target markets, USA dollars

Country	Year					Absolute deviation			
	2015	2016	2017	2018	2019	2016/2015	2017/2016	2018/2017	2019/2018
People's Republic of China	517141	396189	600627	609118	871548	-120952	204438	8491	262430
Republic of Indonesia	386209	326722	343746	322766	432783	-59487	17024	-20980	110017
Arab Republic of Egypt	179256	142108	128102	141311	189172	-37148	-14006	13209	47861
People's Republic of Bangladesh	103826	97004	98135	107321	96614	-6822	1131	9186	-10707

Source: calculated by the author for [3]

- Defining this category of goods as a priority and adapting products to the Chinese consumer will allow the rapid development of export-import relations.

- Ukraine's production capacity is enough to provide a country with such high demand.

- The products have a long shelf life - 8 month and do not belong to the one that is easily damaged, which simplifies transportation over long distances.

Nowadays, the access to foreign markets is not only to improve the image on the domestic market - it shows the economic well-being of the state. One of the most promising areas of development in the agricultural sector in Ukraine is the production of milk and dairy products.

We need to export milk powder. We have high-quality production facilities in almost every region of the country and cheap raw material, and the world is in demand for this product. We should intensify foreign trade in goods of this group, because we do not have enough local markets.

So, if we make some efforts, we can start creating good conditions for cooperation with countries such as China, Kazakhstan, Indonesia, Bangladesh, Egypt and others.

REFERENCES:

1. AgroPolit.com [Electronic resource] URL: https://agropolit.com/blog/412-molochna-galuz-ukrayini-ta-yiyi-maybutnye-cherez-10-rokiv-problemi-natsionalna-programa-rozvitku-ta-derjavna-pidtrimka
2. Stetsiuk Y. Y., The development of the dairy industry of Ukraine, Online magazine «Efficient economy» № 6, 2015 URL: http://www.economy.nayka.com.ua/?op=1&z=4164
3. Trade Map [Electronic resource] URL: https://www.trademap.org/Index.aspx
4. Tycha I. V., Stetsenko D. O., Conditions and tendency of national milk and dairy products market, Online magazine «Efficient economy» № 2, 2017 URL: http://www.economy.nayka.com.ua/?op=1&z=5427

Schen Tamila,
Fakultät für Finanzen und Bankwesen,
Studentin des zweiten Studienjahrs, Gruppe 5,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

DAS BANKENSYSTEM IN DEUTSCHLAND

Heute können wir uns unser Leben ohne Banken nicht vorstellen. Das Bankensystem ist die Selbstverständlichkeit der Gegenwart und der Zukunft. Bevor Geld erfunden wurde, wurden zur Befriedigung menschlicher Bedürfnisse verschiedene Mittel eingesetzt. Heutzutage werden spezielle Karten benutzt. Wir können diese Karten in bestimmten Institutionen bekommen, die Banken genannt werden. Durch diese Institutionen ist nur ein kleiner Teil des Bankensystems vorgestellt.

In Deutschland gibt es insgesamt 1.700 Banken, außer mehrere, die zu Universalbanken gehören. Dazu zählen unter anderem die Sparkassen, die Genossenschaftsbanken und die Privatbanken. Alle Banken haben ungefähr 27600 Zweigstellen, wovon zwei Drittel auf Sparkassen und Genossenschaftsbanken entfallen [2].

Das Bankensystem in Deutschland ist ein Universalbankensystem. Es gibt drei Gruppen von Universalbanken: Privatbanken, öffentlich-rechtliche Kreditinstitute und Genossenschaftsbanken. Typische Aufgaben aller Universalbanken sind Abwicklung des bargeldlosen Zahlungsverkehrs, Verwaltung von Kapitalanlagen und Sparanlagen, Beratung in Finanzangelegenheiten, Vergabe von Krediten, Verwahrung von Vermögenswerten und Übernahme von Bürgschaften und Garantien.

Der Sektor der Privatbanken umfasst die Großbanken, die Zweigstellen ausländischer Banken sowie einige private Regionalbanken und sonstige Kreditbanken. Die Deutsche Bank (einschließlich der Marke Postbank), die Commerzbank und UniCredit Bank gehören zu den Großbanken. Diese Großbanken sind in der Rechtsform einer Aktiengesellschaft organisiert, bedienen den deutschen Raum und sind in ihren Geschäftsaktivitäten zum Teil auch international ausgerichtet. Eine der ältesten privaten Banken ist die Berenberg-Bank, die 1590 gegründet wurde [2].

Zum öffentlich-rechtlichen Finanzsektor werden die Sparkassen mit ihren Landesbanken gezählt. Ihre Eigentümer sind öffentlich-rechtliche Träger, die Gemeinden, Kreise oder Länder sind. Mit mehr als 14.000 Filialen spielen Sparkassen als Bankdienstleister und Förderer der regionalen Wirtschaft eine wichtige Rolle. Das jeweilige Geschäftsgebiet einer Sparkasse ist in der Regel auf das Gebiet ihres Trägers begrenzt, sodass sie rein regional tätig sind. Ihr Geschäftsschwerpunkt ist die Förderung von Sparen und Vermögensbildung sowie die Kreditversorgung der regionalen Bevölkerung und des Mittelstands. Die von einzelnen oder mehreren Bundesländern getragenen Landesbanken, zum Beispiel die Helaba oder Bayerische Landesbank, erfüllen für die angeschlossenen Sparkassen weitere Funktionen, die die Sparkassen aufgrund ihrer Größe nicht selbst anbieten können. Das sind zum Beispiel Wertpapiergeschäfte, internationaler Zahlungsverkehr oder die Organisation von größeren Krediten [3].

Bei den Genossenschaftsbanken sind über die Hälfte ihrer rund 30 Millionen Kunden gleichzeitig auch Mitglieder, die bei ihrer Bank Genossenschaftsanteile erworben haben. Die Geschichte der Genossenschaftsbanken, die ursprünglich von Händlern und Handwerkern als Selbsthilfevereine gegründet wurden, reicht bis in die Mitte des 19. Jahrhunderts zurück. Die Genossenschaftsbanken sind regional ausgerichtet und verfügen über ein dichtes Zweigstellennetz in städtischen sowie in ländlichen Regionen. Die Hauptgeschäfte werden durch die Genossenschaftsbanken im Privatkunden- und Firmenkundenkreis betrieben. Kunden, die sich mit Einlagen an der Finanzierung der Genossenschaftsbanken beteiligen, haben Mitbestimmungsrechte. Sparda-Bank, Volks- und Raiffeisenbanken sind bekannte Vertreter dieses Bankentyps [2].

Die Spezialbanken bieten spezielle Bankleistungen an, hierzu zählen die Pfandbriefbanken und Bausparkassen. Im Unterschied zu Universalbanken, die Privatpersonen, Firmen und Institutionen mit unterschiedlichen Trägern ein breites Spektrum an Bankdienstleistungen anbieten, haben sich Spezialbanken auf bestimmte Geschäftsbereiche (Kredite, Depositgeschäfte) oder Kunden (z.B. Bank für Sozialwirtschaft) spezialisiert. Sowohl die Universalbanken als auch die Spezialbanken (mit Ausnahme der Förderkreditinstitute) treten als Wirtschafts- und Dienstleistungsunternehmen auf und stehen in direktem Geschäftskontakt mit ihren Kunden. Daher werden sie ebenfalls als Geschäftsbanken bezeichnet.

Die Deutsche Bundesbank zählt auch zum deutschen Bankensystem. Die Deutsche Bundesbank wurde 1957 mit dem Sitz in Frankfurt am Main als Zentralbank der Bundesrepublik Deutschland gegründet. Alle vier Jahre beschließt der Vorstand der Bundesbank eine neue Strategie. Die Strategie 2024 dient als mittelfristige Zielausrichtung, die der Vorstand der Bundesbank im Dezember 2020 beschlossen hat. Bei der Entwicklung der Strategie waren Führungskräfte aus allen Teilen der Bank eingebunden, sodass der Prozess offen ablief und die Strategie breit verankert ist[1].

Die gesetzlich verankerte Unabhängigkeit ist der Maßstab der Tätigkeit und des Handelns der Bundesbank. Dabei werden die Regeln einer offenen Marktwirtschaft mit freiem Wettbewerb respektiert. Die Grundlagen der Währungsunion, die in den Maastricht-Verträgen verankert sind, werden unverzichtbar angesehen, um alle Aufgaben erfolgreich erfüllen zu können. Bis Ende 1998 war sie als bundesdeutsche Zentralbank für alle geldpolitischen Entscheidungen und die Stabilität der Währung verantwortlich. Seit der Gründung der Europäischen Union ist die Bundesbank zum Teil des Europäischen Systems der Zentralbanken und des Eurosystems geworden. Auch im Eurosystem hat die Deutsche Bundesbank das vorrangige Ziel, die Preisstabilität zu gewährleisten, anders gesagt, den Wert des Euros zu sichern [1].

Zusammenfassend muss nochmals betont werden, dass jeder Deutscher dank dem tadellos funktionierenden deutschen Banksystem schnell und mühelos sein Geld benutzen kann. Ob man zu Hause oder unterwegs ist, verliert man mit einem Girokonto seiner Sparkasse den Kontostand niemals aus den Augen. Man kann immer Bescheid wissen, wie hoch Ihr Guthaben gerade ist, ob Ihr Gehalt bereits überwiesen wurde oder ob eine bestimmte Lastschrift bereits eingezogen wurde? Das alles kann rund um die Uhr auf verschiedene Weise überprüft werden. Man kann sich einfach in Online-Banking einloggen, die Sparkassen-App oder Telefon-Banking nutzen oder das Guthaben am Geldautomaten oder Kontoauszugsdrucker checken lassen [4].

LISTE DER VERWENDETEN QUELLEN:

1. Aufgaben des Eurosystems // Europäische Zentralbank. Frankfurt am Main. – 2015. – URL: https://www.bundesbank.de/de/bundesbank/eurosystem/aufgaben/aufgaben-des-eurosystems-604222#tar-3.
2. Das Bankensystem in Deutschland // Logo Jugend und Finanzen Schulserviceportal. – 2020. – URL: https://www.jugend-und-finanzen.de/alle/finanzthemen/wirtschaft-und-banken/das-bankensystem-in-deutschland.
3. Jahreszahlen: NordLB schreibt 2020 das dritte Jahr in Folge rote Zahlen // WirtschaftsWoche. – 2021. – URL: https://www.wiwo.de/jahreszahlen-nordlb-schreibt-2020-das-dritte-jahr-in-folge-rote-zahlen/27040430.html.
4. Kontostand abfragen. 5 Wege, um jederzeit und überall Ihr Guthaben im Blick zu behalten // Sparkasse HagenHerdecke. – 2021. – URL: https://www.sparkasse.de/unsere-loesungen/privatkunden/rund-ums-konto/girokonto/kontostand-abfragen.html.

Schkuratowa Ljubow,
Fakultät für Handel und Marketing,
Studentin des ersten Studienjahres, Gruppe 19,
Fachrichtung: «Warenwissenschaft und kommerzielle Logistik »,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE.

TRANSPORTLOGISTIK

Die Transportlogistik lässt sich darüber hinaus am besten über die Gliederung von Kettenstrukturen beschreiben, wobei zwischen eingliedrigen und mehrgliedrigen Transportketten unterschieden wird.

Bei eingliedrigen Transportketten handelt es sich um sogenannten Direktverkehr, bei dem das Transportgut vom Absender bis zum Empfänger ohne Unterbrechung des Güterflusses in ein- und demselben Transportmittel verbleibt.

Mehrgliedrige Transportketten lassen sich in gebrochenen und kombinierten Verkehr unterteilen. Wenn standardisierte Ladeeinheiten, wie beispielsweise Container, innerhalb mehrgliedriger Transportketten nacheinander auf verschiedenen Verkehrsträgern transportiert werden, wird dann von kombiniertem Verkehr gesprochen. Erfährt das Ladegut während des Transports zusätzlich einen Wechsel des Transportbehältnisses bzw. der Ladeeinheit, wird diese Form der Transportkette als Gebrochener Verkehr bezeichnet. Im gebrochenen und kombinierten Verkehr können Güterverkehrszentren, Güterbahnhöfe, Cargo-Hubs sowie See- und Binnenhäfen als Umschlag-Terminals dienen [1].

Aufgabe der Transportlogistik ist es, Güter zu möglichst niedrigen Kosten im Produktionsablauf zu verteilen und bereitzustellen. Das Endziel besteht in der Optimierung der Transporte bezüglich Beladung, Entladung, Auslastung, Übergabe und Identifizierung. Sie umfasst die vollständige Betrachtungsweise aller Vorgänge in der Logistik, die für einen Transport notwendig sind. Dazu zählt die Betrachtung von zwei sogenannten Netzen: Zuliefernetz, Distributionsnetz. Ein Zuliefernetz beschreibt, welche Arten von Lieferanten im Lieferprozess eine Rolle spielen. Ein Distributionsnetz beschreibt die räumliche Struktur, in der die Distributionsprozesse umgesetzt werden [2].

Der physische Transport von Gütern per Straße, Luft und Wasser von einem Ort zum anderen und die einhergehenden Aufgaben wie zum Beispiel die Bereitstellung von Frachtbriefen, die Kalkulation der Transportzeit sowie die Planung des Einsatzes von Transportmittel, Technik und Arbeitskraft gehören zur Transportlogistik [3].

Zu den Hauptaufgaben der Transportlogistik gehören: Wahl des Transportmittels (LKW, Eisenbahn, Luftverkehr usw.), Wahl der Transportart, Auswahl eines Beförderers und anderer Logistikpartner, Ermitteln des optimalsten Zustellweges, Transport- und Lagerungsprozesses optimal koordinieren, Optimieren der Parameter des Transports wie Erhöhen der Geschwindigkeit des Transports und den Verbrauch des Kraftstoffs zu reduzieren. Transport ist anders. Der Bodentransport lässt sich in drei Unterarten (Schienenverkehr, LKW-Transport, Rohrleitungstransport) unterteilen.

Der Schienenverkehr – das Befördern von Passagieren und Gütern mit Schienenfahrzeugen wie Zügen, Straßenbahnen, U-Bahnen. Die Vorteile des Schienenverkehrs sind: hoher Transport und Durchsatz, unabhängig von klimatischen Bedingungen, Jahreszeit und Tag, hohe Regelmäßigkeit des Transports, Transportsicherheit, Zustellen mit, Hochgeschwindigkeit von Waren über große Entfernungen. Die Nachteile des Schienenverkehrs sind: begrenzte Anzahl von Anbietern, hoher Energie- und Materialverbrauch des Transports, kein direktes Zustellen an den Endverkäufen, keine hohe Ladungssicherheit.

Der LKW-Transport – das Befördern von Gütern und Passagieren auf spurlosen Straßen mit Kraftfahrzeugen. Hierzu zählen Busse, Lastkraftwagen, Autos, gepanzerte Personentransporter aber keine Motorräder oder Traktoren. Die Vorteile des Straßenverkehrs: hohe Verfügbarkeit, ermöglicht die Fracht "von Tür zu Tür" zu liefern, hohe Flexibilität und Wendigkeit, High-Speed-Lieferung, Flexibel in der Routenwahl, versenden von kleinen Mengen, Wahl des richtigen Spediteurs. Die Nachteile des Straßenverkehrs: geringer Wirkungsgrad, Abhängig von Wetter und Straßenverhältnissen, hohe Transportkosten über weite Strecken, lange Wartezeiten beim Entladen, Gefahr des Diebstahls von Ladung oder des Fahrzeugs.

Der Rohrleitungstransport - eine Struktur, die zum Transport von flüssigen und gasförmigen Stoffen durch Rohre. Sowie von festen Brennstoffen in Form einer Lösung unter dem Einfluss des Druckunterschieds in ihren Querschnitten bestimmt ist. Vorteile des Rohrleitungstransports: geringe Kosten, hohe Leistung, hohe Ladungssicherheit, geringe Kapitalintensität, wenig Personal nötig. Nachteile des Pipeline-Transports: befördert nur spezielle Ladungsarten wie Gas, Ölprodukte, möglich ist nur ein Transport von großen Mengen.

Der Luftverkehr - Umfasst sowohl Flugzeuge, Hubschrauber, etc. als auch die dazugehörige Infrastruktur wie Flughäfen, Abfertigungsdienste, Hangars usw. Vorteile des Luftverkehrs: die höchste Geschwindigkeit beim Zustellen der Fracht, hohe Zuverlässigkeit, höchste Ladungssicherheit, die kürzesten Transportwege. Nachteile des Luftverkehrs: hohe Kosten und Tarife, hohe Kapitalintensität, Energieintensität und Materialverbrauch des Transports, Abhängigkeit von den Wetterbedingungen, begrenzte geografische Verfügbarkeit. Der Wassertransport - Führt den Transport von Passagieren und Gütern durch natürliche (Flüsse, Seen, Meere, Ozeane) und künstliche (Stauseen, Kanäle, usw.) Wasserstraßen durch.

Flusstransport (Binnenwasserstraße) - Transport auf Binnenwasserstraßen wie Flüssen, Kanälen, Seen. Vorteile des Flussverkehrs: hohe Tragfähigkeit in tiefen Flüssen und Stauseen, niedrige Transportkosten, geringe Kapitalintensität. Nachteile des Flussverkehrs: begrenzte Verkehrsgeographie, niedrige Liefergeschwindigkeit (abhängig von der unebenen Tiefe des Flusses, den Navigationsbedingungen usw.), abhängig von den Jahreszeitenunzureichende Transport- und Ladungssicherheit.

Seetransport - Erledigt den Transport von Gütern und Passagieren auf der Oberfläche von Meeren, Ozeanen und angrenzenden Gewässern. Vorteile des Seeverkehrs: die Möglichkeit des interkontinentalen Transports, Niedrige Transportkosten über weite Strecken. Nachteile des Seeverkehrs: begrenzte Verkehrsgeographie, niedrige Zustellgeschwindigkeit (abhängig von geografischen, Wetter- und Navigationsbedingungen), geringe Häufigkeit von Sendungen, strenge Anforderungen an das Sichern und Verpacken von Waren, die Notwendigkeit, eine komplexe Hafeninfrastruktur zu schaffen [4].

Beim Einsatz mehrerer Transportmittel handelt es sich um eine Transportkette, die aus dem Vorlauf vom Absender zum Hauptlauf durch den Versandspediteur, und nach dem Hauptlauf mittels Nachlauf durch den Empfangsspediteur bestehen kann. Der Transport löst Transportkosten oder Versandkosten aus, deren Bezahlung durch die Frankatur oder durch die Incoterms (international) geregelt wird, sofern im Frachtvertrag nichts anderes vereinbart ist.

Zum Schluss muss hervorgehoben werden, dass die Logistikbranche in Deutschland nach der Autoindustrie und dem Handel der drittgrößte Wirtschaftszweig ist. Dementsprechend sind die Berufe in der Logistik sehr weitflächig angelegt und bilden eine sehr große Bandbreite ab, die sich durch alle Branchen zieht [5].

LISTE DER VERWENDETEN QUELLEN:

1. Lexikon. Transportlogistik. *Pamyra.* URL: https://www.pamyra.de/lexikon/transportlogistik
2. Definition der Transportlogistik. Logistik KNOWHOW ist eine Plattform der Dr. Thomas + Partner GmbH & Co. KG. 2021. URL: https://logistikknowhow.com/materialfluss-und-transport/definition-der-transportlogistik/
3. Übersicht zum Begriff Logistik – Definitionen, Spezialisierungen und Berufsbilder. Logistik KNOWHOW ist eine Plattform der Dr. Thomas + Partner GmbH & Co. KG. 2021. URL: https://logistikknowhow.com/materialfluss-und-transport/uebersicht-zum-begriff-logistik-definitionen-spezialisierungen-und-berufsbilder/
4. Transport. QTRADO Logistics. URL: https://qtrado-logistics.de/wiki/transport/
5. Übersicht zum Begriff Logistik – Definitionen, Spezialisierungen und Berufsbilder. Logistik KNOWHOW ist eine Plattform der Dr. Thomas + Partner GmbH & Co. KG. 2021. URL: https://logistikknowhow.com/materialfluss-und-transport/uebersicht-zum-begriff-logistik-definitionen-spezialisierungen-und-berufsbilder/

Shul Valeriia,
Faculty of International Trade and Law,
Course Ⅳ, group 5, specialty 《Management》
Kyiv National University of Trdae and Economics,
Kyiv, Ukraine
Scientific supervisor: Stukach Tetiana, PhD in Economics,
Associate Professor of the Department of International Management, KNUTE

INNOVATIONS IN THE AIR TRANSPORTATION AND THEIR IMPACT ON THE ECONOMY

In a competitive air travel market, airlines are innovating as fast as they can, offering new designs and amenities in response to market needs and passenger desires. Today, the airline industry carries a huge number of 3.6 Billion passengers per year and accounts for delivering one-third of the world’s trade. The growing numbers of passengers and the technological innovations have changed the face of the airline industry for good [1]. This indicates the significant economic impact of aviation on the world economy, which is also demonstrated by the fact that aviation represents 3.5 per cent of the gross domestic product (GDP) worldwide (2.7 trillion US dollars) and has created 65 million jobs globally. Aviation provides the only rapid worldwide transportation network, generating economic growth, creating jobs, and facilitating international trade and tourism. The aviation sector is growing fast and will continue to grow. The most recent estimates suggest that demand for air transport will increase by an average of 4.3% per annum over the next 20 years [2].

The aviation industry is not untouched from the effects of the digital wave, which has created a ripple effect across industries and organizations. However, it is not among the pioneers of the digital revolution. Instead, it is simply reacting to the new wave of technology and following the trends to stay abreast with the demands and expectations of the modern passengers.

In the past few years, low-cost carriers have become the preferred choice for passengers. The travelers now expect a completely personalized experience, right from the booking stage till after they have completed their journey. The aviation industry can leverage Sentiment Analysis to determine their customers' needs and then formulate their customer strategy accordingly.

The International Air Transport Association (IATA) has determined the technologies and factors that will define how aviation industry will shape up in its recent report on "Future of the Airline Industry 2035." The report identified cybersecurity, robotics and automation, 3D printing, new manufacturing techniques, virtual reality, augmented reality, IoT, big data, alternative fuels and energy sources, new aircraft designs, alternative modes of rapid transit, and geospatial technology to be prominent in the future of the aviation sector [3].

There are some emerging technologies that will reshape the flying experience for the airline industry.

1. **Blockchain Technology.** Given the popularity gained by the blockchain technology in the financial sector it is seeing a wide range of applications in other industries as well. By implementing blockchain technology airlines can do away with the need to rely on physical ID proofs by saving passengers' data maintained in a virtual de-centralised database, which can be accessed by relevant people.

2. **Augmented Reality and Virtual Reality.** Right now one of the most obvious applications of these technologies can be expected to be seen in the airport space where the airport experience can be enhanced with the help of AR/VR based apps. For example, The Gatwick airport uses AR to help passengers navigate the complex layout of the airport, and London City Airport has installed AR tech to help air traffic controllers with the vital job of keeping planes safe.

3. **Wearable technology.** SITA, a multinational firm that provides information technology to the airline industry, has experimented with giving gate agents wearable electronic devices like smart watches and eyeglasses equipped with cameras and augmented-reality systems that display data on the lenses. In the near future, they may be able to scan your boarding pass and passport for an international flight in less than a second, simply by glancing at it. EasyJet and British Airways are among the airlines that have created apps for the Apple Watch, enabling passengers to store boarding passes and receive real-time updates on their wrist.

4. **Internet of Things.** Sensors will automatically detect and report faults to maintenance teams on the ground, removing the need for the crew to manually report faults. Virgin Airlines have implemented IoT in its Boeing 787. Every single element on the plane is attached to a wireless aeroplane network, providing real-time IoT data on elements like performance, maintenance etc.

5. **Mobile solutions.** Today, smartphones have become an integral part of people's life. Airlines have started venturing into the world of mobile solutions and are using this platform to connect with their customers throughout the passenger journey starting from booking of a flight till deplaning it. Delta Airlines recently started providing their passengers' virtual boarding passes 24 hours before their journey through their mobile app, easing out the check-in process for their passengers [2].

Despite the development and digititalization in the airline industry, the ecology is a critical question as aircraft engines produce gases, noise, and particulates, raising environmental concerns over their global impact and their local air quality effect. However, there is a way out of this situation, because airliners could run on alternative energy. Flying could become cheaper if airlines could eliminate the cost of jet fuel, and in the process they'd cut greenhouse gas emissions too. Boeing, with the help of NASA funding, has been working on a project called SUGAR Volt, which uses a hybrid electric propulsion system roughly comparable to the gasoline-and-electric battery combination in hybrid automobiles. The aircraft manufacturer has another research project, SUGAR Freeze, which powers a plane with liquefied natural gas, another cleaner fuel [4].

Finally, digital technologies are changing the landscape of every industry and the digital revolution in the airline industry has just begun. If this growth path will continue to increase, by 2036 the air transport industry will then contribute 15.5 million in direct jobs and $1.5 trillion of GDP to the world economy. Once the impacts of global tourism are taken into account, these numbers could rise to 97.8 million jobs and $5.7 trillion in GDP.

REFERENCES:

1. 10 emerging technologies that are reshaping the flying experience for the airline industry // Robosoft Technologies. – 2018. – URL: https://medium.com/@Robosoft/10-emerging-technologies-that-are-reshaping-the-flying-experiences-for-the-airline-industry-4af86995315.
2. Future of Aviation // ICAO. – 2020. – URL: https://www.icao.int/Meetings/FutureOfAviation/Pages/default.aspx.
3. The future of Air Travel in a new age of technology // Cigniti. – 2021. – URL: https://www.cigniti.com/blog/aviation-future-technology/.
4. 6 Cool Innovations That Could Change Air Travel Forever // Howstuffworks. – 2021. – URL: https://science.howstuffworks.com/transport/flight/modern/6-cool-innovations-that-could-change-air-travel-forever.htm.

Yukhimenko Kirill ,
Faculty of International Trade and Law,
course III, group 3, specialty «Management of Foreign Economic Activity»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Piankova Oksana, PhD in Economics,
Associate Professor of International Management, KNUTE

FACTORS AFFECTING FOREIGN DIRECT INVESTMENT DURING A PANDEMIC

The international movement of capital in the world is the most dynamic form of economic globalization and internationalization. Its volume of movement is growing from year to year and has a significant impact on national economies. A special role has always been played by venture capital, which moved in the form of foreign direct investment. However, at the end of 2019, the COVID-19 infection acquired the status of a pandemic, which significantly affected the volume of foreign direct investment. The pandemic had a decisive impact on the factors influencing FDI, which hit investment activities around the world.

In late March, the International Monetary Fund announced that investors had removed 83 billion US$ from developing countries since the beginning of the COVID-19 crisis, the largest capital outflow ever recorded.1 According to the UN Conference on Trade and Development (UNCTAD), global FDI flows are expected to contract between 30 percent to 40 percent during 2020/21. [3]

Multinational enterprises, that are the biggest cross-border investors now, have experienced successive and cascading effects of the COVID-19 pandemic. Demand and supply shocks have triggered a global recession; global value chains have been severely disrupted; and, across the world, governments are considering new rules affecting foreign investors. The result has been a sharp decline in the global flows of foreign direct investment. [4]

Today many factors affect the international movement of capital, but I would like to highlight the following main factors, which are divided into groups.

Made by the author based on the source [2]

Supply factors:	Demand factors:	Political factors:
Production costs	Consumer access to the company's products (services)	Ability to circumvent trade restrictions
Logistics	Marketing advantages	Factors that stimulate economic growth
Availability of resources	Use of competitive advantages	
Access to technology	Customer mobility	

Significant changes have taken place in the components of supply factors, which include losses on production, logistics, availability of resources, and access to technology. The last two components have not undergone significant changes, unlike the first two, so we will consider them. When countries introduced lockdown, companies that did not have the infrastructure value for the country were forced to transfer workers to long-distance jobs, or generally send them on vacation. However, the companies continued to incur fixed costs, although they produced much less or did not produce at all. This means that companies bore costs but did not make a profit. This situation has forced a large number of investors to withdraw their investments from recipient countries. Logistics was also disrupted. Due to the non-simultaneous implementation of restrictive measures in different countries of the world, supply chains have been significantly damaged or destroyed. Countries closed their borders with others, forcing suppliers to incur additional transportation costs. Cross-border restrictions have led to supply disruptions. The result was also an increase in prices for transportation by both road and sea. [1]

The list of demand factors includes consumer access to the company's products (services), marketing advantages, the use of competitive advantages, and customer mobility. Consumer access to goods or services after the pandemic was limited. Lockdown has led to the inability of the consumer to the traditional way of buying goods, which has reduced sales. Companies have been forced to switch to online platforms for consumers, but this is mostly only available through large retailers. They can afford the cost of developing exclusive software, creating additional stocks of socially important goods, renting additional storage space, disinfection, hiring additional staff and transport, advertising, and so on. For a small offline trading company, such costs are an unbearable burden. However, the availability of a developed online platform provides certain advantages to companies. Foreign direct investment can provide a company with several types of marketing benefits. This is the physical presence of a foreign company's products in the market of the country in which the company operates, and the improvement of customer service. Again, the introduction of restrictive measures in countries leads to the impossibility of making a profit on external companies and complicates the process of customer service. Consumer mobility has decreased due to restrictions on the movement of foreign countries and the deterioration of their financial situation, which has also worsened their ability to finance their business activities.

Political factors had a much smaller impact on foreign direct investment because previous factors came to the fore. However, support for households and local SMEs remains critical. The main ways of support are the provision of tax benefits including tax reductions, tax benefits, deferred payments. Mobilizing financial support to counter the liquidity crisis Such support programs may include special low-interest credit lines, grants, grants, or loan guarantees. The weakening of labor or business standards may include waiving and reducing standard business permits and licenses, extending regulatory filing deadlines, and new rules that facilitate the transition to new ways of working. Successful government policies can curb the outflow of capital to countries, or encourage further investment. [5]

As a result, to date, almost all factors affecting FDI have changed. However, the successful and efficient management of companies allows you to use the crisis as a new opportunity to attract foreign capital. However, the state's policy to support business plays a significant role.

REFERENCES:

1. Логістика в період пандемії [Електронний ресурс]. – 2020. – Режим доступу до ресурсу: https://www.pol-ukr.com/uk/logistika-v-period-pandemi%D1%97/.
2. Шкурупій О. В. Зовнішньоекономічна діяльність підприємства / Ольга Всеволодівна Шкурупій. – Київ: Центр учбової літератури, 2012. – 248 с.
3. Foreign direct investments could contract by 40% this year, hitting developing countries hardest [Електронний ресурс] // World Economic Forum. – 2020. – Режим доступу до ресурсу: https://www.weforum.org/agenda/2020/06/coronavirus-covid19-economics-fdi-investment-united-nations/.
4. The impact of COVID-19 on foreign investors: Evidence from the second round of a global pulse survey [Електронний ресурс] // The World Bank. – 2020. – Режим доступу до ресурсу: https://blogs.worldbank.org/psd/impact-covid-19-foreign-investors-evidence-second-round-global-pulse-survey.
5. The impact of the coronavirus on foreign investors: Early evidence from a global pulse survey [Електронний ресурс] // The World Bank. – 2020. – Режим доступу до ресурсу: https://blogs.worldbank.org/psd/impact-coronavirus-foreign-investors-early-evidence-global-pulse-survey.

DISCUSSION PLATFORM 8

Hrusha Valeriia,
graduate of higher education second,
University of the State Fiscal Service, Irpen, Ukraine,
Scientific supervisor: A. P. Gavrilishyn,
Candidate of Juridical Sciences, Associate Professor, Professor
of the Department Labor and Social Law,
University of the State Fiscal
Service of Ukraine

CHARACTERISTICS OF THE RIGHT TO A SAFE ENVIRONMENT AND HEALTH ENVIRONMENT

The relevance and expediency of the research topic is that with the development of technology and the pursuit of profit, humanity has begun to forget about the environment and the right of each of us to a safe environment for life and health. In this paper, we would like to explore and characterize this environmental law, so that every ordinary person who has no legal education, knows about their rights and can protect them in the event of exposure to negative phenomena in environmental pollution.

The outlined range of issues and problems was studied by such modern scientists as AP Hetman, SM Kravchenko, GI Balyuk, MV Krasnova, MO Frolov, VI Andreytsev, MV Shulga and many other scientists who have studied the issues of safe living and health environment.

The right to a safe and healthy environment is considered a fundamental environmental right to which all other environmental rights of citizens are directed.

This environmental right is enshrined in Article 50 of the Constitution of Ukraine, according to which "everyone has the right to a safe environment for life and health and to compensation for damage caused by violation of this right", as well as "everyone is guaranteed the right to free access to environmental information. the quality of food and household items, as well as the right to distribute it. Such information cannot be classified by anyone "[1]. It should be noted that the right to a safe environment for life and health is a personal intangible right that arises in everyone from birth and cannot be restricted or taken away under any circumstances.

The main features of the right to a safe environment for life and health are:

• the right to live in an environment safe for human health and life;

• the right to demand the removal of various obstacles to the exercise of this right in the manner prescribed by law;

• the right to apply to the relevant authorities for protection of the violated right in order to restore it (restoration);

• protection of the violated right by establishing certain legal guarantees by the state [2, p. 610-611].

The right to a safe environment for life and health is enshrined not only in the Constitution of Ukraine, but also in the Law of Ukraine "On Environmental Protection" [3].

According to paragraph 1, part 1 of Article 9 of the Law of Ukraine "On Environmental Protection" "every citizen of Ukraine has the right to a safe environment for his life and health" [3].

It should be noted that the legislation does not fully define the criteria for a safe environment. But the very definition of "safe" indicates that the main criterion is the absence of danger, where such a "state of the environment, which ensures the prevention of environmental degradation and danger to human health" is considered environmentally hazardous. Today, the only really defined criteria for the quality of the environment, on the basis of which the conclusion on environmental safety, are environmental standards and regulations (Article 33 of the Law of Ukraine "On Environmental Protection") [2, p. 611].

The right to a safe environment for life and health is also guaranteed by the Civil Code of Ukraine (hereinafter - the Central Committee of Ukraine) [4]. According to Part 1 of Article 293 of the Civil Code of Ukraine "an individual has the right to a safe environment for life and health, the right to reliable information about the environment, the quality of food and household items, as well as the right to collect and distribute" [4].

So, summarizing all the above, we can say with confidence that the current legislation of Ukraine in its content enshrines and guarantees the right to a safe environment for life and health, provides a number of ways to protect this environmental right. The right to a safe and healthy environment is considered a fundamental environmental right to which all other environmental rights of citizens are directed. This type of environmental rights is, first of all, very closely connected with the right of citizens to health and life, which determines its special legal guarantee.

REFERENCES:

1. Конституція України прийнята Верховною Радою України від 28.06.1996 р. № 254к/96-ВР URL: https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80#Text (дата звернення: 28.03.2021).
2. Анісімова Г. В. Право громадян на безпечне для життя і здоров’я довкілля. Велика українська юридична енциклопедія. : у 20 т. Харків, 2018. Т. 14: Екологічне право. С. 610–612.
3. Про охорону навколишнього природного середовища: Закон України від 25. 06.1991 р. № 1264-XII URL: https://zakon.rada.gov.ua/laws/show/1264-12#Text (дата звернення: 28.03.2021).
4. Цивільний кодекс України: Закон України від 16.01.2003 р. № 435-IV URL: https://zakon.rada.gov.ua/laws/show/435-15#Text (дата звернення: 28.03.2021).

Khovaylo Elizaveta,
Faculty of International Trade and Law,
course II, group 12, specialty «Civil Law»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Kulazhenko Olena, Lecturer at the Department of Modern European Languages, KNUTE

LEGAL EDUCATION IN UKRAINE

Nowadays, in the course of Internet technology, it is important to know your rights and be able to protect them not only through the court and the police, but also yourself. Self-defense is the most important stage of protecting one`s rights and can help to cope with the violation. It is important to teach people to defend themselves, to know what to answer, and at least to know where to find a law about their rights. Ukrainian schools have such practices, but this is being studied at a level that is too low and incomprehensible for children.

The right of Ukrainian citizens to acquire the necessary amount of legal knowledge is provided by a network of general and specialized educational institutions, regardless of the forms of ownership, legal information though the media and cultural institutions. Legal education is a mandatory element of the education process in all pre-school education, secondary education, vocational education, higher educational institutions, institutions of professional development and retraining. [2]

Children should know at least the basics: what are the rights, what rights they have to go to restore the violated right. However, it is necessary to tell what is a criminal offense, their types are, what will be for this or that attack. Legal education is inextricably linked educational process in school, because it affects not only the legal sphere, but also others, such as the Ukrainian language, the history of Ukraine and other countries, sex education, etc.

Legal education is a structural component of education in Ukraine, the process of acquiring legal knowledge, skills, respect for human law, rights and freedoms, appropriate legal orientations and assessments, etc. Alcoholism, drug addiction, substance abuse, sexually transmitted diseases are spreading among adolescents and young people, and the threat of an AIDS epidemic is increasing. Cases of juvenile pregnancy are increasing. Child neglect, crime prostitution, suicides are on the rise.

Everything would change if there were more broadcasts on TV and on the Internet where children could learn about the benefits of a healthy lifestyle, how to protect themselves from the encroachment of others and how to say «no» when their rights is violated, to know their responsibilities and that the rights of others are protected by the State and shouldn`t be violated. [1]

One of the important issues is the holding of various competitions and projects on the questions «My rights». These competitions are held in every school, they involve all classes and all children. Through drawings and understandable deadlines, children can better understand what the right is, how to protect it and how not to violate it. These competitions should be held by people with special training who will be able to explain to children the essence of the problem and why it arises.

However, it is necessary to involve not only children, but also parents or close people of students, so that they can help their children when their rights are violated or explain that the rights of others can`t be violated, because in our state everyone is equal.

Legal education is important not only among children and students, but also among the adult population of the country, because often even adults may face the problem of violating their rights, but they can`t protect themselves or help others because of problems of ignorance of basic thing. This can be done as police officers at work, calling for free webinars and conferences, and self-education, understanding that this is important, because it is everything only in the interests of the population.

To sum up, legal education in our country is very important not only among children and teenagers, but also among adults. There should be constant lessons, webinars and online conferences on the issue, which will be of interest not only to citizens, who study and work in the field of law, but also those who have nothing to do with it. After all, knowledge of rights is the key to a happy life, in which no one can violate your freedoms and the framework in which you will be able to act correctly if others infringe on your rights.

REFERENCES:

1. Богачов С. В. Право знати право. Міністерство юстиції України / URL: https://minjust.gov.ua/m/str_4354 (дата звернення: 05.04.2021)
2. Гусарєв С. Д. Юридична деонтологія (Основи юридичної діяльності): Навчальний посібник / С. Д. Гусарєв, О. Д. Тихомиров. К.: Знання, 2012. – 655 с.
3. Проблеми правової освіти і виховання в Україні. Наукова біблеотека Рівненського державного гуманітарного університету. URL: http://library.rshu.edu.ua/virtualni-vystavki/642-problemi-pravovoji-osviti-i-vikhovannya-v-ukrajini (дата звернення: 05.04.2021)

Kostyrko Alina,
Faculty of International Trade and Law,
course II, group 11, specialty "Legal security of business activity",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Ternova Oksana,
Senior lecturer at the Department of Modern European Languages, KNUTE

THE HISTORY OF LEGAL ENGLISH AND WHY IT IS NOT APPROPRIATE IN INTERNATIONAL COMMERCIAL CONTRACTS

What we know today as legal English did not begin its life as English alone, but rather was predominantly French and Latin. It has generally been thought that it was the Norman Conquest that caused French to become the language spoken in the courts of England, however, there is some dispute over this [1, p. 134-135]. There is evidence that at this time English was the language spoken by the majority of people in England and it certainly was the language of the common folk [2, p. 120]. But it was French and Latin that were considered to be the languages of learning. As positions in government, law, religion, and military affairs were held and influenced by those of the educated and upper classes, some argue this is the reason French terminology predominated in these areas [3, p. 399]. However, it has also been noted that since French was the language being spoken in half the courts of Europe in the 13th century it is no surprise that it should be used in England as well [4, p. 72-73].

But regardless of the reason French had such an influence on the spoken language of the law in England, along with the rest of Europe, Latin was the preferred language for writing [5, p. 312]. For two centuries it monopolized the language of the statutes, however by the 14" century French dominated the statutes. It was not until the end of the 15th century (following the introduction of the printing press in 1476 and the acceptance of the London Standard as the standard form of written English) that statutes began to be printed in English. It was also at this time that the law was first written about in English [6, p. 87].

It took approximately one hundred years before English became the main language spoken in the courts. But this did not mean that all French terminology which had been used up to this time disappeared Rather, it simply became part of the language which was used by the legal profession.

At the time that this shift in the common law courts was being made from French to English, there was some concern as to whether the words for the same referent had the same meaning. To avoid any problems drafters began to include both terms just to be safe. This combining of synonyms or near synonyms has continued up to this day, most often with pairs of words. Some of these combinations include: *last will and testament; terms and conditions; goods* *and chattels; cease and desist; null and void; save and except; breaking and entering; free and clear; peace and quiet; force and effect; and right, title and interest.*

During the 16th and 17th centuries regular English was expanding rapidly. And it was during this time that many of the law's technical terms came into being such as *affidavit, alimony, corporation, subpoena* all borrowed from the Latin (and all still used today).

By the 18th century the domination of the law by French and Latin was over and in 1731 a new English-for-lawyers law was passed.

Why legal English is not appropriate in international commercial contracts?

What ultimately happens then is that there are a lot of outdated and unnecessary words and phrases in our common law contracts. For contracts which are used domestically this is not such a problem because we know which words not to concern ourselves with, such as 'deliver'. However, the transferring of all of this excess verbiage into international contracts only creates confusion and error as translators and non-common law lawyers are not privy to this knowledge of which words to ignore, nor do they have the same understanding of these convoluted sentences. This is the main reason that I argue that the bulk of the legal English we find today in international commercial contracts is inappropriate, because these international contracts for the most part use the same language and structure that we common law lawyers use in our domestic contracts. Often it is English-speaking common law lawyers, working in international law firms, who are creating these international contracts and of course they are going to use the language and structure and form with which they are comfortable. But even if it is not this, but rather the drafter is a civil law lawyer who is a non-native speaker of English and the governing law of the contract is that of a civil law country, this language continues to be used because our common law contracts are being used as precedents as they are written in English. In most instances, these non-common law lawyers who are using these precedents do not know what all the words and combinations of words mean, or they put their own interpretation on them. What can result from this is a document which makes no sense at all or a document which appears to be coherent but is in fact understood differently by the different parties to it.

What emerged very clearly after a three-hour International Bar Association session entitled English Legalese in Non-English Contracts held in Barcelona in June of 1998, is that terms commonly used in international contract practice are not always understood or interpreted by their users, or the courts of their users, in the same way. Four examples of words or combinations of words that are used all the time in international commercial contracts and which are interpreted and understood differently are: equity; representations and warranties; good standing; and conditions precedent.

So, these are all reasons why legal English is not appropriate in international commercial contracts. As we can see, legal English is developing all the time so it’s very important to take into consideration every small detail and to stay updated with all new information in order to become a well-educated lawyer.

REFERENCES:

1. Daniel A. Baugh. *A History of the English language.* 1957. P. 134-135.
2. Louis M. Myers. *The Roots of Modern English.* 1966. P. 120.
3. G.E. Woodbine, *The language of English Law*. 1943. P. 399.
4. Oliver F. Emerson. *The history of the English language.* 1935. P. 72-73.
5. R. David & J.E.C. Brierley. *Major Legal Systems in the World Today, An Introduction to the Comparative Study of Law.* 1935. P. 312.

6 Sir Frederic Pollock & Frederic W. Maitland. *The history of English Law*. 1968. Vol. I. P. 87.

Linnyk Anna,
Faculty of International Trade and Law,
course I, group 14, specialty “Finance Law”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Ternova Oksana,
Senior Lecturer of the Department of Modern European Languages, KNUTE

RACIAL DISCRIMINATION: HISTORICAL AND LEGAL ASPECTS AND MODERN REALITIES (ON THE EXAMPLE OF THE USA)

In modern society, the harmonious socio-political development of any state is extremely important and it applies to all spheres of life. Establishing such interaction is a complex and time-consuming process. Today, as many centuries ago, the certain section of the population is limited, national minorities are fighting for socio-political and economic rights. In this context, much of the black population of the United States is no exception [1, p.154]. The United States is one of the most developed countries in the world, the powerful superstate, the leader in world markets. With development, America has faced a number of important societal challenges, most notably racial discrimination, the division of the population into "white" and "black"[2, p.55]. But how did US public policy lay the groundwork for such large-scale oppression of blacks during the Civil War of 1861-1865, and to this day? In our opinion, we need to turn to the very origins of history to understand this issue.

Firstly, the precondition for oppression was the large number of the population, in which organized coercion to certain labor became possible. Based on historical sources, we know that America was one of the colonies of Great Britain, and its main indigenous people were Indians. 401 years ago, in August 1619, the English pirate ship "White Lion" arrived on the mainland., According to surviving documents, 20 Africans (Angolans) captured by pirates from Portuguese slave traders were on the board. The Portuguese transported slaves from Africa to one of the ports in present-day Mexico. The captives of "White Lion" were the first Africans in history who reached the shores of colonial Virginia. The pirates exchanged them for food and manufactured goods. That event marked the beginning of slavery in America. The vast majority of today's African Americans are descendants of Angola, Ghana, and Senegal. Cheap and virtually free labor from Africa became the key to survival for the American colonies.

Secondly, the situation of the black slaves in the United States was difficult and almost disenfranchised, because in the south of the country spread plantation economy, which was kept on the labor of slaves. Almost every plantation had its own, planters who had guard units, followed the order. Slaves protested: they damaged tools, killed overseers and masters. The slave uprising and their struggle for their rights spread fear among the planters, aroused the consciousness of the Americans, which contributed to the development of a broad abolitionist movement, which, together with the Negro struggle, eventually led to the abolition of slavery. The beginning of the mass movement against slavery in the United States is considered the 30's of the XIX century. The leaders of the abolitionist movement were Benjamin Franklin, who aimed to free black slaves, and William Lloyd Harrison. Slavery was declared a moral and political evil, contrary to the US Constitution. The main question of the Civil War was whether the further development of capitalism in the United States would be ensured through the abolition of slavery and the victory of the "free farmer on free land". On May 20, 1862, the government passed the Homestead Act, free distribution of unoccupied land to U.S. citizens and immigrants who wished to acquire citizenship. USA". Later, in 1866, the 14th Amendment was passed, under which blacks were granted certain civil rights, and the 15th Amendment received some suffrage. After analyzing certain provisions of the Slavery Abolition Law and some civil rights attached to blacks, we can conclude that they were freed from heavy slavery and received not only freedom but also the opportunity to serve in the army and vote in parliament. But even their growing influence began to confuse many "white" residents. After Lincoln`s assassination, Andrew Johnson came to power, who pursued a positive policy towards planters, and with this the reaction in the southern states intensified again. Homesteads were allowed to any citizen, but not for "black", "Black Codes" were introduced.

In our view, perhaps if all of the above had not happened, and African Americans had been given their land under the 14th Amendment to the Constitution, there would be no clear problem of racial discrimination today. One can only imagine what kind of state America would have been then, because there wasmore and more restrictions that oppressed the rights of blacks, made them a disenfranchised part of society. So is it a progressive and one of the most developed countries in the world? After examining this issue, we believe that the most crucial thing for the African American population was the civil rights movement in the 1950s, that is, there was severe discrimination for almost 85 years until they took effect. A significant figure was Martin Luther King, leader of the Conference of Christian Leadership in the South. Under King's leadership, the anti-racism movement was organized. In 1963, there was a March on Washington - a demonstration in defense of equality. " I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character…"[3]Martin said in Washington's main square. Civil rights activist Julian Bond said: "For the blacks and whites who supported them, it was the most important demonstration. It was an event of historical significance, and I am happy to have been a part of it. " It was Martin Luther's speech that turned the black movement of South America into a campaign against racism, for civil rights, which was of great global importance. In 1964, the United States enacted a law prohibiting racial discrimination in public places. The following year, Congress passed a law that removed the most significant obstacles to black citizens exercising their right to vote. A special law in 1966 prohibited the discrimination in rental housing.

Thirdly, black and white rights are currently de jure in the United States, but there are cases of discrimination. Recently mass protests have swept over the country the same issue as 100 years ago, namely the restriction of the rights and oppression of African Americans. The precondition for such actions was the murder of African-American George Floydon May 25, 2020. This was due to George's use of counterfeit banknotes. The policeman who detained the man and had his knee around neck and did not let go, even when the detainee said he could not breathe. Activists protested against police violence to blackswith the slogan "I can't breathe!". The man who strangled Floyd was prosecuted, but the very fact of discrimination continues to exist. It is worth noting that not only blacks but also "white" people took to the streets in support. In this context, it should be noted that there have been positive changes in the political and educational emancipation of the African American population in the United States, ie the different situation has developed in the welfare of black citizens. The United States claims to be a major example on the world stage in the fight against social problems, including poverty.

Thus, having considered the specified problem, it is possible to conclude certain results of our work. One of the reasons for the emergence of slavery in the United States was the need for labor in South America, where large agriculturalfarms were spreading: cotton, tobacco, rice and other plantations. The majority of slaves were blacks. Analyzing the "Black Codes" and the "Jim Crow Laws", we can say that racial discrimination was a severe manifestation of the restriction of "blacks" by "whites", and segregation became a major barrier to the well-being of African Americans. Almost 40 years after the brutal assassination of King, the leader of the civil rights movement, some of his dreams have come true. A black citizen, Barack Obama, was able to become one of the American presidents. We believe that this is an extremely great victory over racism, because a century ago public institutions were divided for "white" and "black", and in 2009 the head of the most progressive state in the world became an African-American.

REFERENCES:

1. Дрьоміна-Волок Н. В. Глобальна боротьба з расовою дискримінацією та імперативізація міжнародного права / Н. В. Дрьоміна-Волок // Актуальні проблеми держави і права : збірник наук. праць. Вип. 65 / НУ «ОЮА» , редкол. С. В. Ківалов (голов. ред.) та ін., відп. за вип. В. М. Дрьомін. Одеса : Юрид. л-ра, 2012. С. 154-166.
2. Галан В. О. Дискримінація за расовою ознакою: від апології рабства до міжнародно-правового злочину. *Форум права*. 2014. №3. С. 55 – 62.
3. How Martin Luther King’s “I Have A Dream” Speech Changed The World. *The World Post*. 2013. URL: http//goo.gl/8qpRnr.

Mykhailychenko Vladyslav,
Faculty of International Trade and Law,
course II, group 12, speciality “Civil Law and Procedure”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine,
Scientific supervisor: Kulazhenko Olena, Lecturer of the Department of Modern European Languages, KNUTE

THE INFLUENCE OF COVID-19 ON LEGAL PRACTICE

The transformation of Covid-19 from a local crisis, which held hostage only one country, to a worldwide pandemic and subsequent restrictive measures that limited humanity's freedom of movement, is essentially force majeure. In most countries, the effects of the pandemic have been reflected in the limitation of activities in the service sector, namely tourism, hotel-restaurant businesses etc. These areas of business directly depend on freedom of movement, and thus have influenced legal practice too.

First of all, due to the quarantine restriction, the number of customers in most businesses has declined, which led to a decrease in profits. But, for example, in the United States, a state support program for business called CARES has been implemented in more than $ 2.2 trillion of help [1] and in Poland, with state aid amounting to $ 52 billion [2]. However, without taking this into account, the field of entrepreneurial activity for practical lawyers has decreased massively in Poland [3].

In Ukraine, some measures have also been taken to facilitate financial burdens on small and medium-sized businesses, in particular: credit vacations, tax preferences etc. [4].

Another thing is how it all has been implemented in practice. Most our respondents, from whom we have gathered large part of the information mentioned in this article, did not seek help from government agencies for a number of reasons: from the need to issue a large number of certificates, to distrust of the state, in which they see only the "evil policeman".

The lack of regulation of quarantine restrictions in labor legislation has led to a dilemma for employers: whether to send workers on vacation, or to reduce their salaries, or to fire them altogether.

Another aspect hasn’t been considered, namely, the interaction of government officials with private lawyers. In order to receive certain services from government agencies, you must wait in the queue, for which you have to pre-register. Time to receive the necessary services is limited due to quarantine.

It should be noted that due to the over-regulation and at the same time unregulated activities of state bodies, human rights are constantly violated, which is being manifested in the necessity to re-register if not all the documents have been provided. On the other hand, inspections carried out by government inspectors have not been resolved in accordance with the current situation, which leads to problems in the form of fines.

Despite these reasons and problems with our current labor legislation regarding the legal quarantine status, there are still some positive tendencies.

First of all, most lawyers work remotely, which has reduced the time required to provide all client services and thus empowered citizens to protect their rights and freedoms more efficiently.

Second, some law firms have completely switched to working-from-home regime. This has led to the lack of need for these companies to rent office space, which significantly reduces costs.

Third, current situation has significantly accelerated the digitalization tendency, which should speed up the process of providing public services and potentially reduce corruption in this area.

To sum up, those challenges that have become apparent require a systemic solution. Once again, there is a need to change the system of the legislative process in order to turn it into an effective institution that will respond in a timely and adequate manner to pressing issues. Also, government officials should not only use the punitive mechanisms through fines and restrictions, but also assist in providing public programs that should not be acquired through overregulated bureaucratic systems. Increasingly developing digitalization of the state, for example through the application "Dia" or the ability to receive a number of services on-line should be one of the main instruments in fight with corruption.

The pandemic has given humanity a chance for the necessary changes and the opportunity to learn from experience to prevent future disasters.

REFERENCES:

1. Андрощук Г. О. Пандемія COVID-19 б'є по юридичному ринку: стан та прогнози. Юридична газета online. 2020. URL: https://yur-gazeta.com/publications/practice/inshe/pandemiya-covid19-be-po-yuridichnomu-rinku-stan-ta-prognozi.html (дата звернення: 05.04.2021).
2. Денис Ліхачов. Щит проти епідемії: як Польща планує врятувати економіку від коронавірусу. Європейська правда, 2020,. URL: https://www.eurointegration.com.ua/articles/2020/03/26/7107946/ (дата звернення: 05.04.2021).
3. Програма підтримки бізнесу. Офіційний сайт Міністерства охорони здоров'я. 2020. URL: https://covid19.gov.ua/prohramy-pidtrymky-biznesu (дата звернення: 05.04.2021).
4. What's in the $2 Trillion Coronavirus Relief Package? Committee for a responsible federal budget. 2020. Economics. URL: https://www.crfb.org/blogs/whats-2-trillion-coronavirus-relief-package (accessed: 05.04.2021).

Nehrii Artem,
Faculty of International Trade and Law,
course I, group 14, specialty "Finance Law",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Ternova Oksana,
Senior Lecturer of the Department of Modern European Languages, KNUTE

THE FORMATION OF LANGUAGE CULTURE OF A LAWYER

The language culture is the main feature of the general culture of a man. The higher the level of human language culture is, the greater a person has a creative potential. The language becomes an instrument of the most active disclosure of the personality. The speech is simply necessary in the line of duty for many professions. There are a number of professional services for which the use of language according to situations, the target setting of the language mode of official communication is a functional necessity. These include the profession of lawyer, which is always associated with the general culture, deep knowledge of the law and the meaning of the word to express opinions.

Lawyer is one of the most prestigious and respected professions. The profession of lawyer is, above all, the huge level of responsibility. Sometimes in a law specialist can change the fate of people, businesses and even countries is.And, despite the fact that every year the number of applicants wishing to acquire this profession is growing, but few of them become qualified and skilled workers .According to statistics, only every tenth lawyer builds a successful career.

The aim of the report is to describe the importance of the language culture for lawyers and why just few lawyers make their dream true.

The profession of a lawyer is realized in a special field of work, which requires not only impeccable and special knowledge, skills and abilities, but also mastery of the language culture of a lawyer. Legal education and knowledge of the rules of law and process are worthless if you do not have business and moral qualities, certain organizational skills, general culture, ability to work with people, a sense of duty, justice and responsibility. In addition, today it is impossible to perform any type of legal activity without knowledge and understanding of the peculiarities of communication and the mechanisms of influence of one person on another. The core of these processes is language knowledge and proficiency.

First of all, we have to note that in accordance with Article 10 of the Constitution of Ukraine [1], the state language in Ukraine is the Ukrainian language. That is why it is extremely important to speak Ukrainian correctly, without using tracing paper and russism. Secondly, this is especially true of lawyers who defend the law.

The professional speech of a lawyer should be normative, it is inappropriate to use words and terms that are outside of literature. [2, p. 23] The important feature of communication between lawyers is that it often takes place in a special procedural regime with the observance of certain, clearly defined forms of interaction. Lawyers have to solve complex problems related to human relations, determine the motive for certain actions, and sometimes human crimes.Important characteristics of the culture of speech are correctness, relevance, logic, clarity- the necessary elements of the language culture of a lawyer. Correctness of speech is truth, correspondence to the certain phenomena of reality. For a lawyer it is very important to use terms that are true. Otherwise his speech will not be considered correct, which that is unacceptable for a good lawyer. Appropriateness is the indispensable feature of stylistically perfect, impeccable in its content and structure of speech, which corresponds to the situation of communication, organizes speech in accordance with the purpose of expression. A good lawyer should be well aware of what information exactly needs to be said, which terms should be used in the given situation.The logic of speech involves the accuracy of use of words and phrases, the correctness of the sentence construction, semantic completeness of the text and the consistency of parts of speech and text. So, the lawyer`s speech must be balanced and structurally ordered. Trying to convey important information to someone, the lawyer must provide semantic connections between words and sentences in his speech. Clarity is the semantic transparency of the speech, which ensures its clarity and accessibility. The clarity of the word means that it must be perceived exactly as it is understood by the speaker himself. For a lawyer, one of the main tasks is to be understood.

These are not all elements of the lawyer's language culture, but they are one of the most important and you will already improve your speech by mastering them. This raises the question "How to master the culture of speech." Many experts say that it is impossible to master the culture of speech, it is given to people from childhood and no effort, and no matter how hard you try, it is impossible to learn. We consider that it is really very difficult. There is no special way of training for lawyers; it is the only way for everybody. It is a practice. It is necessary not to be afraid of speaking. But you need to understand that talking is the only way to overcome this fear. It is also very useful to enlarge your vocabulary but at the same time avoid the words of parasites. You need to be diverse even in the words when you speak, so the speech becomes much richer and clearer. If you feel that you have a problem with this, your choice is to read books. Lawyers need to enlarge their vocabulary, so we can recommend books such as “Judging by Conscience. A Story of Justice and Atonement ”by Brian Stevenson,“ The End of Lawyers? Rethinking the Nature of Legal Services”by Richard Sasskind, “The Street Lawyer”by John Grisham. Of course, these are not all tips on how to improve your speech, but if you do it you will notice how your speech has improved.

The formation of the professional language culture of a lawyer should be distinguished from psychological, intellectual, aesthetic, emotional aspects. The essence of the psychological aspect in the formation of professional culture of the lawyer's language is that he must have such psychological categories as motivation, desire, enthusiasm, inspiration, ability to relieve stress, show professional interest, skillfully use power. [3, p 26] From the legal point of view, the principles of the intellectual aspect are productive thinking, legal information, and alternative versions, which means the lawyer's respect for his colleagues` opinions, moderation and prudence in decision-making. Communicating with the public, the lawyer often has to penetrate into the depths of life of a particular person. It happens that the lawyer or the participants of the legal case has negative emotions, which grow into conflict situations. But with the ability to control their emotions, as well as the ability to find an adequate form of expression and correct assessment of the situation is the stabilization of emotional activity that helps to resolve legal conflicts. Thus, the specialization of a lawyer carries a great responsibility, because a lawyer is a person who must be very careful about his responsibilities. And for this purpose it is necessary to pay special attention to the language and speech culture of the lawyer. It is an integral part of a good lawyer. The well-known German theorist of law Bernd Rutters rightly states: “Law does not exist outside language. The right can be expressed, transmitted, explained and improved only through language. "

REFERENCES:

1. Конституція України : закон України від 28 червня 1996 р. № 254к/96 // Відомості Верховної Ради України. – 1996. – №30 – Ст. 141. Стаття 10.
URL: https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80#Text
2. Барановська Л., Циганій С. Культура мови як складова культури професійно-правового спілкування працівників юридичної галузі. Вісник Національного авіаційного університету. Серія : Педагогіка, Психологія. 2015. № 6. С. 23–25.
3. Бондаренко Д. Формування професійної культури юриста. Українська мова в юриспруденції: стан, проблеми, перспективи.2019. С. 24-27.

Onishchenko Anastasia,
Faculty of International Trade and Law,
course I, group 14, specialty “Financial Law”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Ternova Oksana,
Senior Lecturer of the Department of Modern European Languages, KNUTE

SHAPING THE CONCEPT OF HUMAN RIGHTS DURING THE BOURGEOIS REVOLUTIONS IN ENGLAND, FRANCE AND THE UNITED STATES AND ITS IMPACT ON THE DEVELOPMENT OF CIVIL SOCIETY

Human rights have become a response to the demands of social, economic and political progress. They emerged as a social, and later a legal institution only at the tide of epochs as a result of the struggle between feudalism, which couldn’t meet the challenge of its time, and capitalism, which was replaced by a new social order. The basis for the development of the concepts of human rights was the struggle of feudal lords, lords, and peasants against the will of the king’s power in the West. The bourgeois-democratic revolutions of the XVII-XVIII centuries were a decisive stage in the development of human rights, which formulated a wide range of rights and established the principles of formal equality and freedom.

England became a discoverer in the field of human rights. The opposition of the monarch, the barons and the individualists culminated in the adoption of The Great Charter of Liberties (The Magna Carta) in 1215. The Magna Carta contains articles aimed at limiting the freedom of royal officials, such as the requirement not to appoint judges, sheriffs, who don’t know the law or don’t wish to enforce it. Particularly important is Article 39 of the Magna Carta, which stipulates that punishment may be inflicted on civilians only based on a lawful conviction [1 c.237-240]. According to the Charter, the king must abide by feudal rules in relations with the vassals; taxes may be levied only at the decision of a ruling council; no free person may be imprisoned, banished from the country, or deprived of the estate, placed before the law without a legal verdict. The Petition of Rights in 1628 was the beginning of the formation of the human rights system in England. This law imposed a duty on the king to protect his subjects against the oppression of the king’s administration. There were also «rights and liberties» of a property character. The word «free» acquired a new meaning in the Habeas corpus act of 1679. The act introduced the concept of «due process of law», certain guarantees of individual non-torture and other provisions necessary for the protection of people. Later The Habeas corpus act became one of the most important constitutional documents in England. On 13 February 1688 the Declaration of Rights, rewritten in 1689 as The Bill of Rights, was adopted in England. In essence, this document laid the foundation for the first constitutional monarchy. The Bill of

Rights curtailed the rights of the monarch to the benefit of Parliament, reserved the rights of the subjects to self-defense, to petition, to be tried, to be punished for acts committed, to freedom of speech and debate, and to vote for Parliament. Many historians believe that the ideas of the English philosopher John Locke had a great impact on the content of the Bill of Rights. Locke asserted that the role of the state is to protect the natural rights of its citizens. The Bill of Rights was quickly followed by the Mutiny Act of 1689, which limited the duration of the standing army in peacetime to one year. In 1701 the English Bill of Rights was supplemented by the English Act of Settlement, which, in essence, was aimed at further securing the protestant succession [3, c.123]. There can be no doubt that this single act had a strong influence on the way the English Government behaves and served as a point of reference for modern democracies.

The ideals of freedom and human rights continued to develop in the USA. In developing the doctrine of nature law, Thomas Paine and Thomas Jefferson in their struggle for the victory of the bourgeois-democratic revolution were inspired by the philosophy of the Enlightenment and the teachings of the Greek philosophers. It`s difficult to overestimate the humanistic idea of the Virginia Declaration of Rights, which stated that "all human beings are born free and equal in dignity and rights", cannot be denied to them and their children: enjoyment of life and liberty, possession and ownership of property, as well as the pursuit of happiness and security. The Declaration of Rights outlines specific civil liberties, including freedom of leisure, freedom of speech and the notion that «no one can be deprived of his liberty except by the law of the country». Other provisions include the prohibition of formal detention or cruel and unusual punishment, the requirement of proof and valid grounds for obtaining a detention order, the rights of trial by jury and the need for a "well-regulated Police force" to be "strictly accountable" to the civil authorities. Article 3 of the declaration was of particular importance for its time as it enshrined one of the most revolutionary demands of that epoch, such as the right of the people to change the government, to overthrow it, if it would act contrary to the interests of the people [3, c.123]. The Declaration of Independence of 1776 played a major role in the development of American democracy and constitutionalism. This document, written by Thomas Jefferson and endorsed by the Third Continental Congress, was for its time insanely revolutionary character. The declaration stated: «We hold these truths to be self-evident: that all men are created equal; that they are endowed by their Creator with certain unalienable rights…». The Declaration of Independence was not a legal document and was not part of the corpus of formal American law, but its writings had great significance for the course of the development of American constitutionalism and the legal awareness of Americans. The Constitution of the United States of 1787 and its first ten amendments divided rights into civil and property rights. This was conducive to the establishment of democratic foundations and the further formation of civil society with subsequent social transformations. The further development of constitutionalism was to a great extent directed on the way of establishing a clear line between the authorities and the individual life of their citizens and people. The definition of the interdependence of law as such, as well as a clearly new approach to the understanding of rights and freedoms, which do not belong to certain privileged states, but to all the people of the state [2, c.3].

At the same time, the philosophical tradition fostered an anti-absolutist revolutionary movement in France. The works of Voltaire, Rousseau, de Montesquieu and Diderot occupy a special place. Representatives of the French people, organized as the Assemblée Nationale, believed that ignorance, neglect or lack of respect for human rights is the sole cause of social disadvantage and the corruption of the rulers. They resolved to enshrine the natural, inalienable and sacred rights of the individual in a universal declaration so that constantly appearing before all members of the social body the declaration would remind them of their rights and duties. The declaration declared that people are born free and equal in their rights and that any political union aims are to secure the natural and inalienable rights of people - freedom, property, security and support of oppression; freedom of conscience, freedom of expression, freedom of the press, a guarantee of the individual and other rights of citizens [4, c.1-3]. This declaration influenced by past experience in the field of human rights and freedoms (the US Declaration of Independence of 1776, Constitution of the USA of 1787) subsequently had a great impact on the fight against feudalism worldwide, wide recognition and protection of individual and citizen rights, and practical implementation of the rule of law.

So, the bourgeois revolutions in England, France and the USA laid down new principles of law: the equality in civil rights for all people regardless of origin; the national ownership; the concept of freedom as the ability to do anything that is not forbidden by law; the inadmissibility restrictions on rights and freedoms in the interests of particular social groups, because laws are enacted in the interests of the whole population; the equality of all citizens before the law; the establishment of the presumption of innocence in the sphere of criminal law; the establishment of the principle of freedom of speech, opinion and printing; the inviolability of private property. As we know, the modern concept of human rights recognizes certain natural and inherent rights for all people (to life, to property, to personal freedom, to participate in government and to receive reliable information). They cannot be arbitrarily reduced or restricted.

REFERENCES:

1. Велика хартія вольностей (1215) // Історія держави і права зарубіжних країн. Хрестоматія : навч. посіб. для студентів юрид. спец. вищих закладів освіти / за ред. В. Д. Гончаренка. К.: Видавничий Дім «Ін Юре», 2002.716 с.

2. Каленский В. Билль о правах в конституционной истории США (историко-критическое исследование) / АН СССР, Ин-т государства и права. К. : Наука, 1983. 280 с.
3.Тімашов В. Формування та встановлення сучасної концепції прав і свобод людини та громадянина. *Бюлетень Міністерства юстиції України*. 2014. №1. С.121 – 129.
4. Van Kley, D, Baker, K.M, Bell, D.A, Bien, D.D, Birn, R, Kaiser, T.E, Singham,S.M, Wright, J.K, The French Idea of Freedom The Old Regime and the Declaration of Rights 1789. *Stanford University Press*. 1994, P.1-3

Oshiyko Maria,
group PBP-18-4,
Educational and Scientific Institute of Law,
University of SFS of Ukraine,
Lyubarska Ilona,
group PBP-18-4,
Educational and Scientific Institute of Law,
University of the SFS of Ukraine,
Scientific supervisor: Antonyuk Anastasia,
Ph.D., Associate Professor of Criminal Procedure and Forensics,
Educational and Scientific Institute of Law
University of the SFS of Ukraine

PROBLEMS OF FUNCTIONING AND PROSPECTS OF DEVELOPMENT OF JURY

The state is constantly evolving, integrating into the European space and borrowing world experience. Given the current conditions and pace of development of modern society, we understand that the judicial system of Ukraine is undergoing changes. In modern conditions, the issue of a jury trial, as well as its formation and operation becomes especially relevant. That is why at this stage we consider it expedient to investigate the issues and prospects for the development of the jury trial in Ukraine.

The issues of the jury institute, its formation and development of functioning, as well as the problems of introduction of this institute have been studied in the works of many scientists and scholars, both foreign and domestic. Among them are such scientists as: Y. Bisaga, O. Kostyuchenko, O. Larin, S. Kulitsky, M. Mikheenko, V. Nor, Y. Stetsovsky, L. Loboyko, O. Yanovska, V. Kulchytsky and others. .

However, despite the large number of scholars who have studied this topic, this issue remains rather unexplored and ambiguous, as we find quite a few contradictions and contradictions. It is necessary to begin with that according to provisions of Art.124 of the Constitution of Ukraine, the people of Ukraine are directly involved in the administration of justice through lay judges and jurors. According to Part 2 of Art. 129 of the Basic Law, proceedings in Ukraine are conducted by a single judge, a panel of judges or a jury [1].

Peculiarities of the status of a jury are determined by Chapter 3 of the Law of Ukraine “On the Judiciary and the Status of Judges.”

Based on this, we can say that a jury trial is a form of exercising judicial power directly by citizens through their participation in justice.

That is, the participation of the people's representatives in the administration of justice should be recognized as one of the forms of democracy. Jurors are the "honor and conscience of society" and judgments made with their participation will be considered by the community to be the most legitimate and just. Such a system of justice will be unshakable public confidence [2, p. 398].

The origin of the jury took place in England, then this experience was adopted and slightly changed by France. Today, the jury is a global form of public participation in the administration of justice. However, if we consider the institution of jurors in the criminal proceedings of Ukraine, it should be noted that it does not correspond to the classical model of the jury.

Jurors operate on an equal footing with judges, but they have no higher legal education or experience in the field, and generally do not need to know the law, but only need to determine the sufficiency of evidence to determine whether a defendant has committed the act in which he is accused, and if so, whether the act will be truly socially dangerous.

It is also quite interesting that the list of general requirements for jurors is relatively short: to be a citizen of Ukraine, to reach 30 years of age and to reside permanently in the territory where the court operates. Based on this, the question arises whether jurors are sufficiently educated and whether they understand how important their opinion is to qualify and evaluate an act that contains signs of a particularly serious crime. It should also be noted that representatives of the people can work in civil cases concerning the incapacity of a person, his status as missing or dead, adoption, psychiatric care or involuntary hospitalization in a TB institution [3].

After the trial , as usual, decides the issues from which the sentence is formed. The main questions are: whether there was a crime; whether the accused is guilty; whether he should be punished;

We believe that the role of the jury is quite significant and important, as they are directly involved in determining the future fate of the defendant. Based on the above, we can say that the jury is a kind of voice of the people in the administration of justice and a necessary institution in the judicial system of our state.

However, analyzing the views of leading scholars on the jury trial, we find quite ambiguous approaches. Scholars are of the opinion that the jury trial is unproductive, extremely complex and cumbersome, and requires large financial expenditures from the state budget. For example, S. Kulitsky criticizes the participation of jurors in court cases, emphasizing their unprofessionalism, in particular the inability to properly assess the evidence provided by the court, as well as emotionality in decision-making. He also emphasizes that the full formation of a jury requires the efforts and investments of the state. [4]

In addition, we also see the disadvantage of a jury trial that jurors are not legal professionals and therefore in most cases rely on the opinion of professional judges. In addition, the rapporteur in the case is a professional judge who decides all issues together with the jury, which calls into question the independence of action and freedom of decision of the jury in the deliberation room. in Ukraine remains little known and little studied. At the same time, in the scientific literature we find quite a lot of ambiguous opinions of scientists: some emphasize the importance and necessity of a jury trial, some - focus on the problematic issues and shortcomings of this institution.We believe that the institution of a jury trial in Ukraine must be developed, as it is an important component of judicial reform in Ukraine. Further development of this institution will help restore public confidence in the judiciary.

However, we understand that in order to ensure the formation and functioning of the jury in Ukraine, it is necessary, first of all, to update and improve the existing legal framework, as well as to further explore this issue, taking into account positive foreign experience.

REFERENCES:

1. Constitution of Ukraine. Information of the Verkhovna Rada of Ukraine. June 28, 1996 URL: https://zakon.rada.gov.ua/laws/show/ (access date: 08.04.2021).
2. Reztsova NS Relevance of the jury trial in Ukraine. Scientific Bulletin of the International Humanities University. 2020. p. 397-399
3.Lukashova S. «In Sheremet's case the jury trial begins. We tell how he works in Ukraine. " 2020. URL: https://www.pravda.com.ua/articles/2020/09/10/7265894/ (access date: 08.04.2021).
4. C. Kulitsky. Reforming the jury trial in Ukraine as an important element in increasing citizens' trust in the judiciary. Law and Business newspaper. URL: https://markivska-gromada.gov.ua/news/1608550504/ (access date: 08.04.2021).

Shcherbak Gennady,
Faculty of International Trade and Law,
course Im, group 12, specialty "International Law",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Nezhyva Olga, Doctor of Philosophical Sciences, Associate Professor,
Associate Professor of the Department of Modern European Languages, KNUTE

THE DEVELOPMENT OF ANIMAL LEGAL STATUS THROUGHOUT HUMAN HISTORY

During the ancient times and medieval ages domestic animals were mostly rightless. On the one hand, most of the religions, such as Islam, Christianity, Judaism, etc. taught to respect animal lives, avoid cruelty towards them and minimize their suffering and pain as possible but, on the other hand, most of them anyway set a human dominion over animals, which allowed any degree of exploitation and put them into hierarchical system, where they were categorized according to their relevance, with the humans on the top of this hierarchy [1, c. 1499].

Since the ancient times domestic animals were recognized and treated as property by most of the ancient developed civilizations. Their legal documents provided minimum protection for animals, mentioning nothing about animal welfare or avoiding pain and suffering. Also it's hard to say that that granted protection was useful for domestic animals themselves, because it was only the protection of economic value of domestic animals, aimed to protect property rights of their owners [3, c. 40]. Ancient law systems such Roman law, Greek law and Babylonian law provided for material compensation for owners of killed domestic animals by offender and the same goes in the situation where domestic animal kills a person or other animals. Material compensation not only included money or goods but domestic animals as well. Others issues under regulations were prices for rent or sale of domestic animals and damage formulas [3, c. 33].

During the medieval ages not so much changed, animal law still has been economically motivated, but there appeared some kind of death penalty for domestic animals, which murdered a person. Among different ways of animal execution there was such way as stoning, which applied, for instance, to oxen. This method was taken to Christian Europe from ancient Israelite law, where it was applied, because it seemed as one of the manifestations of equating animals to humans [3, c. 46].

So in general, ancient and medieval animal law was mostly motivated by economic issues and religious concerns.

The period of Renaissance and Enlightenment can be characterized by social engineering laws, which were primarily aimed to change and better human behavior. For instance, in England, the first steps began with limitation of animal fighting by Gaming Act of 1664 and Ordinance for Prohibiting Horse Races of 1654, because these activities were described as those, which promote savagery and cruelty in children and adolescents, and because it was usually accompanied by swearing, drinking, etc. Also there were passed numerous laws, which prohibited slaughtering of animals within the walls of cities in order to remove smell from the streets [3, c. 59].

Due to rapid scientific progress, drastic change has happened during the nineteenth century in animal law. A number of European scientists and philosophers stood for humane treatment towards animals. Especially Darwin's studies influenced public opinion and legislation, because it helped to understand that there is mental and emotional similarity between animals and humans i. e. they feel suffering the same way as us. It was discovered that they can experience the same emotions like joy, happiness, embarrassment, compassion, despair, etc. [4, c. 354]. And again the most advanced nation in the development of animal-welfare was United Kingdom. In 1822, the first animal cruelty law was passed, which called Martin's Act, which considered cruelty against domestic animals used in agriculture as criminal action. Concurrently, several U.S. states passed own anti-cruelty laws [4, c. 350]. In 1849, British Martin's Act and several other similar acts were revised and combined into the Cruelty to Animals Act. Among other things, it prohibited different types of animal fighting [4, c. 351]. Yet these laws weren't perfect. For example, anti-cruelty law in the State of Vermont didn't prohibited cruelty towards animals itself but a list of specific actions [4, c. 355]. Also, firstly, in the United Kingdom, there was passed Anti-Vivisection Act of 1876, which prohibited painful experiments on animals but it provides for some exceptions, such as developing physiological knowledge and saving or prolonging human life. These allowed exceptions required a license [4, c. 359].

In nowadays, most of countries passed animal-cruelty laws, which are designed to protect domestic animals from human violence and cruelty. On this stage of development of animal law, the focus is on technical and engineering issues of animal welfare for animals used in agriculture, such as: how much space animals need, what kind of lighting and sound level, quantity and quality of food, social interaction, etc. [4, c. 374]. But still there is a problem in many countries with the implementation of those norms, because mostly they exist only on paper.

In summary, there is a visible progress of the development of legal regulation of animals. When the first laws related to domestic animals dealt only with economic aspects, such as losses and damages, protecting property rights of their owners, now we have legislation, which protects domestic animals for their own sake. But on the other hand, animals still are defined as property by the legislation of most countries, except Germany, Austrian and Switzerland, where civil codes and animal-welfare legislation no longer define animals as objects but something separate [2, c. 267], so it's unclear what category they belong to and anyway this change only has declarative nature, which means that factual position of domestic animals remains the same.

Yet nowadays there are three points of view about that: leave domestic animals within the category of property, create some separate category for them (which means their rights must be extended), or even make them nonhuman subjects [2, c. 266].

And the most possible and right option is the second one, because the third one is completely impossible at this stage. Moreover, animal-welfare and animal law development will have to stop at the current stage for many years, because further advancements will be impossible due to particular reasons. Firstly, speaking about domestic animals engaged in agriculture, if we grant personhood like humans have, which means they should have right to life by the way. But that's impossible nowadays, because there is no suitable replacement in agriculture for them. But if this status have only declarative nature, it would be at least hypocritical. And the second point is that domestic animals won't be able to enjoy all their rights without human help no matter how intelligent they are, which that they will remain dependent on humans.

REFERENCES:

1. E. Szűcs et. al. Animal Welfare in Different Human Cultures, Traditions and Religious Faiths. *Asian-Australasian Journal of Animal Sciences*. 2012. Vol. 25. P.1499-1505/ URL: https://www.researchgate.net/publication/264128543_Animal_Welfare_in_Different_Human_Cultures_Traditions_and_Religious_Faiths
2. Geeta Shyam. The Legal Status of Animals: The World Rethinks Its Position. *Alternative Law Journal*. 2015. Vol. 40. P.266-270/ URL: https://www.researchgate.net/publication/318534140_The_Legal_Status_of_Animals_The_World_Rethinks_its_Position
3. Thomas G. Kelch. A Short History of (Mostly) Western Animal Law: Part I. *Animal Law Review*. 2012. Vol. 19. P.23-62/ URL: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3490300
4. Thomas G. Kelch. A Short History of (Mostly) Western Animal Law: Part II. *Animal Law Review*. 2013. Vol. 19. P.347-390/ URL: https://www.animallaw.info/article/short-history-mostly-western-animal-law-part-ii

Veryzhenko Dar'ia, Honcharenko Maryna,
Department of International and Comparative Law,
3rd year Student, group MPB-18-1, specialty 293 "International Law",
State Taxation University of Ukraine,
Irpin, Ukraine
Scientific supervisor: Chayka Larysa, Doctor of Philology,
Associate Professor of the Foreign Languages Department
Research and Educational Center of Foreign Languages
National Academy of Sciences of Ukraine
Kyiv, Ukraine

INTERNATIONAL LEGAL REGULATION OF PROTECTING CHILDREN'S RIGHTS

Every person has the rights that are enshrined at the international and national levels. A child is a specific category of society that is determined by physical and mental characteristics. Depending on the age, the rights of the child increase, though it should be noted that in each country the legislation sets its own age threshold.

We consider it necessary to define the concept of "a child". Thus, the 1989 Convention on the Rights of the Child stipulates that "every human being is a child under the age of 18 unless, according to the law applicable to that person, he or she reaches the age of majority" [3].

The main document regulating human rights, including the rights of the child, is the 1948 Universal Declaration of Human Rights. Article 1 establishes the equality of all people from birth in their dignity and rights, Article 25 establishes equal social protection for children born in or out of wedlock, and the right of children to special care and support. In addition, special attention should be paid to Article 26, which establishes the right to education, because paragraph 3 gives parents the right of priority in choosing the type of education for young children [2].

Let us address the above-mentioned 1989 Convention on the Rights of the Child, which consists of three parts and fifty-four articles, which regulate the rights of the child in details. In particular, according to the Convention: every child has the inalienable right to life, the right to free expression of thoughts, conscience and religion, protection from all forms of physical and psychological violence, insults or abuse, lack of care or negligent and brutal treatment and exploitation through necessary legislative, administrative, social and educational measures, the right of every child to a standard of living necessary for the physical, mental, spiritual, moral and social development, the child's right to education, the child's right to rest and leisure , to participate in games and entertainment activities which are appropriate to his/her age, and to freely participate in cultural life and to be engaged in the arts, *etc*. It is important to note that Article 38 prohibits the participation of children in military conflicts. As the armed conflicts in the 21st century have increased, the urgency of involving children in direct conflict is becoming more acute. However, States – participants are required to take measures to prevent children from being engaged in armed conflicts. In addition, States parties have an obligation to protect children from all forms of sexual exploitation and sexual abuse, and to protect them from all forms of exploitation that harm any aspect of the child's well-being [3].

On November 20, 1959, the Declaration of the Rights of the Child was adopted, according to which every child, regardless of age, sex, language, religion, skin color, should be provided with decent social protection, conditions and opportunities to develop himself/herself physically, mentally, morally and spiritually. The declaration established requirements for creating conditions for a healthy and normal life of the child, guaranteeing his/her freedom and dignity. The child should be the first to receive protection and support, as well as be protected from neglect, including cruelty and exploitation [1].

Thus, understanding the problem of children's rights protection, the international community has developed a number of documents, in particular: the European Convention for the Protection of Human Rights and Fundamental Freedoms (1950); International Covenant on Economic, Social and Cultural Rights (1966); International Covenant on Civil and Political Rights (1966); Declaration on Social and Legal Principles Concerning the Protection and Welfare of Children, Especially in the Case of the Transfer of Children for Adoption at the National and International Levels (1986), *etc*. It should be emphasized that in addition, the conventional mechanism for the protection of the children's rights sufficiently performs its functions. In particular, this is confirmed by the establishment of the Office of the UN High Commissioner for Human Rights by the UN General Assembly in 1993. This body protects human rights, including children's ones.

Thus, we can conclude that the legal regulation of the protection of children's rights is quite developed in today's conditions. The rights and freedoms of children are protected by a sufficient number of international legal acts, besides, bodies to protect the rights of people (including children's ones) have been established.

REFERENCES:

1. Declaration of the Rights of the Child of November 20, 1959. URL: https://zakon.rada.gov.ua/laws/show/995_384#Text
2. Universal Declaration of Human Rights of December 10, 1948. URL: https://zakon.rada.gov.ua/laws/show/995_015#Text
3. Convention on the Rights of the Child of 20 November 1989. URL: https://zakon.rada.gov.ua/laws/show/995_021#Text

DISCUSSION PLATFORM 9

Alfimova Viktoria,
Faculty of Trade and Marketing,
course 1, group 8, specialty "Advertising and PR",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zatserkovnyi Oleh,
Senior lecturer at the Department of Modern European Languages, KNUTE

CHARASTERISTICS, TYPES AND OBJECTIVES OF ADVERTISING. MARKETING COMMUNICATIONS AND ITS OBJECTIVES

Advertising is very important in today`s economy. It is also essential for every aspect of a business and plays an imperative role for both manufacturers and consumers. According to Adarmymin [Adarmymin (2019). Why Advertising Is Important In Today`s Economy], advertising is important for the business on the whole as it lets the business gain more customers, thereby increasing business turnaround.

Advertising is the action of calling public attention to an offering through paid announcements by an identified sponsor**.** ***Characteristics of Advertising*** are**:**

1. ***Paid Form*****:** Advertising requires the advertiser (also called sponsor) to pay to create an advertising message, to buy advertising media slot, and to monitor advertising efforts.
2. ***Tool For Promotion*****:** Advertising is an element of the promotion mix of an organization.
3. ***One Way Communication*****:** Advertising is a one-way communication where brands communicate to the customers through different mediums.
4. ***Personal Or Non-Personal*****:** Advertising can be non-personal as in the case of TV, radio, or newspaper advertisements, or highly personal as in the case of social media and other cookie-based advertisements.

Advertising activities can also be categorized into 5 types based on the advertisement medium used. These ***types of advertisements*** are:

1. ***Print Advertising*****:** Newspaper, magazines, & brochure advertisements, etc.
2. ***Broadcast Advertising*****:** Television and radio advertisements.
3. ***Outdoor Advertising:*** Hoardings, banners, flags, wraps, etc.
4. ***Digital Advertising:*** Advertisements displayed over the internet and digital devices.

5. ***Product/Brand Integration:*** Product placements in entertainment media like TV show, YouTube video, etc.

What about ***objectives*** of advertising, Aashish Pahwa notes in his article [2]. What is Advertising? – Examples, Objectives, & Importance] that there are 3 main types:

1. To Inform

Advertisements are used to increase brand awareness and brand exposure in the target market. Informing potential customers about the brand and its products is the first step towards attaining business goals.

2. To Persuade

Persuading customers to perform a particular task is a prominent objective of advertising. The tasks may involve buying or trying the products and services offered, to form a brand image, develop a favourable attitude towards the brand etc.

3. To Remind

Another objective of advertising is to reinforce the brand message and to reassure the existing and potential customers about the brand vision. Advertising helps the brand to maintain top of mind awareness and to avoid competitors stealing the customers. This also helps in the word of mouth marketing.

Other objectives of advertising are subsets of these three objectives. These **subsets** are:

- Brand Building
- Increasing Sales
- Creating Demand
- Engagement
- Expanding Customer Base
- Changing Customers' attitudes, etc.

Marketing communication **(MarCom)** is a fundamental and complex part of a company's marketing efforts. Loosely defined, MarCom can be described as all the messages and media you deploy to communicate with the market.

Paul Wiefels in his book "The Chasm Companion: A Fieldbook to Crossing the Chasm and Inside the Tornado" [1, *p.35-36*] notes that marketing communication includes advertising, direct marketing, branding, packaging, your online presence, printed materials, PR activities, sales presentations, sponsorships, trade show appearances and more.

According to Paul`s Wiefels book [1, *p.37-38*], marketing communication has two ***objectives.*** One is to create and sustain demand and preference for the product. The other is to shorten the sales cycle.

Creating preference is often a longer-term effort that aims at using communication tools to help position your product or company in the minds of the target customer.

Positioning and building a brand takes time and requires a certain consistency (not just in the communication efforts themselves, but also in regards to the core elements of product, pricing, and distribution) and therefore represents a significant commitment for the company.

Remember, establishing preference by building a brand will impact market share, profitability and even your access to talent—and thus provides long-term value for the company.

Shortening the sales cycle means assisting your sales and channel partners in their efforts to identify, engage and deliver a customer. Understanding the customer's buying process brings critical insight into how one can shorten the sales cycle.

The figure below illustrates the process the buyer goes through when buying a product. Through market research and conversations with salespersons, MarCom staff must identify how they can help speed up the process.

In the case of high-tech products, the sales cycle involves considerable amounts of customer education in the early stages of the process. MarCom must focus on creating, packaging and delivering relevant information to the buyer throughout the buying process in order to sales meet this education need. The buying process usually consists of 5 items.

In general, the communication techniques employed to shorten the sales cycle are by nature more tactical than those used in building a brand. Nevertheless, ***your strategy to achieve the two MarCom objectives must be balanced***, or the legitimacy of your plan will be questioned if one objective takes priority over the other. You must have close collaboration with sales and customer-facing channel partners in order to get this balance right.

REFERENCES:

1. Wiefels, P. (2002). *The Chasm Companion. P.35-38/* New York: Harper Business. URL: https://learn.marsdd.com/article/what-is-marketing-communication-marcom/
2. Aashish P. (2021). What is Advertising? – Examples, Objectives, & Importance. URL: https://www.feedough.com/what-is-advertising-advertising-objectives-examples-importance/

3. Adarmymin (2019). Why Advertising Is Important In Today`s Economy. URL: https://adarmygroup.com/2019/07/why-advertising-is-important-in-todays-economy/

Antoniuk Ilona,
Faculty of Trade and Marketing,
course 1, group 9, specialty "Journalism",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Yanush Oleg, Head of the Department of Modern European Languages, Candidate of Philological Sciences, Associate Professor, KNUTE

IMPACT AND PROSPECTS OF ADVERTISING

Today, advertising is an indispensable part of product promotion in the market. It can be seen everywhere: on TV, on billboards, on social media, on websites, when watching movies or videos. Advertising is the engine of commerce. Each engine has its own Efficiency. So what efficiency does the advertising have?

David Ogilvy, the "father" of modern advertising said, "Half the money I spend on advertising is wasted; the trouble is I don't know which half." [2]. So who needs advertising? It is considered that foods do not need advertising, since food is a basic human need, so it is enough for the product to be fresh, attractive and accessible to the consumer.

When promoting other goods, such as technology, trendy clothes, expensive movable and immovable property, etc., it is necessary to assure the buyer that he needs it, namely, to arise the need for the product, which costs more than the average one. In this case, advertising acts like a manipulation, as when a person sees a video of someone driving a premium car or taking pictures with the latest model of iPhone, he or she tends to want it, since it' s better than an ordinary product, and the human essence consists of striving for more and better things.

Advertisers are those who are well-versed in human psychology, knowing what to play upon in order to sell a particular product. There are reasons why people buy. People buy because they want to be recognized by society, to be more appealing to others, they want to feel important, and oddly enough, people spend more money to earn more, so they buy courses and books. Those who sell such info products tell the buyer that after completing training, he or she will recoup the cost of the product and earn even more.

There are many more reasons why people buy:

• Money saving;
• Time saving;
• Making your job easier;
• Attractiveness;

• Comfort;

• Desire to express individuality;

• Happiness;

• Health;

• Achievement of goals, and so on.

Advertising has made people think about how they perceive the world, and has also changed the way they live. Advertisers try to influence and persuade consumers to buy a certain product. Furthermore, this technique is used by many enterprises.

Because of advertising, people are aware of the market activities. Namely, they know what kind of product is released on the market, its price, what benefits it brings.

It should be added that advertising affects the economy of a country. Its influence generates a desire to buy, leading to an increase in sales, which sums up the benefits to the economic health of the country.

To conclude, it is clear that the development of advertising and the advertising business has a great prospect for the future, since it is an integral part of commerce in today's world.

REFERENCES:

1. Компанієць Т. І. ВПЛИВ РЕКЛАМИ НА ПРОСУВАННЯ СПОЖИВЧИХ ТОВАРІВ В УМОВАХ СУЧАСНОГО РИНКУ [Електронний ресурс] / Т. І. Компанієць. – 2014. – Режим доступу до ресурсу: http://old.bumib.edu.ua/sites/default/files/visnyk/13_4.pdf. (дата звернення: 24.04.2021).
2. The Effects of Advertisement [Електронний ресурс] – Режим доступу до ресурсу: https://smallbusiness.chron.com/effects-advertisement-22029.html. (дата звернення: 24.04.2021).
3. “Half the money I spend on advertising is wasted; the trouble is I don't know which half.” [Електронний ресурс] – Режим доступу до ресурсу: https://www.b2bmarketing.net/en-gb/resources/blog/half-money-i-spend-advertising-wasted-trouble-i-dont-know-which-half. (дата звернення: 24.04.2021).

Bartosh Hanna,
Faculty of Trade and Marketing,
course II, group 20, specialty “Entrepreneurship, Trade and Exchange Activities”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Harbuza Tetiana, PhD in Pedagogics,
Associate Professor of the Department of Modern European Languages, KNUTE

THE ENTERPRISE MARKETING SRATEGY ANALYSIS

Economic restructuring and promote the development of consumer behaviour continues to develop and update, how to ensure that the enterprises to promote the process of marketing strategy to gainmore business interests are business owners need to carefully consider this issue. In this paper we analysis the importance of consumer behaviour and business marketing strategy.

In modern society, people are more focus on product quality, brand to more consumers' excellent quality assurance. In the course of business, the more profitable is the big brand shopping malls, small shops and wholesale and retail operating profit compared difficult. In contrast, small businesses exposed the lack of awareness of the brand in the course of business, but at a low price for the overall business development direction, towards their own difficult step in the marketing industry.

Therefore, by the big brands and small shops you can reflect the business in the course of business having learnt marketing strategies: brand strategic objectives, high-quality products are established by enterprises in the marketing process.

The company's features as advertised by the slogan of the brand, publicity, are well-known to the public. Therefore, the company's marketing is not just the price war, but also reflects the unique nature of the competitive enterprise products. By improving the business brand strategy, enterprises can promote better achieve marketing goals, meet consumer psychology [1, p.112-113].

Marketing is recognized all over the world as an effective tool for developing and promoting competitive products, expanding sales, attracting investments and, ultimately, increasing the company's profits [2].

Applied marketing techniques and the level of their effect in the Republic of Kazakhstan and Ukraine differ significantly due to the following factors: the political situation in the country, the state of the agro-industrial complex, the professionalism of employees in the marketing departments of various flour-grinding enterprises and the level of development of innovative techniques. Regardless of the industry, marketing can be considered as a kind of business philosophy and organizational management method. The market economy makes it necessary to use marketing tools by all market players. Of course, the flour-grinding industry is also involved in this process, and the use of such tools is the key to a successful business [3, p. 315].

It is important to emphasize that the company's focus on marketing techniques should be individualized and based on the formed links, production volumes, geographical location and a number of other factors [4].

Such a transformation of activities requires the implementation of the following measures: a) organizational (changes in the structure and methods of enterprise management); b) legal (administrative consolidation of newly created services, departments, groups, development of the charter on marketing service, introduction of changes to the charter of the enterprise); c) methodical (development of strategies and tactics of marketing activities). The development of marketing strategies should be preceded by an analysis of the external environment and internal factors (opportunities) and evaluation of the food market situation. The emphasis in such an analysis should be placed on the identification of the enterprise's strengths and weaknesses. In this case, the enterprise's strengths should be maximized, and its weaknesses should be transformed or eliminated.

The implementation of the effective marketing policy of flour-grinding enterprises is a prerequisite for their successful operation, regardless of the size of the business. Carefully designed marketing strategies not only optimize the process of updating the range of products, price policy, sales channels, but also determine the business course of the enterprise. The stability of flour-grinding enterprises in the market and their close interaction with the consumer on a long-term basis are the key tasks of such enterprises and imply conducting complex marketing research and implementing their results in practice. The primary task of the enterprise is to determine the potential market, conduct a comprehensive study of consumer needs and requirements, organize the production of goods corresponding to the desires of consumers and ensure the high quality of goods.

REFERENCES:

1. Wang Yubin. Financial Economics. 2015. Vol. 6. No 2, p.112-113.
2. Duisebayeva A. Techniques in the Republic of Kazakhstan and Ukraine. *European Research Studies Journal* 2018.Volume XXI, Issue 2.
3. Rutkevich, E.V. Features of the concept of marketing in the management of enterprises of the Republic of Belarus. *Young Scientist*.2015.No 2. p. 315.
4. Lamben, J.J. Market-oriented management. St. Petersburg: Peter. 2004.

Bilotserkivets Iryna,
Faculty of Trade and Marketing,
course I, group 13, specialty "Marketing",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Stroganova Galyna, PhD in Linguistics,
Associate Professor of the Department of Modern European Languages, KNUTE

ADVERTISING WARS

One of the main things in selling goods is advertising. Selling is like a race of competition, especially between the market leaders of the same market niche. To increase sells, companies usually hire marketers and the last ones firstly do one thing – providing information about the good. And the main way to do this is an advertising [2].

Whereas every company tries to advertise its product as creatively as possible and beat its competitors, the phenomenon of comparative advertising or advertising war arises. Comparative advertising or advertising war is advertising of a certain product or service which specifically mentions a competitor in order to directly compare your product to that of a rival and to show why your product is better [4].

Comparative advertising is a widely used form of commercial advertising in many countries. The earliest case concerning comparative advertising dates back to 1910 in the United States. The most famous advertising war between Pepsi and Coca-Cola began in 1985. Statistics say that the relative amount of comparative advertising is still small, even though it had increased since 1960. It is remarkable that examples of advertising wars become viral every time [3].

The main objectives of comparative advertising are as follows:

- to increase consumer awareness of a product;
- to influence or convince consumers;
- to accept brand
- to discredit a competitor's product;
- to focus on the superiority of the advertiser's product over the competitor's product [3].

The purpose of advertising wars is not to show the audience “who we are” but “what others are not”.

An important issue is the permissibility of advertising wars. The Advertising Standards Council specifies that comparative advertisement is permissible if:

- the aspects of the products compared are clear;
- it is factual and substantial;
- the comparisons do not confer artificial advantages on the advertiser;
- the consumer is unlikely to mislead;
- there is no unfair denigration of the competing product [3].

As mentioned, the most known advertising war is between Pepsi and Coca-Cola. It started in 1975 in a television advertisement when Pepsi blindly tested the flavor difference between the two brands and used a 3:2 result in Pepsi's favor. But Coca-Cola did not respond. In 1990s Pepsi launched marketing campaign against the competitor which was called “Joy of Pepsi”. It consisted of several videos which exalted Pepsi over Coca-Cola. None of those lunges got their touché. Coca-Cola refrained from responding due to the risk of comparative advertising. For example, there is a danger of consumer confusion and deception. It should also be mentioned that incomplete comparisons can pose a threat to a company's reputation [1].

But advertising wars have certain advantages which can be divided into functional advantages and advantages for consumers. Functional advantages of advertising wars are: promoting market transparency; improving competition; enabling advertisers to objectively demonstrate the merits of their products [3]. Comparative advertising is definitely an effective form of advertising which greatly affects the sales. For consumers, the main benefit is that advertising wars make brands keep the prices low and improve the quality of their products. Although it is the advantage of any competition, comparative advertising amplifies this effect. Good advertising is an inevitable part of the consumer choice, especially at the evaluation stage.

Thus, comparative advertising or advertising war is the way of promotion. It can be aggressive and dangerous for companies, but if it is done competently, it has a lot of advantages. To participate in advertising war or not is always the company's choice. They can simply ignore their rivals and produce their goods properly.

REFERENCES:

1. Федоришина М. В. Рекламные «войны» производителей напитков: Coca-Cola против Pepsi и Budweiser против Miller. 2016. URL: https://vc.ru/marketing/20725-drinks-war (дата звернення 20.04.2021)
2. Beard F. Comparative advertising wars: An historical analysis of their causes and consequences. Journal of macromarketing. URL: https://journals.sagepub.com/doi/10.1177/0276146710372222 (дата звернення 20.04.2021)
3. Mohan S. Advertising wars. 2016. URL: https://pt.slideshare.net/SruthyMohan/ad-war (дата звернення 19.04.2021)
4. Patel N. What is Comparative Advertising? URL: https://neilpatel.com/blog/comparative- advertising/ (дата звернення 21.04.2021)

Burkenya Yelyzaveta,
Faculty of International Trade and Law,
course II, group 16, specialty "International economic relations",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zvarych I.M., Doctor of Sciences in Pedagogics, Professor,
Professor at the Department of Foreign Philology and Translation, KNUTE

SOCIAL MEDIA AS AN EFFECTIVE TOOL FOR COMPETITIVE MARKETING COMMUNICATION

Social media is used by billions of people around the world and has fast become one of the defining technologies of our time. Facebook, for example, reported having 2.38 billion monthly active users and 1.56 billion daily active users as of March 31, 2019 (Facebook 2019). Globally, the total number of social media users is estimated to grow to 3.29 billion users in 2022, which will be 42.3% of the world’s population. Academically, social media has also been embraced, and an extensive body of research on social media marketing and related topics, such as online word of mouth (WOM) and online networks, has been developed. Despite what academics and practitioners have studied and learned over the last 15–20 years on this topic, due to the fastpaced and ever-changing nature of social media—and how consumers use it—the future of social media in marketing might not be merely a continuation of what we have already seen [1].

In the era of Facebook, WhatsApp, Twitter, and Instagram, social marketing has evolved as an integral part of marketing strategy. It is almost impossible to think of a marketing strategy without taking into account the importance of social media. Adopting some form of online promotion through social media has become essential for all business houses. Understanding of the importance and effectiveness of social media as a marketing and promotional tool is a main priority for every business authority that helps them to choose an effective business strategy. An attempt has been made to analyze the extent of influence of social media as a buying decision maker [2].

As more and more new technologies are available, businesses willing to adopt them will gain big leverage over its competitor. Companies like, Microsoft, eBay, Amazon, Facebook, Google are ruling the world because they have adopted the changes in technology keeping in view of customer's expectations and conveniences through Social Media Marketing (SMM) as the hottest medium of promotion for most of the companies irrespective of the private sector or public sector. Most of the entrepreneurs are using social media for promotion as well as for leading generation. Entrepreneurs have realized the power of social media and its role in building brand image and customer relationship [2].

Customers, these days are more information savvy about a product or service, before they make a purchase decision. Features like users review, expert opinion, peer review, critic's opinion in network sites are becoming more influencing factors in decision making rather than conventional advertising and sales promotion. Moreover, the customer has the power to talk about a brand and post his opinion about the product and service on the company's web page and social media also. Therefore, companies have no choice but to accept the influence of social marketing and handle them with special care and respect.

Due to such a tremendous influence on customers' purchase decision making, every business now days needs to leverage proper social media channel in the best possible ways. By giving your business brand a social media touch, you not only generate more profit but also connect with new customers better and serve them on a higher level. It makes digital marketing easier. The tremendous growth rate of social media and galloping increase in users on social media on a mobile device is encouraging companies to use Facebook, Twitter, Instagram, LinkedIn, YouTube, and Google+ for advertising and promoting their products and services [2].

Marketers have plenty of opportunities to communicate with their target customers and offer them the products and services, and persuade them to transact and become a loyal customer for the company. Undoubtedly the social media is a rapidly growing platform for a brand building and is used by almost all the sectors. It is not only an effective tool for product promotion and brand building but very cost effective if to compare with any other form of promotion.

For a business to get success in a world of reached social media influence; companies now have to transform their business strategies from product-oriented to customer-oriented where the customer will play a decisive role. According to Nielson & Roper reports, more than 90 percent of consumers take their purchase decision especially in consumer's durable products, based on word of mouth recommendations. In the era of Mark Zuckerberg generation, it is not difficult to understand why people, especially the youth generation, are so obsessed about social media. Not only the common people, but big political parties of different countries are highly depending on social media marketing. Every company, big or small, young or established need to have an active presence on such social media [2].

All things considered, it should be stated that social media has already become a part everybody`s lives. Not only are they important to get along and interact with your relatives and acquaintances, but also to gain the necessary information about the product or service which companies introduce in advertising campaigns on different platforms. Customer Relationship Management (CRM) has evolved as a marketing strategic tool. It is now more critical than ever that successful companies are using engagement marketing principle to engage their prospects and consumers before, during and after their purchase cycle. Information which is demanded by target market should be provided in such a manner that you are viewed in a positive light, create a positive brand and product reputation, and are selected with a priority as their brand of choice. For sure, social media is one of the most powerful, profitable, and effective platforms for companies to increase its visibility amongst its target customers. At the same time companies should keep in mind that social media is a double-edged sword, if not used with care it may have the power to create havoc of market reputation within no time.

REFERENCES:

1. Appel G. Social media is used by billions of people around the world and has fast become one of the defining technologies of our time. Facebook, for example, reported having 2.38 billion monthly active users and 1.56 billion daily active users as of March 31, 2019 [Електронний ресурс] / G. Appel, L. Grewal // Journal of the Academy of Marketing Science. – 2020. – Режим доступу до ресурсу: https://link.springer.com/content/pdf/10.1007/s11747-019-00695-1.pdf.
2. Ghoshal M. Social Media as an Effective Tool to Promote Business- An Empirical Study [Електронний ресурс] / Moloy Ghoshal // Global Journal of Management and Business Research: E Marketing. – 2019. – Режим доступу до ресурсу: https://www.researchgate.net/publication/331344176.

Firsova Juliya,
Faculty of International Trade and Law,
course III, group 13, specialty "International Economic Relations",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Kudyrko Liudmyla,
Professor of the Department of World Economy, KNUTE

THE PERSPECTIVE OF VIRTUAL AND AUGMENTED REALITY AS NEW TRENDS OF MARKETING

Today's markets are managed more and more by the needs and preferences of consumers. As technology advances, those ones alter and a brand must respond to those changes.

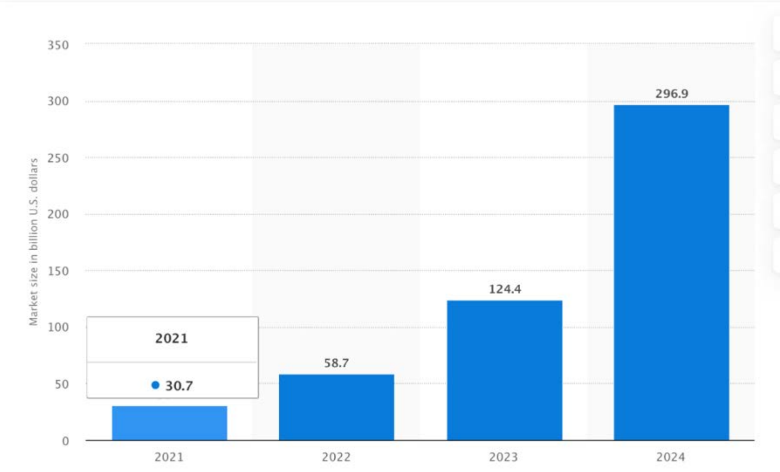
Virtual worlds enable the tracking of activity of the consumer to explore potentially the emotions they are experiencing. Therefore, it is viable to collect data on consumer behavior in the virtual world and even to know better the needs of particular consumer using the obtainable relevant data sources and analytics successfully combined by tools of artificial intelligence to get content for future experiences. Such an essential content helps to collect necessary data to deliver marketing messages for the modern consumers properly and requiring less mental processing resources and focusing on the peripheral processing route in the elaboration likelihood model, including such issues as emotional motivation, production quality, credibility and attractiveness. That is why the perspectives of virtual and augmented reality are becoming more and more significant and valuable every year.

What's more, augmented reality is the technology that expands our physical world by adding attaching layers of digital information on top of it. Moreover, viewed via a screen, it offers a view of the physical real-life environment with superimposed computer-generated images, therefore changing the perception of what we see in front of us. Without any doubt this is a successful way of combining the digital and physical worlds all together.

This is a new technology that makes the advertising be more valuable and increase the demands of consumers for purchasing any goods or services therefore the businesses are going to be more profitable especially in today's pandemic times where people are to avoid physical contact as much as possible. At the same time this is a great way of providing customers with a personalized experience from the comfort of their own homes or anywhere else they may be located.

The virtual reality (VR) market is projected to grow from USD 6.1 billion in 2020 to USD 20.9 billion by 2025; it is expected to grow at a CAGR of 27.9% from 2020 to 2025 [1].

The augmented reality (AR) market is projected to grow from USD 15.3 billion in 2020 to USD 77.0 billion by 2025; it is expected to grow at a CAGR of 38.1% from 2020 to 2025 [1].



Augmented and virtual realities market size forecast 2021-2024 (in billion U.S. dollars) [1].

The availability of affordable VR devices, growing adoption of HMDs in different industries, the advancement of technologies and growing digitization, penetration of HMDs in advertising and marketing sectors after COVID-19, and high investments in VR market are the key factors driving the VR market growth.

To sum up, there are specifically plenty of benefits of VR and AR such as providing information in real time, facilitating training and mirroring real-life experiences, enhancing creativity in product design and development, enabling remote workforce to collaborate in real time, allowing users to live out someone else’s life experiences. VR takes about 16% in marketing and advertising due to 2020 Finance Statistics and it has been forecast to expand twice the near years.

In addition, the combined augmented reality and virtual reality markets were worth $12 billion in 2020 with a massive annual growth rate of 54%, resulting in a projected valuation of $72.8 billion by 2024. In terms of VR spending by sector, consumer spending leads the way at 53%, followed by distribution and services (15.8%), manufacturing and resources (13.8%), public sector (12.7%), and infrastructure (3.2%) [2]. Exploring deeply, another report from Research and Markets appraised the virtual reality market at $6.1 billion in 2020 with an annual growth rate of 27.9%, projected to reach $20.9 billion by 2025. In the same research, the augmented reality market was valued at $15.3 billion in 2020 with an annual growth rate of 38.1%. It is projected to reach $77 billion by 2025 [2]. As we can see, the growth of these markets is unbelievable indeed.

Despite of all growing features some barriers have been left yet therefore they are causing of adoption barriers such as lack of content offerings (27%), unsatisfactory user experience (19%), business and consumer reluctance (19%), regulation and legal risks (12%), cost to consumers (11%), financing and investment (9%) and government oversight (3%) [2].

VR&AR have not probably reached their maturity yet that is why currently, some businesses are at the fore of VR experimentation to become leaders in this field. In other words businesses should actually go on breaking the barriers of VR adoption to keep pace with consumer interests.

Until recently, consumers could not imagine be at the center of experiences even at home whether it is attending an event, taking a tour or making up the apartment's design. The companies creating these new and immersive marketing with VR will be able to get power future marketing.

VR&AR technologies have gained widespread recognition and adoption over the past few years. The latest technological achievements in this field have revealed new enterprises. Numerous players are emerging in this market with the hopes of navigating it toward mainstream adoption.

By adopting these technologies in advertising and marketing we are able to attract more investments for expanding businesses properly. For instance, investments in AR&VR were estimated to be $915 million in 2020 [3]. Advertising is the leading segment for AR revenues, raking in $1.4 billion in 2020 [4].

Thus, the ramifications of COVID-19 don't affect the perspective of expanding those markets, the impact and outcomes of pandemic will only heighten the need for VR&AR experiences for brands instead of. It is necessary to explore VR and AR realities due to their perspective make the businesses be on the rise without other expensive adverts and ways of promotion.

REFERENCES:

1. Augmented and virtual reality (AR/VR) forecast 2020 (in billion U.S. dollars) URL: https://www.mordorintelligence.com/industry-reports/virtual-reality-market

2. Virtual Reality Market with COVID-19 Impact Analysis by Offering (Hardware and Software), Technology, Device Type (Head-Mounted Display, Gesture-Tracking Device), Application (Consumer, Commercial, Enterprise, Healthcare) and Geography - Global Forecast to 2025. URL: https://www.researchandmarkets.com/reports/5141863/virtual-reality-market-with-covid-19-impact

3. Consumer virtual reality (VR) hardware and software market revenue worldwide from 2016 to 2023. URL: https://www.statista.com/statistics/528779/virtual-reality-market-size-worldwide/

4. Artillery Intelligence (2020). VR Usage & Consumer Attitudes, Wave IV. URL: https://artillry.co/artillry-intelligence/vr-usage-and-consumer-attitudes-wave-iv/

Fomenkova Alina,
Faculty of Trade and Marketing,
course II, group 5, specialty "Journalism",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Nypadymka Alla, PhD in Philology,
Associate Professor of the Department of Modern European Languages, KNUTE

GREEN MARKETING AND ECO-FRIENDLY BRANDS CREATE A NEW FASHION INDUSTRY IN UKRAINE

Nowadays the humanity’s impact on the planet, the catastrophic consequences of human activities, humanity’s demand for ecological resources and services require new approaches to business and management. Society is becoming more educated; consumers are becoming more strict, demanding and choosy. Modern buyers prefer organic goods, giving preference to upcycling clothes, non-genetically modified foods free of pesticides and sustainable home products. Eco-marketing helps satisfy consumer needs in green production. The Cambridge Dictionary defines eco-marketing as marketing for a product that emphasizes the fact that it does not harm the environment [4].

Eco-marketing is a function of management that organizes and directs the activity of enterprises regarding estimation and transformation of needs of consumers in environmentally-focused demand. That is demand for the goods and services that favor preservation of both qualitative and quantitative level of the basic ecosystems, meet environmental needs of individuals as well as organizations and society as a whole [2, p. 248]. “Eco-marketing promotes – along with consumption growth, expansion of consumer choice, and consumer satisfaction – growth of quality of life, support of sustainable balanced development of territories, preservation of high quality of the environment” [5, p. 15].

Eco-marketing involves companies promoting their products or services in a way that showcases their eco-friendliness and contributions to environmental sustainability (for example, sale of green products, reducing expenses in packaging, transportation, energy and water usage, and more). These goods and services cause less or minimal harm, some are completely harmless to ecosystems and must replace analogs made of plastic, petroleum products, toxic materials. For the purposes of this article, the term “eco-friendly” will be taken to mean as designed to have little or no damaging effect on the environment: an eco-friendly product/company/organization [3]. When a company decides to be eco-friendly or to become more environmentally friendly, it needs to follow the strategy:

1) do internal and external environment analysis (competitors analysis, ets.);

2) environmental impact assessment (is used for identifying and measuring the impact of industrial products on the environment);

3) design a strong brand identity; create a brand image, corporate consciousness, brand associations;

4) ecolabelling;

5) develop an effective marketing communications strategy;

6) build customer loyalty (brand attachment, resistance to competitors, risk reduction, building mutually beneficial relationships) [1, c. 71].

Eco-marketing in Ukraine is becoming trendy. Eco-friendly brands are appearing every day and creating a strong vision of eco-marketing in our country. For example, BE SUSTAINABLE! Fashion Summit, the largest event dedicated to the development of sustainable fashion in Ukraine, took place online on February 7, 2021, during Ukrainian Fashion Week No Season 2021. Ukrainian brands KSENIASCHNAIDER, NCYZIP, Her, Ochis Coffee, POSTUSHNA etc. were presented in UFW.

KSENIASCHNAIDER. It is famous for the perfect trend "demi-denims". Both new denim and recycled materials are used in manufacturing. In 2019, the brand processed about 5 tons of denim in new clothing. This sustainable brand has already been sold in more than 70 countries and is one of the advocates of upcycling and conscious fashion in Eastern Europe.

NCYZIP. The character of the brand is revolutionary with a strong protest against fast fashion. The collection includes recycled materials in clothing. Nowadays, denim items of unusual design and clothing-constructor (elements that can be joined together in any way you want) are presented in the collection.

Her is Transcarpathian eco-friendly brand that makes women's clothing from natural materials (flax, cotton and silk). All things are small batches handmade. The product range includes silk blouses, linen dresses, and culottes, as well as jackets.

Ochis Coffee is a rather unusual eco-brand that started with changing attitudes and behavior towards plastic and created sustainable alternative to regular eyewear. Ochis Coffee makes glasses from coffee and flax. The manufacturing is based in Kyiv with sustainability being a core value of the brand; the production does not involve CO2 emission. Coffee, flax, and natural oils are the main components of glasses that even smell like coffee. The frame of the accessory completely decomposes in soil or water and turns into a natural fertilizer for plants. These glasses allow to abandon petroleum plastic.

To sum up, eco-marketing is practicing sustainable business methods and creating a strong position on suitable fashion in Ukraine nowadays. Ukrainian eco-friendly brands create a new fashion industry by forming and meeting the demand for eco-friendly products. KLAPTYK FASHION, Slowme, DEVOHOME, URBANKO, KSENIASCHNAIDER, NCYZIP, Her, Ochis Coffee, POSTUSHNA are gaining market share and educate customers how sustainable clothes can meet their specific needs and save the planet.

REFERENCES:

1. Блажей І.О. Екологічний брендінг меблевих підприємств України дис. канд. екон. наук: 08.00.04. Тернопіль, 2019. 226 с.
2. Вічевич А.М., Вайданич Т.В., Дідович І.І., Дідович А.П. Екологічний маркетинг: навч. посібник. Львів: УкрДЛТУ. 2002. 248 с.
3. Cambridge Dictionary. Retrieved on March 4, 2021 from https://dictionary.cambridge.org/dictionary/english/eco-friendly
4. Cambridge Dictionary. Retrieved on March 4, 2021 from https://dictionary.cambridge.org/dictionary/english/eco-marketing
5. Prokopenko O.V., Ossik Yu.I. Green Marketing: Workbook. — Karaganda: KarSU publ., 2015. — 111 p. Retrieved on March 12, 2021 from https://core.ac.uk/download/pdf/141448005.pdf

Fomska Sofiia,
Faculty of Trade and Marketing
course I, group 29, specialty "Entrepreneurship, trade and exchange activities",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Harbuza Tetiana, PhD in Pedagogics,
Associate Professor of the Department of Modern European Languages, KNUTE

PSYCHOLOGICAL FACTORS INFLUENCING CONSUMER BEHAVIOUR

The Marketing Communication refers to the means adopted by the companies to convey messages about the products and the brands they sell, either directly or indirectly to the customers with the intention to persuade them to purchase.Marketing communication includes advertising, direct marketing, branding, packaging, PR activities, sales presentations, sponsorships and more. Advertising is any paid form of impersonal offer of goods and services on behalf of a particular sponsor, in order to influence the audience in some way. A certain idea of the buyer about the features of the product or service is formed with the help of advertising [4].

The main task of advertising is to encourage the purchase of this product for a certain consumption. Therefore, advertisers need to know whether advertising has failed to create, maintain, deepen the image of the company and its products or services, or encouraged advertising of the product to buy it, creating a circle of regular customers, in particular.

It is proved that the behavior of customers is influenced by the following factors: psychological (thoughts, impressions) and socio-demographic characteristics (age, gender), social origin (family, belonging to a certain social group) and commercial incentives.

Marketing policy of communications provides marketing with such means of product promotion as advertising, sales promotion, prestige activities and personal sales, which together create the so-called communication mix and the application of which is complex [3].

Psychology in advertising has long been used as an effective means to sell a product or service. Understanding the underlying concepts that affect human psychology can help a company better sell their product or alternatively can help a consumer understand marketing strategies that get them to buy products. Advertisers need to better understand the personality and status of the consumers in particular region, place or maybe country to come out with more effective advertising medium that able to catch the eyes and interest of the consumers. An outline of stimulus factors that impact a consumer’s attention involve: colour and size, intensity, novelty, personal relevance andbrand identity. The coloured advertisement attracted a significantly higher number of viewers compared to the non-coloured advertisement [2].

Colour in advertising is especially important due to its ability to influence the mood of consumers. Colour invigorates, irritates, encourages empathy and evokes associations with the proposed image. Colour-inspired impressions are very stable, and the appeal of colour advertising is higher than black and white. It should be borne in mind that colours have a symbolic and associative effect on a person. Symbols and associations of red can be: blood, fire, rose, danger, yellow - lemon, sun, light, blue - water,cold, ice, sky, peace, green - grass, tree, nature, hope.

The combination of colours is also important. The simplest example of a colour combination is a negative image (white on black) of some part of the text or the entire ad. Different colour combinations have been experimentally tested. By degree of deterioration in the perception they are placed as follows: blue on white; black on yellow; green on white; black on white; green on red; red on yellow; red on white; orange on black; black on red; orange on white; red on green. The choice of the dominant colour in the advertisement or the combination of colours must take into account the national-ethnic, historical and religious characteristics of the country in which the advertisement is presented [4].

Human psychology is a major determinant of consumer behavior. These factors are difficult to measure but are powerful enough to influence a buying decision.Some of the important psychological factors are:

1. Motivation

When a person is motivated enough, it influences the buying behaviour of the person. A person has many needs such as the social needs, basic needs, security needs, esteem needs and self-actualization needs. Out of all these needs, the basic needs and security needs take a position above all other needs. Hence basic needs and security needs have the power to motivate a consumer to buy products and services.

2. Perception

Consumer perception is a major factor that influences consumer behavior. Customer perception is a process where a customer collects information about a product and interprets the information to make a meaningful image about a particular product.When a customer sees advertisementsrelating to a product, they develop an impression about the product. Hence consumer perception becomes a great influence on the buying decision of consumers.

3. Learning

When a person buys a product, he/she gets to learn something more about the product. Learning comes over a period of time through experience. A consumer's learning depends on skills and knowledge. While a skill can be gained through practice, knowledge can be acquired only through experience.Learning can be either conditional or cognitive. In conditional learning the consumer is exposed to a situation repeatedly, thereby making a consumer to develop a response towards it.Whereas in cognitive learning, the consumer will apply his knowledge and skills to find satisfaction and a solution from the product that he buys.

4. Attitudes and Beliefs

Consumers have certain attitude and beliefs which influence the buying decisions of a consumer. Based on this attitude, the consumer behaves in a particular way towards a product. This attitude plays a significant role in defining the brand image of a product. Hence, the marketers try hard to understand the attitude of a consumer to design their marketing campaigns [1].

To sum up, advertising is one aspect of marketing. While marketing is the overall approach to speaking to customers about your brand, advertising is usually a paid form of messaging designed to lead to sales. Advertising can be short-term for a special promotion or ongoing, but usually requires a financial investment.Consumers make purchase decisions every day. When they make a decision about a product, they're thinking about solving a need. That need may be driven by four psychological factors that influence consumer behavior.

REFERENCES:

1. Балабанова Л. В., Холод В. В., Балабанова І. В. Маркетинг підприємства:Навч. посібник.К.: Центр учбовоїлітератури, 2012. 612 с.
2. Лук'янець Т. І. Рекламний менеджмент: Навч. посібник. 2-ге вид., доп. К.: КНЕУ, 2003.440 с.
3. Лук'янець Т. І. Маркетингова політика комунікацій: Навч. посібник.2-ге вид., доп. і перероб. К.: КНЕУ, 2003. 524 с.
4. Миронов Ю.Б., Крамар Р.М. Основи рекламної діяльності: Навч. посібник. Дрогобич: Посвіт, 2007. 108 с.

Hordovska Olha,
Faculty of Trade and Marketing,
course I, group 18, specialty “Marketing and Advertising business”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Nezhyva Olha, Doctor of Philosophical Sciences, Associate Professor, Associate Professor of the Department of Modern European Languages, KNUTE

COGNITIVE BIASES IN THE MARKETING

Marketing activities nowadays are much more targeted and look to influence the potential customers which are more likely to buy the product. This customer targeting can be done using a number of different ways. One of the most common techniques used for this is the use of cognitive biases.

Cognitive biases describe the irrational errors of human decision making and they are a crucial part of understanding behavioral economics.These scientific human biases affect the way we shop, invest and judge brands and people.

The revolutionary study of cognitive biases led Daniel Kahneman to win the Nobel Prize and opened the rapidly expanding field of behavioral economics.

Let us try to consider the reasons it.Our brain absorbs tremendous amounts of information during the day. Some of this information we consciously think about. Our brain is looking for shortcuts to help us make decisions. It helps to save energy for another occupation. For examples:

- ***Door-in-the-face technique***

Firstly, the persuader makes a large request that the respondent will most likely turn down, much like a metaphorical slamming of a door in the persuader's face. The respondent is then more likely to agree to a second, more reasonable request, than if that same request is made in isolation. A study looking at the DITF technique in retail found that it was very effective in increasing sales.

Researchers investigated the DITF technique in a restaurant setting and found that it is effective if there is no delay between the first and second requests. Waitresses were instructed to ask randomly selected restaurant patrons whether they wanted dessert at the end of their meals. If the participant refused, the waitress then either immediately asked if the participant wanted tea or coffee or waited three minutes to ask. Findings indicate increased compliance to the second request for the immediate condition but not the delayed one. The researchers suggest that these results have significant implications for the restaurant industry, particularly the importance of servers' timing when the restaurant is busy [1].

- ***Anchoring[4]***

According to the anchoring bias, a consumer is likely to purchase a product that was presented to him or her as the first piece of information. Anchoring creates a brand recall in the mind of the consumers which results in the specified product being sold. Anchoring bias can be used by salespersons in stores to ensure that a particular product is pushed harder.

Various studies have shown that anchoring is very difficult to avoid. For example, in one study students were given anchors that were wrong. They were asked whether Mahatma Gandhi died before or after age 9, or before or after age 140. Clearly neither of these anchors can be correct, but when the two groups were asked to suggest when they thought he had died, they guessed significantly differently (average age of 50 vs. average age of 67).

In shops it can also be used. For example, consumer finds a skirt that costs $1,200 – then sees a second one that costs $100 – he is prone to see the second shirt as cheap. Whereas, if a consumer merely saw the second shirt, priced at $100, you'd probably not view it as cheap. The anchor – the first price that you saw – unduly influenced your opinion. Anchoring bias is an important concept in behavioral finance [4].

Salience bias

Salience Bias is the cognitive bias that predisposes shoppers to focus on items that are more prominent or emotionally striking.

Salience bias determines that shoppers ignore items that are unremarkable, in favour of more emotionally striking items, even though the objective difference is often irrelevant.

The salience (also called saliency) of an item is the state or quality by which it stands out from its neighbors. Saliency detection is considered to be a key attentional mechanism that facilitates learning and survival by enabling organisms to focus their limited perceptual and cognitive resources on the most pertinent subset of the available sensory data.

When going to the supermarket, customers know that they should consider the healthy options available to them for their weekly meal planning, yet they often forget about this when they see the attractive packaging of a tube of biscuits or packet of crisps. The salience bias is at play in this scenario as the salient features of an item's packaging sway the consumer to make a decision that does not consider whether or not the item is a healthy option. As a result, the customer could make an inadvisable decision for their health that would have been avoidable if they were aware of the salience bias at play.

In retail, the objective is, of course, that your product/brand is salient and therefore stands out from your competitors in order to ensure that it catches the attention of the shopper and the impact will stay with them for longer [5].

Why does the salience bias happen? The salience bias arises from unexpected contrasts between items and their surroundings. It is often provoked from subconscious factors, such as emotion, rather than physical features that are clearly evident. The salience bias develops over time as we become accustomed to prominent features in our day-to-day lives [3].

- **Loss aversion**

It is the tendency to prefer avoiding losses to acquiring equivalent gains. The principle is prominent in the domain of economics. What distinguishes loss aversion from risk aversion is that the utility of a monetary payoff depends on what was previously experienced or was expected to happen. Some studies have suggested that losses are twice as powerful, psychologically, as gains.Loss aversion was first identified by Amos Tversky and Daniel Kahneman. Although traditional economists consider this "endowment effect", and all other effects of loss aversion, to be completely irrational, that is why it is so important to the fields of marketing and behavioral finance [2].

To sum up, numerous studies and researches show that types of illusion thinking such as anchor effect, Door-in-the-face technique, and Salience bias are based on features of our brain. There is no relationship of logical sequence between the bases and the conclusion. It can be used in marketing to increase sales and to involve new customers.

REFERENCES:

1. Guéguen, N.; Jacob, C.; Meineri, S. (2011). Effects of the door-in-the-face technique on restaurant customers' behavior. *International Journal of Hospitality Management*. P.759–761.
2. Loss averection affect URL: https://en.wikipedia.org/wiki/Loss_aversion#:~:text=Loss%20aversion%20is%20the%20tendency,or%20was%20expected%20to%20happen (дата звернення: 25.04.21).
3. Salience Bias - The Decision Lab. URL: *https://thedecisionlab.com/*. Archived from the original on 2019-05-28. External link in |website= (help) P.167 (дата звернення: 25.04.21).
4. *Anchoring Definition*, Investopedia, retrieved September 29, 2015 P 148
5. Salience URL: https://en.wikipedia.org/wiki/Salience (neuroscience) (дата звернення: 25.04.21).

Hurnovych Kateryna,
Faculty of Trade and Marketing,
course II, group17, specialty “Marketing”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Kravchuk Tetiana,
Lecturer at the Department of modern European languages, KNUTE

JUST TOUCH - OUR FUTURE OR PRESENT?

Marketing communications are one of the market conquest process components. The complex of the enterprise marketing communications includes a number of elements: sales promotion, public relations, advertising and direct sales. Advertising is one of the central influencial levers on consumers which is defined as any paid impersonal form of information dissemination about the company and its products on behalf of a particular customer. Advertising can be transmitted by various means of distribution, in particular, on television, in the press, on the radio, at the point of sale, on the Internet.

In addition to traditional advertising methods of influencing the end consumer, there are also methods using innovative technologies. Marketers have developed a new kind of advertising that is more effective than a traditional one. First of all, it is based on the use of professional technical support, the latest computer technology and non-standard ways of presenting information [2].

Just Touch interactive technology - the consumer can control the menu functions and find the information they need about the product range, its availability, get acquainted with the program of the institution with a large touch screen and light touch, meanwhile constantly getting the logo in his field of vision. With this system, any storefront can become a full-fledged sales channel. Just Touch tracks the movement of person's hands, which allows you to control the menu functions that are on the screen. Thanks to an ultra-sensitive touch film that covers the surface of the screen, the system responds to the most gentle touch [1,c.48-61].

This technology may be used in the "promotion" of a new product, and it gives the advertiser a number of advantages:

- the consumer must appreciate the innovative approach of the manufacturer,
- would be grateful for the unobtrusive presentation of information and time savings,
- get a lot of positive emotions.

Touch screens are no longer surprising, but they are always perceived favorably by everyone. Moreover, with a successful scenario concept and a highly professional level of implementation, interactive multi-touch technologies cause the necessary WOW effect. The touch screen guarantees interactive interaction with the target audience: pressed the screen / panel - received an instant response: image change, information of interest, video, sound effect, etc. Recently, BTL events are increasingly using multi-touch technology, which perceives several touches at the same time. Having multitouch technologies, today you can “touch” everything - from a plasma panel to a fabric, the interface and shape can be totally different. A touch-sensitive surface should not necessarily be a screen. This can be a projection onto any plane, the main thing is that the content is responsive to touch.

Due to the non-standard approach and its novelty, innovative advertising technologies attract consumers. This allows you to maintain competitiveness, expand markets, and accelerate the turnover of funds. The downside is that these findings have not yet become widespread due to their high cost. Today, mostly manufacturers from the United States, Japan, China and the EU can afford such a "luxurious" thing. They are already used by companies like American Airlines Center, Interactive Media Group, Viacom. In Ukraine, these technologies are extremely rare and can be found in supermarkets, computer and mobile stores.

REFERENCES:

1. Маркетинг інновацій: підручник / Н.І. Чухрай. – Львів: Видавництво Львівської політехніки, 2011. – 256 с.
2. A. Volkovych, Master, Kyiv National University of Technologies and Design, L. Yatsyshyna, Ph.D, Associate Professor, Professor of Marketing, Kyiv National University of Technologies and Design - INNOVATIVE TECHNOLOGY IN THE FIELD OF MARKETING COMMUNICATIONS. 2014. URL: http://www.economy.nayka.com.ua/?op=1&z=2839 (Дата звернення: 04.04.2021)

Hutsul Olha,
Faculty of Trade and Marketing,
course 1, group 9, specialty “Journalism: Advertising and Public Relations”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zatserkovny Oleh,
Senior lecturer at the Department of Modern European Languages, KNUTE

THE IMPACT OF AGGRESSIVE ADVERTISING ON SOCIETY

Modern society is extremely overloaded with information noise. One of the main sources of this is advertising. Advertising is information disseminated in any form about a person, goods, services or social movement, paid for by the advertiser to attract attention to the advertised object and increase sales. We come across advertising anywhere: on the street, in transport, in entertainment centers, on TV, on the Internet. It surrounds us so this is almost impossible to get away yourself from it.

There are many types and subtypes of advertising. A lot of companies, especially startups, choose aggressive advertising to promote their products or services. Because it is an unbeaten option to grab the attention of buyers [2, p.9]. Aggressive advertising - persistent advertising, imposing goods. This is the one that emotional upheaval buyers, sometimes is based on shocking stories, thanks to which it has a good memorability and spreads quickly due to wide quoting. Also, such advertising uses often bright colours, catchy and sometimes obscene slogans and images to attract attention. Its effect can also be enhanced due to aggressive feed and high rotation.

Often, for those who use this type of advertising, it doesn't matter which expression it will make on customers - positive or negative. Because, the main goal is to cause vivid emotions, intense feelings among buyers, and active discussion of the advertised object. However, there isn`t so much benefit from such «flashy advertising», people formed mostly negative attitude to the company so the desired result isn`t reached. Eventually, the image and reputation of the company can suffer.

Let us consider one of the most popular examples of aggressive advertising nowadays.

One of the most common tricks is sexist advertising. The main signs of such advertising are gender discrimination, inappropriate nudity, the use of sexual connotations for no reason. That kind of advertising is very frequent, and besides the fact that it forms stereotypes and certain standards, goes against moral values, it just disfigures the view of the city. Gratified is that today's society is increasingly focusing on the obscenity of this advertisement. Moreover, just recently - on March 4 2021 year, the Verkhovna Rada of Ukraine adopted as a basis the draft law №3427, which prohibits sexism and discrimination in advertising [3]. It should be noted, that back in 2011 year, gender-based nondiscrimination standards were adopted, which provided for sanctions for their violation. But since the law "On Advertising" did not contain specifics about sexism and, in general, the wording was rather vague, this led to an ambiguous interpretation of the law by both the regulatory authorities and the courts. Now it is planned to increase responsibility for violation of the law and strengthen the protection of the rights of advertising consumers.

Clickbait headlines are also commonly used these days. Their main task is to grab a person's attention and make him either click on a link, or watch a video, or read an article. Clickbait uses manipulative techniques. It mostly exaggerates some information, and may even use falsehoods. Often, are chosen «hot topics», and images of celebrities are exploited too. Unscrupulous advertisers sometimes use clickbait to promote software infected with viruses. However, now more and more people have developed "immunity" to this kind of headline, so they are simply ignored. Because people know that they will not receive the desired content.

Betting, bookmakers, and casinos - the Internet is teeming with advertisements for these services. A huge number of bloggers, artists advertise them on social networks of their audience. And although the law on state regulation of the gambling business was signed on August 11, 2020 year not all companies comply with the requirements for advertising gambling [1]. For example, it is stipulated that advertising should contain reliable information, should not inspire the idea that it is easy to win in a gambling game, or that participation in such a game can become a source of constant income. In fact, there are very few companies that adhere to this. Because the slogan "do you want to earn from 5000 hryvnias per day on bets?" will work much more efficiently. Also, you can`t target advertising to citizens who have not reached the age of 21 or people with mental illness [1]. Advertisers rarely pay attention to this either. They use attractive banners, slogans that impose the idea of "easy" money or use to advertise celebrities, which also play on people's feelings.

We can direct a huge number of examples of this kind of advertising, but the essence of this will not change much. Our society is drowning in a huge amount of aggressive, sometimes toxic, and unscrupulous advertising. The reason for this is the rather loyal regulation of liability for the distribution of such advertising.

In conclusion, I can say that the modern consumer is already less and less interested in advertising, which just manipulates his emotions. Producers should pay more attention to the ethics of the content of advertising messages, check if it violates human rights, and, of course, the reliability of the information they carry. After all, drawing attention to a product is easy enough, but which result is better: the attention or damaged reputation of the company?

REFERENCES:

1. Закон України про державне регулювання діяльності щодо організації та проведення азартних ігор від 14 липня 2020 року №768-IX. Ст. 15. URL: https://zakon.rada.gov.ua/laws/show/768-20#Text
2. Попова Н. В. Основи реклами: навч. посібник. Харків, 2016. 9 с.

Ishchenko Anastasiia,
Faculty of Trade and Marketing
course I, group 24 specialty "Entrepreneurship, Trade and Exchange Activities"
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Pavlova Iryna, PhD of Philological Sciences
Associate Professor of the Department of Modern European Languages, KNUTE

THE WORLD OF ADVERTISING

Advertisingis the activity of making products or services known about and persuading people to buy them.According tothedictionary, synonymsforthiswordare:ad, advert, announcement, commercial, handout, notice, promotion. [2]. Itsurrounds us at every step. «The propose of advertising is to draw attention to the product, to generate the interest» [1,5 p.]. Every day we see advertising on billboards alongside roads, watch it on TV, hear on the radio. Advertising media also include printed material, such as newspapers, magazines, brochures, flyers and others. Word-of-mouth advertising is the most primitive.

Advertising is one of the main methods of promotion. It is very important to invest in it, because a lot of people will see goods or services which you offer. And if they are interested, they will buy.

Nowadays electronic advertising is the most popular and the newest. We are talking about Internet advertising. It includes not just adverts on various sites, but also advertising in social networks. Companies can use Facebook or Instagram for advertising their products. It can be target advertising on these platforms, companies can advertise on their own pages in social networks or on bloggers` pages with a large number of subscribers. It is also important to say that if you want to make a target advertising that will work well, it is better to consult a specialist.

Today there are a large number of advertising agencies, which are specialize in online advertising. After you have decided to use advertising agency to promote your goods or services, you will sign an account. It is a contract between a client and the agency. The client allocates the budget, an amount of money to the task. Then they discuss the brief, which is the massage the company wants to communicate to the customers.

Another social network in which advertising is widespread is YouTube.You can see it in the video from your favorite blogger. But if you haven`t YouTube Premium, you can see different advertisements at the beginning and in the middle of the video. Have you ever wondered what kind of advertisements are shown and why?

Exactly this was my research topic. Four days, I watched what advertisements appeared at the beginning of the videos I watched. Then I tried to understand why I saw these adverts.

During these days I saw a lot of adverts from different companies. There were large well – known firms and small local companies. These were advertisements for completely different stores such as online shop for pastry cook (beze.com.ua), 2 cosmetics stores (makeup.com.ua, notino.ua),clothing store (moxito.com), home goods store and the tech shop (Foxtrot). YouTube also advertised sites for learning languages (grammarly.com) and marketing courses to me. I have seen advertisements for music three times.

The next step in my research was to figure out why I saw these adverts. It was not difficult. I quickly realized that most of these stores I had previously searched on the Internet. And I saw advertisements about sites for learning languages because I watched study videos on

YouTube earlier. But I don't understand why I saw adverts about marketing courses. As far as I remember, I wasn`t looking for something like that. I also want to say that I saw advertisements of stores that located in Ukraine. Only one clothing store was international and located in different European countries.

I can conclude that advertising depends on what you previously searched on the Internet. It is important to say that advertising plays an important role in today`s world. It surrounds us everywhere: on the street, in public places, on the Internet. Advertising is a great way to promote products or services. Today a lot of time is spending on social media advertising. It is formed depending on interests of a person and also depends on where he is at the moment (I mean the country or the city).

REFERENCES:

1. Крамар Р. М., Миронов Ю. Б. «Основи рекламної діяльності». Навчальний посібник – Дрогобич:Посвіт,2007 –С. 5
2. MullerV. K. Complete English – Russian Dictionary.–Видавництво Ексмо. 2013– 706 с.

Iwaschko Marija,
Fakultät für Handel und Marketing,
Studentin des zweiten Studienjahres, Gruppe 17,
Fachrichtung: Marketing und Werbung,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine,
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

ERFOLGREICHE WERBESTRATEGIEN DURCH FIELFALT DER WERBEARTEN

Schon deutlich länger begleitet Werbung die Menschheit, als es die meisten vermuten könnten. Funde deuten darauf hin, dass bereits im Jahre 4.000 v. Chr. erste Werbebotschaften übermittelt wurden, und spätestens mit der Erfindung des Buchdrucks im 15. Jahrhundert begann Werbung ihren Siegeszug. Bis aus Zeitungsanzeigen in Form klassischer Reklame oder ein fundiertes Konzept im Sinne des modernen Marketings wurde, dauerte es bis zur Mitte des vergangenen Jahrhunderts. Von dieser Zeit an entwickelte sich Marketing rasant zum heutigen Content-basierten Inbound-Ansatz [3].

Die Geschichte der Werbung lässt sich in sechs Phasen unterteilen. Die erste Phase wird durch die Einführung der Pressefreiheit auf das Jahr 1849 datiert. Die zweite Phase der Professionalisierung (seit 1900) ist gekennzeichnet durch erste Theorien zur Wirkung von Werbung und die zunehmende Ausdifferenzierung von Berufsbildern. Im Zuge der Verwissenschaftlichung von Werbung (dritte Phase) lässt sich ab den 1920-er Jahren die wissenschaftliche Auseinandersetzung mit werblichen Phänomenen beobachten. Die vierte Phase (1950 bis 1979) trägt die starke Konzentrierung auf Fragen der Wahrnehmung von Werbung und der emotionalen und kognitiven Verarbeitungsleistung Rechnung. Die Integration der Werbung (fünfte Phase) wird auf das Ende des 20. Jahrhunderts datiert und prägt die durch die Pluralisierung der Werbemedien entstandenen kommunikativen Herausforderungen. Die 6. Phase der Geschichte der Werbung ist gekennzeichnet durch die Entwicklung digitaler Technologien und die damit entstandenen Veränderungen [3].

Verschiedene Arten von Werbung können den Kunden an unterschiedlichsten Orten und durch alle möglichen Medien erreichen. Dabei ist es für Marketingfachleute besonders wichtig, die richtige Werbeform zu wählen und die passende Zielgruppe für ein Produkt anzusprechen. In diesem Beitrag werden kurz und bündig die wichtigsten Arten von Werbung erläutert.

Dabei birgt die ständige Entwicklung des Werbemarktes für Ihr Unternehmen natürlich einen großen Vorteil: Fast für jedes Marketingziel gibt es mittlerweile ein passendes Werbeinst.

Above-the-line (ATL) beschreibt die Werbung in klassischen Medien, die konventionell und eher unpersönlich an eine große Masse gesendet wird. Werbeaktivitäten werden dabei vom Publikum direkt als solche wahrgenommen.

Below-the-line-Maßnahmen (BTL) ergänzen das Segment der ATL-Werbung. BTL-Werbung findet nicht in den klassischen Medien statt. Die Werbeaktivitäten werden von der Zielgruppe oftmals nicht oder zumindest nicht direkt als Werbung erkannt. BTL – Die andere Art zu werben, um noch mal auf das Beispiel mit dem Sieb zurückzukommen. Bei der BTL-Werbung wird wenig in das Sieb geschüttet und verhältnismäßig weniger als bei ATL-Maßnahmen bleibt auch hängen.

ATL – Vorteile und typische Instrument. Massenwerbung wie beispielsweise im TV wird oft als nervig empfunden. ATL-Werbemaßnahmen werden aber trotzdem am häufigsten angewendet, da sie starke Vorteile gegenüber der BTL-Werbung haben. Zunächst erreichen ATL-Werbeaktivitäten eine große Menge von Menschen und eine breit gefächerte Zielgruppe. Vor allem klassische Massenmedien wie TV und Radio erreichen nahezu alle Gesellschaftsgruppen sowie den Großteil aller Altersgruppen. Nicht zuletzt ist der Aufwand, die ATL-Werbung auf den Weg zu bringen, relativ gering. Nach dem Motto „viel hilft viel“ ist es bei der ATL-Werbung so, dass man viel in ein Sieb hineinschüttet und bei der Masse an Empfängern an zig Stellen etwas von der Werbebotschaft haften bleibt. Die typischen ATL-Instrumente sind Ihnen sicher bereits geläufig, z. B.: Printwerbung, Radiowerbung, Außenwerbung, Onlinewerbung, TV-Werbung, Kino-Werbung [3].

Die Fernsehwerbung ist eine klassische Werbeform. Als Massenmedium eignet sich das Fernsehen wegen dem hohen Verbreitungsgrad besonders für große Zielgruppen. Werbespots bieten die Möglichkeit der Kombination von akustischen und optischen Informationen. Dadurch gewinnen sie ein hohes Potential, sind aber gleichzeitig mit hohen Kosten verbunden.

Onlinewerbung bietet den Vorteil, dass Reaktionen der Kunden meist schneller messbar sind und die Kampagnen gezielter auf die Zielgruppe zugeschnitten werden können als bei anderen Arten der Werbung. Digitale Werbung wird immer beliebter und ist aus dem Internet nicht mehr wegzudenken. Beispiele sind das E-Mail Marketing, Social Media Ads, Banneranzeigen oder auch das Influencer Marketing.

Out-of-Home oder Außenwerbung bezeichnet jegliche Werbung im öffentlichen Raum. Dazu zählt neben der Plakatwerbung (neuerdings auch vermehrt digital) und der Werbung auf Fahrzeugen auch die Werbung in Schaufenstern, zum Beispiel in Form von Werbeanlagen und Leuchtreklame. Außenwerbung gehört zu den Arten von Werbung, die eine hohe Akzeptanz verzeichnen. Außerdem ist sie dauerhaft vorhanden, hat einen hohen Wiedererkennungswert und ist von Weitem sichtbar [2].

Mit Leuchtwerbung wird Sichtbarkeit und Aufmerksamkeit geschaffen, ob am Tag und oder in der Nacht. Dadurch sind individuelles Firmenlogo, die Marke oder der Name schon vom Weiten erkennbar. Nichts wirkt so anziehend wie Licht. Es sorgt dafür, dass Ihr Geschäft strahlt und sich nicht zu übersehen ist. Lichtwerbung übt eine ganz eigenartige Wirkung auf Kunden und vorbeigehende Menschen aus [2].

Radio- oder Rundfunkwerbung ist die Ausstrahlung von kurzen akustischen Werbespots im Programm eines Hörfunksenders. Sie hat den Vorteil, dass sie sich in den Köpfen der Hörer verankern kann, wenn sie unterhaltsam und wiedererkennend gemacht ist. Diese beiden Arten von Werbung sind eher von größeren Unternehmen gefragt.

Der gegenwärtige Trend geht eindeutig in Richtung Online Werbung und Social Media. Für andere Werbungsarten wie klassische Medien, TV und Printmedien sowie Zeitungen und Zeitschriften wurde wesentlicher Rückgang vorhergesagt.

BTL-Werbeaktivitäten sind im Gegensatz zur klassischen ATL-Werbung direkter, persönlicher und zielgruppenspezifischer. Die Rückmeldungen über den Erfolg einer Werbekampagne sind eindeutiger.

Ein Vorteil von BTL-Werbung ist, dass mit kreativen Konzepten trotzdem insgesamt kostengünstigere Kampagnen entwickelt werden können. Folgende Instrumente sind für BTL typisch: Verkaufsförderung, Öffentlichkeitsarbeit (PR), Direktmarketing, Messen und Ausstellungen, Sponsoring, Eventmarketing und Product Placement, Innovative Werbeformen.

Also, ATL steht überhaupt nicht in Konkurrenz zu BTL. Die Ansprache ist werbewirksamer und das Feedback ist höher, wenn ein Produkt oder eine Dienstleistung erst durch die Bewerbung in Massenmedien vorgestellt wird. Werbekampagnen sind viel wirksamer durch eine intelligente Kombination von klassischen ATL mit nicht klassischen BTL-Maßnahmen [2].

Zum Schluss muss noch einmal betont werden, dass Werbung zu einem der wichtigsten Teile der Alltagskultur gehört. Aus unternehmerischer Hinsicht ist sie ein wichtiger Teil der kommerziellen Kommunikation, die der Sicherung des eigenen Unternehmenserfolgs dient. Außerdem gilt Werbung als eines der wichtigsten Marketinginstrumente. Deshalb müssen sich Unternehmen ständig dafür sorgen, damit ihre Werbeintegrationen relevant und erfolgreich sind, weil der Erfolg des Unternehmens direkt von der Werbung abhängt.

LISTE DER VERWENDETEN QUELLEN:

1. Heun T. Werbung / Thomas Heun // Springer Gabler. – 2017. – URL: https://link.springer.com/book/10.1007%2F978-3-658-07127-1.
2. Ollmann M. Marketing-Geschichte: So sah Werbung vor 70 Jahren aus / Mark Ollmann // HubSpot. – 2019. – URL: https://blog.hubspot.de/marketing/marketing-geschichte
3. Pilawski L. Kundenakquise im 21. Jahrhundert / Lars Pilawski // 65 Traffic-Strategien mehr Werbung > mehr Umsatz. – 2021. – URL: https://lp.larspilawski.de/das-einzige-traffic-buch-was-du-lesen-musst-6/?gclid=CjwKCAjwmv-DBhAMEiwA7xYrdyrl2QMNq6PE0r6TQzs2V7-BaGQAuj6DsGvtbbnCBAx4nNZpQz_JMxoCFlMQAvD_BwE.
4. Püttmann R. Die verschiedenen Arten der Below-the-line-Werbung / Rebecca Püttmann // Nordrhein-Westfallen: Funke Medien NRW. – 2015. – URL: https://www.marketingimpott.de/blog/die-verschiedenen-arten-der-below-the-line-werbung/.

Kobylskaya Daria,
Faculty of Trade and Marketing,
course 1, group 18, speciality “Marketing”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Nezhyva Olga, Doctor of Philosophical Sciences, Associate Professor, Associate Professor of the Department of Modern European Languages, KNUTE

MODERN TRENDS IN ADVERTISING

Advertising is the paid promotion that uses strategy and messaging about the benefits of a product or service to influence a target audience’s attitudes and/or behaviors. Between online, television, radio, and print platforms, the average American sees hundreds, even thousands of advertisements daily. Although many consumers find them annoying, advertisements play a prominent role in shaping opinions about everything from products to politics. A Forbes article (2012) stated: “Advertising plays the same role in your media diet that vegetables play in your regular diet; most of us would prefer to skip that course and go straight to dessert. But, just like veggies, advertising plays an important role in sustaining a body; in this case, a diverse body of content".

Video marketing dominated last year and there is no reason to think that will change in next year. 86% of marketers are using video content to advertise, educate, and entertain. [1].

First video advertising trend I want to tell about is to make shorter ads. Today's abundance of video content creates an endless amount of competition for advertisers. Customers with the ability to watch virtually anything will only watch an ad if it is relevant, attention grabbing, and valuable. As a result, the amount of time people spend watching ads has declined across nearly every medium. Similar trends are leading brands to test short video ads that aim to beat the skip button and serve short attention spans. Short ads present a creative challenge for marketers who must tell a brand story in under 15 seconds. The format calls for impressive content that can induce an immediate emotional response from a viewer. Brands are using humor, shock, and action to create compelling short and effective ads.

Second trend is called OTT (Over the top) is a term used to describe content providers that distribute streaming media over the internet. These services are disrupting traditional broadcast television and help a new generation of consumers to receive information in familiar for them way.

Third trend is Mobile-first advertising. Smartphones have become overall. In 2018, mobile devices accounted for over 52% of all worldwide online traffic, and all video marketing stats show continued growth. Marketers are well aware that consumers now rely on their phones for news, shopping, and a significant portion their entertainment. As a result, forward-thinking brands have worked to make their websites, advertisements, and even services mobile-friendly. Creating this intuitive user experience is critical during a time when nearly half of all online transactions are done on smartphones.

Next advertising trend is Cinemagraphs. Cinemagraphs are a new form of digital art gaining popularity online. These photo and video hybrids contain a subtle motion that plays in a seamless loop while the rest of the image remains still. It's a visually interesting effect that creates the illusion you are watching an animation. Whether the subject is waves crashing against a shore or the flicker of a candle, the end result is an alluring image that captures the viewer's attention.

User-generated content is one more advertising trend. Even in the digital age, word-of-mouth marketing remains a valuable asset to brands. In a recent survey, 76% of consumers said they trust content shared by ordinary people more than by brands. This underlines the importance of leveraging user-generated content, or UGC, to build trust with your audience. UGC can be defined as pictures, videos, reviews, social media posts, or any relevant content created by unpaid “fans” of your brand. Not only is UGC more budget-conscious than other forms of marketing, but it has also been shown to generate 7X higher engagement than standard brand generated content.

Intresting modern trend in advertising is ASMR. Already millions of subscribers on YouTube and Instagram follow the trend around Autonomous Sensory Meridian Response (ASMR). Since 2015, brands have slowly started trying their hands at ASMR-based advertising, ditching the brash voices and bass-thumping music consumers have become accustomed to when reaching for the ‘skip ad’ button. But while proponents of ASMR say these softer advertisements could be the start of a new era of marketing, others believe the little-understood technique may be too niched [4]. Such famous brands as Pringles, Lush, IKEA, KFC [3].

The last trend I want to tell about is storytelling. Video storytelling is a marketing tactic that uses the naturally engaging video format to tell a story about a brand, company or product. Video storytelling guides viewers through relatable narrative-based content that gets to the heart of their pain points, ignites an emotional connection, and presents a satisfying solution. People get pulled into what’s happening due to a combination of factors, ranging from camera angles to the soundtrack, the characters and the emotion of the story itself [2].

REFERENCES:

1. The Word Stream Blog. URL: https://www.wordstream.com/blog/ws/2019/03/12/video-advertising-trends (дата звернення: 26.04.21)
2. Kayla Matthews. How Video Storytelling Works and Why It’s a Powerful Marketing Tool. URL :https://www.outbrain.com/blog/video-storytelling/ (дата звернення: 26.04.21)
3. Michelle Cyca. 9 Brands Cashing in on ASMR on Social Media URL:https://blog.hootsuite.com/asmr-social-media/ (дата звернення: 26.04.21).
4. Courtney Goldsmith. Advertisers turn to ASMR for marketing inspiration. URL: https://www.europeanceo.com/lifestyle/advertisers-turn-to-asmr-for-marketing-inspiration/ (дата звернення: 26.04.21).

Kharchenko Anastasia,
Faculty of Trade and Marketing,
course II, group 7, specialty “Advertising and public relations”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Ovcharova Olena, Lecturer of the Modern European Languages Department, KNUTE

THE NEW NETIQUETTE: INTERNET ETIQUETTE IN A MODERN WORLD

Today, the internet space is an integral part of society. With the advent of the pandemic, people began to use social networks more often to communicate with each other, to study and work. Obviously, with the creation of new platforms for communication both through chats and video conferencing, user behavior is adapting to new conditions of interaction in cyberspace. Therefore, there is a need to establish uniform rules of conduct for coordinated and effective work. Moreover, much of professional and personal lives will continue to be lived almost entirely online for the foreseeable future.

According to the global agency "We Are Social", the use of social networks by the population from 2019 to 2021 increased by more than 22%, and the total use of the global Internet over the past three years increased by about 14.3% of the world's population [2]. Social media user numbers jumped by more than 13% over the past year, with nearly half a billion new users taking the global total to almost 4.2 billion by the start of 2021 [2]. On average, more than 1.3 million new users joined social media every day during 2020, equating to roughly 16 new users every single second. Nowadays, the number of social media users is equivalent to more than 53% [2]. What is more, a typical social user spends an average of 2 hours 25 minutes a day, according to the latest estimates in total humanity will spend 3.7 trillion hours on the Internet in 2021- equivalent to more than 420 million years of combined human existence [2]. Consequently, there is an increase in the use of the Internet and social networks as the main channels of communication among people. In this context, it is worth evaluating the effectiveness of communication, which certainly depends on the digital etiquette of each individual.

As a result the new term «netiquette» appeared in the 1980s. It means the set of rules about behaviour that is acceptable on the Internet. Netiquette includes rules that provide guidance for appropriate social interaction and technical performance online. With the rational use of modern electronic communication expands the capabilities of its users, meets the informational, educational, cultural needs that opens a boundless space for communication and self-expression. The main communicative features cultural speech are correctness, accuracy, logic, richness, relevance, sufficiency, clarity, expressiveness etc [1,128 p.]. In order to form a clear essence of the message in the online space, it is important to take into account all possible communication barriers and minimize their impact during the transmission of the message. In accordance with the above, formed the basic rules of netiquette:

1. The use of capslock is considered to be a high-pitched communication, therefore it is appropriate to structure the message to emphasize specific points.

2. The response time to the letter depends on the platform, if it is e-mail, then up to 2 days, if it is messengers - until the end of the working day.

3. Voice messages are considered uninformative and inconvenient to listen to and do not focus the interlocutor's attention on the message.

4. Send information and conduct Internet communication from 9 am to 7 pm. However, the pandemic has changed this rule, so work files can be sent at any time, but don't expect an immediate response.

5. Punctuality also plays an important role in communication. Timeliness in scheduled meetings on video conferencing platforms is highly valued and is part of a personal image.

6. On video platforms, the "raise your hand" feature is used to answer without making a fuss.

7. Disseminating information about a pandemic that is embarrassing and inappropriate during the work process creates negative pressure and fear of the interlocutor or colleague [3].

Conclusion, undoubtedly, the pandemic has made some changes to the rules of netiquette in modern life and increased the time spent in the digital space. According to recent studies of digital space, the average duration of an individual's Internet use per day is 6 hours 54 minutes. The main problems in communication are distortion of information conveyed on the other side of the screen and misunderstanding of the interlocutor. Therefore, it is necessary to take into account current trends and effectively communicate for the proper perception of information.

REFERENCES:

1. Харчук Лілія. Мережевий мовленнєвий етикет в умовах сучасної комунікації. Національний університет «Львівська політехніка». 2020. С. 128-129.
URL:http://ena.lp.edu.ua:8080/bitstream/ntb/52767/2/2020_Kharchuk_L-Merezhevyi_movlennievyi_128-129.pdf (дата звернення: 26.04.2021).
2. Digital 2021: The latest insights into the ‘State of digital. 2021. Retrieved on April 12, 2021 from URL: https://wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital
3. Turk V. How the Coronavirus Is Changing Digital Etiquette. The New York Times. 2020. Retrieved on April 12, 2021 from
URL: https://www.nytimes.com/2020/06/03/smarter-living/coronavirus-digital-etiquette.html

Kostiuk Veronika,
Faculty of Trade and Marketing,
course II, group 7, specialty “Advertising and Public Relations”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Stroganova Galyna, PhD in Linguistics,
Associate Professor of the Department of Modern European Languages, KNUTE

THE IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR IN UKRAINE

The COVID-19 pandemic has become a global challenge for all countries of the world, including Ukraine. Restrictive anti-epidemic measures have led to a number of economic and psychological consequences: a decrease in citizens' incomes, falling supply, job cuts, sense of insecurity among people etc. The pandemic behavior directly affected the retail sector, manifested itself in the mass purchase of certain groups of goods, the temporary closure of retail outlets and ultimately in changing the structure and methods of goods and services consumption. It is reasonable to assume that these consequences provoked the transformation of consciousness and consumer behaviour of the population of Ukraine.

In general, the quarantine has radically changed consumers' habits. At the beginning of it in March 2020, medical products took the first place among the most popular product categories on the marketplace: there was an increased demand for antiviral drugs, face masks, antiseptics and medical gloves. On the other hand, such changes in consumer behavior have become an incentive for digitalization of the retail sector. Nowadays, the existing boundaries between traditional and online retail are disappearing. Digital services such as e-commerce, payment systems and delivery services are rapidly developing. Based on this, there can be distinguished some key trends of the consumer market of Ukraine that have arisen as a result of the active deployment of the coronavirus pandemic.

Preference for online shopping. Online purchases are made not only by those who have used this service before, but also by those who previously did not want or know how to buy goods online. According to Deloitte survey, in 2020, 39% of Ukrainians reduced the frequency of making purchases offline and 30% reduced the amount of expenses in offline stores. Overall, people of 16-29 years old spend 9% more on online shopping than people over the age of 45. More than 50% of respondents continued to buy food, alcoholic beverages and medicines offline, while the other half have bought cosmetics, perfumes, household appliances, electrical equipment, children's goods and toys online. At the same time, it was found that 40% of Ukrainians do not feel comfortable making purchases online and every second a person is concerned about the safety of the data when shopping online. For example, the absolute majority of Ukrainians (97%) still buy medicines in pharmacies. Only 47% of consumers make online purchases in this category [3].

Loyalty priority. During the crisis, many consumers committed a betrayal by changing a regular seller. Most did that because of the higher quality or convenience that a competitor was able to offer. This has undermined years of efforts to build relationships between retailers and customers. Brands will have to rethink their approaches to consumer loyalty. One of the obvious trends that is already being practiced in Ukraine is the subscription system. Thanks to exclusive cooperation, Vodafone customers, for instance, can enjoy a YouTube Premium subscription absolutely free for four months and also activate another additional service, i.e. unlimited traffic to a number of other video services.

Change in the usual costs model. Last spring, a huge number of customers made stressful purchases: they emptied the shelves of food, household goods and medical supplies. After that, people were divided into two groups. The first one was people who had financial problems due to job loss or economic instability. Because of this, they began to spend money cautiously, saving on some purchases and stopping buying unnecessary things. Others, on the contrary, started spending more on things that would help them improve their physical and mental health.

Growing demand for online learning. Education is an integral part of our lives and even though the pandemic has changed its format from offline to online, this has not prevented people from becoming more and more eager to gain knowledge. The flow of students of traditionally popular courses has increased in such spheres as IT, marketing, web design, business, foreign languages and personal development. For example, the most popular courses of the Ukrainian online education studio EdEra among students were courses on preparing for ZNO and on media literacy, and among teachers – on professional development.

Understanding the benefits of paid information. It is a fact that content that has closed access in other countries is publicly available in Ukraine, so it is freely used by almost all citizens. In 2019, according to Gemius, an international research and technology company providing data, the number of Ukrainians willing to pay for content increased from 13% to 31%. After a study by Gradus and Ukrainian Marketing Forum, only at the beginning of the quarantine, 4% of Ukrainians signed up for YouTube, Megogo, Netflix and other video services for the first time. Such an increase in demand can be explained by the incentive measures of some Ukrainian companies. For example, in March 2020, Monobank gave 20% cashback for online purchases on Netflix, YouTube, Megogo, PlayStation Store, Google Play, etc. Based on data provided by MediaSapiens, in just one month of the promotion, 16 220 Monobank users bought a subscription to Netflix and more than 28 000 on YouTube. The same situation is happening with e-books. If in July 2019 Ukrainians over the age of 16 bought only 20% of e-books read in the last three months, then in March 2020, the share of purchased books was already 47% [1].

Changing attitudes to health care. For many citizens frequent hand washing and wearing masks are already a habit. More and more people are switching to contactless payments because they do not want to take risks by touching banknotes. In such cases, it is more convenient and safer for customers with smartphones to use special apps to make purchases. Futhermore, 4Service Group conducted a survey and analyzed that the popularity of the food ordering service is growing: 4% order food delivery for reasons of their own health safety and 22% noted that they will use delivery services more actively in the near future [4]. The vast majority of Ukrainians (73%) use food and ready-made food delivery services. The most popular among them are Glovo (18%), own restaurant delivery services (12%) and Raketa (10%) [2]. Still, some Ukranians prefer to choose food products with their own hands – they are afraid that the delivery service will not choose the best product for them. In the future, people will be even more concerned about potential threats to health, and therefore the issue of their own security will be one of the priorities for a long time.

Thus, the COVID-19 pandemic has become quite a difficult period for everyone but the crisis can be also considered from the point of view of opportunities. It has made adjustments to customer behavior, transforming traditional methods of goods consumption. Moreover, the price has become a priority factor when making a purchase decision. From mass, thoughtless purchases online and offline, people began to move to a balanced approach, to evaluate what they spend money on, when and why. Also the majority realized the critical need to have a financial cushion. The world is changing and it is simply impossible to anticipate all the challenges and threats. As a result, brands are also forced to adapt to the changing needs of their customers and their consumer behaviour.

REFERENCES:

1. Громлюк І. Чотири інтернет-звички, які українці підхопили через пандемію COVID-19. URL: https://ms.detector.media/trendi/post/24868/2020-06-15-chotyry-internet-zvychky-yaki-ukraintsi-pidkhopyly-cherez-pandemiyu-covid-19/ (дата звернення: 25.03.2021).
2. Карантин змінив споживацькі звички 63% українців – дослідження «Делойт». URL: https://www2.deloitte.com/ua/uk/pages/press-room/press-release/2021/2020-consumer-behavior-in-ukraine.html (дата звернення: 25.03.2021).
3. Як карантин вплинув на купівельні звички українців – дослідження. URL: https://news.finance.ua/ua/news/-/489318/yak-karantyn-vplynuv-na-kupivelni-zvychky-ukrayintsiv-doslidzhennya (дата звернення: 24.03.2021).
4. COVID-19: Нова реальність. Дослідження поведінки українців в період карантину. URL: https://4service.group/covid-19-nova-realnist-doslidzhennya-povedinki-ukrayintsiv-v-period-karantinu/ (дата звернення: 25.03.2021).

Kucher Inna,
Faculty of Trade and Marketing,
course II, group 7, specialty "Journalism",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Ovcharova Olena,
Lecturer at the Department of Modern European Languages, KNUTE

HOW TO PROTECT YOURSELF FROM SURPLUS OF INFORMATION AND STAY BALANCED DURING THE PANDEMIA

We are constantly bombarded with messages, ads, and information that can color our opinions, our approach to the world, and our lives. If we can become more mindful about what we choose to let into our awareness and more aware of how that makes us feel, we can become more judicious about the media we consume [2].

Media literacy is a crucial skill all media consumers must have. There are a few main skills that can aid consumers in being more media literate**:** having an ability to distinguish reactions, understanding the differences between mediated and non-mediated media and their implications [1].

If you're reading something from a questionable outlet, on social media, or elsewhere, it's imperative that you become your own fact-checker. The best way to do this is to think like a scientist or a journalist and get really procedural about verifying the facts you read.

Next, be sure you are on a legitimate news site. Most major news organizations have their own URLs that end in **.com.** It does matter to wary of sites that ends in **.com. co.** or other permutations. If you're looking at a site and something seems fishy, you should visit the about page and see if you can find out more about who might be funding it or what the mission statement is. It is important not just to look for the right information but also to find the right channel [2].

Misinformation is false information that wasn't created with the intention of hurting others. Often this type of information is started by someone who genuinely cares about keeping other people safe and well. And then it's shared by others who want to keep their friends and family safe and well. Everyone believes that they're sharing good information but unfortunately, they are not. And depending on what's being shared, the misinformation can turn out to be quite harmful.

At the other end of the spectrum is disinformation. Unlike misinformation, this is false information that is created with the intention of causing harm. That harm could be to a person, or group of people, or to an organization or even a country. Disinformation generally serves some agenda and can be incredibly dangerous. During this pandemic, we are seeing it being used to try to erode our trust in each other and in our government and public institutions.

One person spread something to each of their friends or family members, and then a handful of them share it with more of their friends and family, and before you know it, potentially harmful or dangerous information is permeating everyone's newsfeed.

Just like hand washing, physical distancing and masks can protect us from Covid-19, we can slow down the spread of misinformation and disinformation by practicing some information hygiene [3].

Consuming information is just like eating junk food. The more you eat it, the stronger the urge grows. There are exist some rules you should follow to protect yourself from disinformation.

Rule first: Understand the meaning of continuous partial attention. The attention levels of most human beings have dropped drastically due to information overload. A study conducted by

Linda Stone back in 1998 found out that the continuous partial attention is increasing every day. That means that most people have the ability to process information from different sources at the same time without focusing on exclusively on any of the sources.

Rule second: Information security matters. Information hygiene involves information security to some degree. Most of the sites being created today are trashy but entertaining to increase the number of visitors. What most people are not aware is that these sites can spread malware and other viruses. Social media platforms in particular are popular for spreading these viruses and cyber-attacks. Even professional experts in computer science and assignment writing service come across these dangerous links from their friend's posts.

Hackers love crowded places. They can easily hide and do whatever they want before people notice their effects. Employees who don't think about information hygiene are threats to their organization's future. Consuming every kind of information will reduce your productivity because you won't have the ability to focus on your tasks.

Rule third: Solve the problem. Educate yourself to avoid dangerous entertainment sites. There are tons of apps in the market that block malware and prevent users for visiting dangerous sites. You should also take notes of each site you visit and give personal information to it. Are these sites genuine and reputable? Uploading your personal information to any site is similar to leaving a wallet full of money in a public area [4].

Conclusion. Information is like a drug in 21^{st} century. Every day we consume information more and more, and it's affecting the functionality and effectiveness of our brains. Most people cannot focus their attention on task on its completion. The only thing we need to do is: ***to check*** and ***to sort all of information*** that comes to our brain. Not every site gives us truthful information, so we need to be on the lookout, because each fake can harm and come the rumor mills. As the result these rumors will be spreading all around the world [4].

REFERENSES:

1. The importance of media literacy. Retrieved 26.04.2021
URL: https://mediastudies.pressbooks.com/chapter/the-importance-of-media-literacy/
2. Protecting Yourself Against Disinformation. Retrieved 26.04.2021
URL:https://www.shondaland.com/act/news-politics/a34658203/protecting-yourself-against-disinformation/
3. Now let's flatten the infodemic curve. Retrieved 26.04.2021
URL:https://thespinoff.co.nz/society/08-09-2020/siouxsie-wiles-toby-morris-now-lets-flatten-the-infodemic-curve/
4. Clean thoughts: Three rules of Information Hygiene. Retrieved 26.04.2021
URL: https://joyenergizer.com/clean-thoughts-three-rules-of-information-hygiene/

Marchuk Andrii,
Faculty of Trade and Marketing,
course 1, group 16, speciality "Marketing",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Pidkolesna Lydmila, Senior Lecturer at
Department of Modern European Languages, KNUTE

THE ROLE OF DIGITAL MARKETING UNDER QUARANTINE

The Covid-2019 pandemic led to another economic crisis - many industries ceased to exist altogether, while others faced a significant decline in demand. Entrepreneurs began to actively switch to online sales or remote services. As Evgeny Chernyak said: "In the future, there will be 2 types of businesses: the one that moved online in time, and the one that went out of business.

The changes that are being seen in today's world are:

- people are trying to get out of the house less often, work has also for the most part moved from the office to remote;
- offline businesses (stores, entertainment, restaurants, cinemas, sports) are suffering from the crisis;
- the sphere of online entertainment wins because people have more free time;
- online learning has become more in demand.

Everyday life, even people's habits change during quarantine. So businesses that want to stay "in the game" need to change as well. The moment when everything gradually goes online is the best chance for businesses to prove themselves, win the attention of users and keep their profits in a period of uncertainty. Thanks to competent marketing and online communication with users, the brand grows before your eyes, forming a reliable source of sales and customer base. Advertising expenditures will return the investment, bring profits and help businesses not only stay afloat, but also make money even in a pandemic [2].

Digital marketing and its tools are now called upon to attract all possible forms of digital channels to promote a brand. Digital is an influential field today, and there is no other trend that has impacted the business world as quickly and powerfully as digital. Digital marketing now accounts for about 25% of companies' marketing budgets. Businesses that use all available digital channels and communication tools are on average 25% more profitable than other businesses [1, c. 35].

Digital marketing is a modern tool to promote a product, brand or brand through all digital channels (TV, Internet, cell phones, etc.). It has developed a number of techniques to reach the target audience, even in the offline environment.

The main tools of digital marketing include: website optimization for search engines (SEO), search engine marketing (SEM), contextual advertising, social media marketing (SMM), viral marketing, creating a company image online (PR), affiliate marketing, and retargeting..

Let's consider the main advantages and disadvantages of traditional and digital marketing (Table 1).

Type of marketing	Advantages	Disadvantages
Traditional	Greater coverage of the audience Variety of delivery formats Involves more human senses Market segmentation	Higher cost Worse targeting and analytics Time limitation One-way communication and localization
Digital	Typically low contact price Exact targeting Interactivity, ability to communicate Global	Smaller audience reach Fewer interaction formats Not suitable for all businesses

Source: compiled by the author on the basis of work experience in a marketing agency

A significant advantage of digital marketing is a more complete interaction between the company and consumers. Using digital marketing, consumers can visit the company's website, obtain information about products, visually evaluate them, and make purchases online, while being able to provide feedback to the manufacturer [2].

The main goal of digital marketing is to maximize a business's online presence. Digital marketing helps in the best way to maximize results, that is, to save money and avoid inefficient expenditures.

How does a digital agency work? Today IT specialists have developed a lot of software for remote work, so that the customer can communicate with the performer, observe the whole process of work, and the performer - to interact effectively with the team and achieve the necessary indicators. Thanks to these tools, remote work does not lose in quality to the work in the office.

The following software is used to organize the work of a marketing agency:

1. Google Drive - for storing and structuring a lot of data, media files and other resources

2. Google Calendar - to plan meetings, interviews and any events that will automatically synchronize with the performer's device, and help keep everything in memory

3. Google Meets - fast, convenient and practical tool for online team meetings, phone calls and conversations with clients, online presentations and much more

4. Work section - a platform for setting and monitoring daily, monthly and quarterly tasks, tracking and monitoring project workflow

5. Slack - corporate messenger with work chats only, so that all work-related information remains private and separate from personal messengers

6. Telegram - messenger for easy communication with clients, and informal communication within the team.

Thus, digital marketing is a flexible and versatile channel for communicating with clients and promoting the company. With its help it is possible to develop the brand and make profit even in quarantine. Digital marketing tools expand the possibilities of information support for an enterprise in the process of studying the market and searching for new niches, and increase the efficiency of interaction with the consumer

REFERENCES:

1. Васильців Н. М. Цифровий маркетинг як складник перспективного напряму розвитку індустрії 4.0. Науковий погляд: економіка та управління. 2019. № 2. С. 35-40.
2. Simon Kemp. Digital 2020: Global Digital Overview. URL: https://datareportal.com/reports/digital-2020-global-digital-overview. Retrieved 26.04.2021

Moskvina Anna,
Faculty of Trade and Marketing,
course II, group 12, specialty "Marketing",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Oleksandrova Galina, PhD in Philology,
Associate Professor at the Department of Modern European Languages, KNUTE

INTRODUCING INTERNET MARKETING COMMUNICATIONS AS AN OPPORTUNITY FOR ENTERPRISE DEVELOPMENT DURING S PANDEMIC

Marketing communication is the process of communicating information about a product/company in order to influence its target audience and other audiencesand receiving responses aboutthese audiences' reactionsfor the companyinfluence. In simple words, it is possible to describe marketing communications as media messages which are used to provide information about a product and to establish a connection with the target audience, the market.

Considering marketing communications, the following tools are mainly distinguished: advertising, branding, PR activities (public relations), direct marketing, publicity, loyalty programs, sales promotion, sponsorship, and personal selling.

However, it should be noted that the well-known 4Ps do in fact change. Yes, product, price, place, and promotion are still at the heart of marketing, but they are no longer as effective. The new approach to value proposition includes the 4Es: interaction, experience, exclusivity, and emotion [2].

High sales results will generate profits due to realizing optimal marketing communications being appropriate to engage consumers’ connection.

Nowadays, during the pandemic, many businesses have digitized their business processes. The latest product/brand updates are posted online, on social media consumers leave reviews and share experiences/impressions and discuss brands. Owing to Internet resources, businesses can build or improve strategies, conduct market research and competitor analysis, research consumers (based on feedback), even predict trends. Given the fact that the number of businesses moving to the Internet is increasing, media monitoring will become invaluable [2].

As Volodymyr Melnyk, PhD in Marketing and Consumer Behavior from Wageningen University (The Netherlands), says in his interview, it is important to invest in online reputation. In this situation should be paid attention to reviews, namely those that are negative, with constructive criticism and complaints. In the Netherlands, 30% of reviews are complaints, and companies do not delete them, as many domestic businesses do, but instead listen to the voice of consumers and improve their products[3].

The use of the QR code has become incredibly popular, the unlimited possibilities of which create conditions for online interaction between enterprises and consumers. At the entrance to the enterprise a billboard with a code is placed that allows to look through the menu, make an order, visit the website or a page in social networks, read the reviews. QR codes make it possible to activate various loyalty programs, particularly in one of the popular bars, Turquoise Cottage (Delhi), they are used instead of ordinary stamps at the entrance to the venue. Digital stamps entitle a person to a discount on a certain meal, taxi service,etc. [1, p.17].

In 2020, there have been quite a few virtual events that have expanded the reach of brands, increased accessibility and provided unique opportunities to build relationships with consumers. Moreover, the trend is moving towards a mixed event experience that combines a physical event (where a limited number of people are present) with a virtual component. This will help leverage the 'best' virtual events with consumers' desire to return to the physical experience [4].

Previously,trends in markets were driven by brands and marketers, now the audience, led by influencers, are the only ones creating the conditions for marketing trends and tactics. A platform like TikTok allows consumers to create the biggest media trends, which can be short viral videos or content embedded in 30 seconds. In this situation, it is important to keep up with consumer trends and stay relevant in the media [4].

More and more businesses have websites where online shopping appears. Also, different online platforms and social networks are introducing these options, for example, as Instagram in July 2020 improved the design of the app with the Instagram Store feature. Consumers can directly learn more about a product, read reviews and buy it immediately without having to navigate to other websites, which means brands can speed up the buying decision process for consumers. The advantage of e-commerce and social commerce is the increased ability to collect data, create broad brand awareness, and it simplifies customer service [4].

Regardless of the popularity of digital media, the importance of the media mix, including 'traditional' channels, should be remembered. As budgets are cut by unforeseen events, brands should prioritize the channels through which their specific target audiences receive information. After all, businesses/brands that target the older generation need to consider that they have difficulty using social media or entertainment streaming services. In this case, this segment still perceives radio, TV, and print content, so it is not worth spending extra money on a digital resource [4].

With all the above in mind, it is important for businesses to adapt their marketing communications to today's realities. Those who manage to connect with the consumer and do not lose them, despite the decline in the solvency of the population, will be the winners.

REFERENCES:

1. Маркетингові комунікації: навчально-методичний посібник / уклад. І. В. Король; МОН України, Уманський державний пед. ун-т імені Павла Тичини. – Умань : Візаві, 2018. – 191 с./ URL: https://dspace.udpu.edu.ua/handle/6789/8649(дата звернення 17.04.2021).
2. Electronic resource. – Mode access: https://brand24.com/blog/the-future-of-marketing/ (дата звернення 17.04.2021).
3. Electronic resource. – Mode access: https://lvbs.com.ua/news/yaki-marketyngovi-strategiyi-zapustyla-pandemiya-koronavirusu/ (дата звернення 17.04.2021).
4. Electronic resource. – Mode access: https://marketingcommunications.wvu.edu/industry-insights/predictions-for-2021-marketing-trends (дата звернення 17.04.2021).

Nesteruk Mariia,
Faculty of Trade, Marketing and Services,
course IV, group 41, specialty "Hospitality Industry",
Vinnytsia Trade and Economic Institute of KNUTE,
Vinnytsia, Ukraine
Scientific supervisor: Bondarenko Valerii, PhD in Economics,
Professor at the Department of Marketing and Advertising, VTEI of KNUTE

THE IMPACT OF ADVERTISING ON PEOPLE'S EMOTIONS

At the current stage of the development of market relations, the main condition for the financial growth of enterprises is their intensive activity in the market. The enterprise must investigate new possibilities for selling goods or services, observe the buyers 'wants and needs, and raise its competitiveness. Economic growth of the institution is impossible without taking into consideration these factors.

Marketing activity is a key feature for the vast majority of modern firms, considering their strategies and objectives that ensures successful existence in the marketplace. Good-quality promotion of one's products, e.g. through advertising, is one of the main marketing tools to differentiate oneself favourably from competitors [2, c. 325].

Scientists argue that the essential purpose of advertising is to increase sales of goods and services to consumers. However, historically, each of the researchers interpreted the possible alternatives of achieving this goal in their own way.

All of the contradictions in the concept can be divided into two main areas. The first one is based on the idea that the customer should be forced to buy the promoted product, while others are more loyal to the buyers and suggest creating the concept of advertising using the knowledge about the consumers' lifestyle [3].

The approach of suggestion is based on using manipulation mechanisms aimed at human behaviour, techniques of influencing perception, knowledge and awareness, memory, motivation and other processes of people's mental activity. Researchers consider that sensitivity and the ability to automatically perceive the estimations and statements of others can disconnect people's conscious perception of the situation and induce them to follow promotional messages.

The essence of the marketing approach lays in the creation of products and advertising paying attention to the needs of consumers. Advertising is getting rid of the concept of manipulation of people's minds. This is happening due to a significant increase of competition on the market of goods and services and owing to the changes in legislation which now prohibits the manipulation of people's knowledge [3].

In the opinion of modern researchers, effective advertising must be directed immediately to the people's thoughts, feelings and behaviour. In this way, advertising has the greatest effect on the customers and encourages them to buy the product or service. A number of different methods and techniques are used for this purpose: emotional appeal, promotional advertising, bandwagon advertising, unfinished ads, patriotic advertisements, questioning the customers, surrogate advertising. [1, c. 24-25].

One type of psychological action is the placement of an image of a certain product or service in any mass media in all "products" addressed to the average consumer. It is a technique of penetrating into the mind of a viewer who is captivated by the story or the scene and who, at a moment of preoccupation, is ready to accept any advertising message that is imposed on him without even realizing. [2, c. 309-310].

This technology, dubbed product placement, has evolved over time from a new marketing tactic into a global strategy for the promotion of products and services. New technologies in advertising have become real "spies" in people's minds, influencing them in even more subtle and artful ways.

This type of advertising is not only capable of arousing a great amount of different emotion in people, but is also extremely masterful, but gentle, mass-manipulator. Advertising that is repetitive is not only able to generate the desired feeling for advertisers once, but also to form a stable and lasting impression on consumers [1,c. 35-37].

Success in business can only be achieved by satisfying the needs of customers. Thus, for the continuous development, the organization needs to carry out update, improvement and expansion of production. Ignoring the trends that appear on the market, the enterprise cannot exist successfully. To achieve a high level of sales of their products and a leading position on the market, company needs to take an active position. Modern marketing policy is a special part of such activity.

REFERENCES:

1. Безлатный Д.В. Психология в рекламе: искусство манипуляции общественным сознанием. Киев: Ваш полиграфический партнёр, 2011. 222 с.
2. Котлер Ф., Армстронг Г. Основы маркетинга. Краткий курс. Москва: Вильямс, 2019. 496с.
3. Рекламні комунікації: визначення, практичнее застосування, цілі, ефекти. URL:https://osvita.ua/vnz/reports/sociology/12408/ Retrieved 22.04.2021

Oleshko Viktoria,
Faculty of Trade and Marketing,
course 1, group 9, specialty“Advertising and Public Relations”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Yanush Oleh, Head of the Department of Modern European Languages, Candidate of Philological Sciences, Associate Professor, KNUTE

MANIPULATION IN ADVERTISING

The manipulative advertising directs to do that by using facts, arguments and plying with consumers emotions.

The word *manipulation* has Latin origin. Under the manipulation of art it is meant to control the behavior and thinking of people through targeted impact on the public awareness

The essence of language manipulation in advertising is as follows:a person is forced to make his own conclusions. [1]

Example:

•**Flashback of childhood**. These experiences are actively exploited in advertising food products and chewing gum. Many foods become so hidden psychological meaning of serving the subject of research. [1]

•**Implanted appraisal**. Adopted an object put near its name becoming it`s stable property. And no one has any desire to challenge it or to clarify.

In modern society the manipulation is considered as the art to operate behavior and thinking of people by means of target impact on public consciousness.

Nowadays manipulation is much more than a clash of interests between parties constantly becomes strengthening stiff competition.

For instance:

Watch out of Manipulative Ads for Cars:

To reduce the element of surprise try to be on the lookout for certain manipulative language example:

«You`ve won! Come to our dealership to claim your prize» If you`re lucky, you`ll get a token for your time and trouble. [2]

Deceptive Claims:

Deceptive claims are major elements of false advertising. Advertising claims can be either "expressed" or "implied." An expressed claim is a literal statement made in the advertisement such as "Lotion prevents dry skin." An implied claim is not literally referred to in the ad but a consumer could make conclusion based on statements made in the advertisement. Advertisers who do not have proof to back up an expressed or implied claim are guilty of false advertising. [3]

How are we manipulated by advertising?

Feelings:

Companiesm love to relate to positive emotions to build their brand image.

They are telling a nice story and we want to see them one more time and share with friends.This is how viral content is made, and it builds positive feelings towards the brand.

Promotions:

It's a very good topic to talk about before Black Friday. As people know we all love bargains due to this many consumers buy a lot of purchases. It's true that often you can find a good deal, but sometimes the offers are pure scams because the prices are manipulated. Another common trick is the "buy more, pay less" promotions that make you buy more than you really need, sometimes things that you'll never use[4]. It's the opposite of saving money, but your brain is tricked into thinking that you benefit from a bargain.

There are triggers such as external and internal:

An external trigger is some information that attracts the user's attention and pushes him to take the necessary action**.**

The internal trigger is a certain association that is fixed in the consumer's brain and motivates him to action. Negative emotions are often among the internal triggers.

Trigger one **–** «Unambiguity»

Its essence is that the user knew from the first seconds that it what sold for him

Trigger two «Gregariousness»

The principle «Everyone ran, and I ran» is a good motivator for people

Trigger three «Avarice»

One of the most popular triggers. The essence of the greedy trigger is to make the user regret the missed profit, be greedy and buy. This trigger is implemented like this: Indication of the new discounted prices, and next to them is the crossed out old price or the size of the discount in monetary units.

So, we will always be faced with different holes for manipulation, so you just need to be able not to succumb to them.

REFERENCES:

1. Тригери та мотивація в рекламі. 2019. / URL: https://leosvit.com/art/trygery-i-motyvaciya-v-reklami Retrieved 22.04.2021

2. Psychological methods of manipulation in advertising. Published by Shahyrova / URL: https://core.ac.uk/download/pdf/53085429.pdf
3. Examples of Manipulative Advertising. 2018. P.2-3 / URL: https://smallbusiness.chron.com/examples-manipulative-advertising-11668.html Retrieved 24.04.2021

Pavlyk Solomiia,
Faculty of Trade and Marketing,
course I, group 14, specialty "Marketing",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zatserkovnyi Oleh,
Senior Lecturer at the Department of Modern European Languages, KNUTE

IMPORTANCE OF EMOTIONS IN MARKETING COMMUNICATIONS

Emotions are the main factors behind our everyday decisions. They're what keep us motivated to wake up and attend work on 8 AM. Similarly, emotions are what convince us to do business with the brands that are special for us. The problem is that marketers are on absolutely different wavelengths with their costumers. Now we should not think about consumers in a strictly functional or logical way. The best brands of today, like Apple, Tesla, Starbucks, Nike, Dove have found how to capture the imagination of their clients. And, they take their consumers on an unforgettable journey of experiences that fosters a deeper emotional and long-lasting relationship.

The old logical way of marketing communications no longer works in modern world. These brands feel stuck within the past, talking about new gadgets, features, and promotions. And, brands will be popular by consumers only when the brand is on sale. The best brands of the 20th century were little product inventions that solved small problems consumers didn't even realize that they had until the merchandise came along. Old-school marketing was about "courageous" logos, catchy slogans, side-by-side presentations, product superiority claims, and expensive battles for shelf space at retail stores. Every specialist was focused on how to stay in the consumer's memory. Old-school marketers learned the 4 P's of product, place, price, and promotion. It is a useful start, but far too product-focused. And, the 4 P's misses out on consumer insights, emotional benefits, and consumer experiences. [1] Modern marketers should remember that consumers think with both their rational and emotional brains. Study after study says that once we buy, it's for emotional reasons. Logic comes into play when we try to justify the money we have spend — especially when we're giving into our desires.[2] The logic of demand evolves into an emotional state of desire. Needs become desires. What marketers must keep mind is that conversion optimization may be a process, not a flash . It's the whole marketing funnel — not just the five minutes that it takes for your customers to sign a contract or to commit a purchase. It takes a sensible strategy to balance the rational and emotional management of the brand-to-consumer relationship. Tesla, Nike, Ferrari, these beloved brands are so exceptional due to how well they treat their most loyal consumers. They make them feel loved. Consumers want to feel emotionally connected to the brands they select because it's an extension of their personality, style, and identity. And loyalty grows once an close emotional link to a brand is made . For example, think about some famous business rivalries that have emotionally-charged fans: McDonald's vs. Burger King, Pepsi vs. Coke.[6] Being consumer-centric has been a part of the basics of selling for a century. The consumers of today are surrounded by the clutter of 5,000 brand messages each day that fight for a glimpse of their attention. That is 1.8 million per year or one message every 11 waking seconds. Consumers are continuously distracted—walking, talking, texting, searching, watching, replying and all at an equivalent time. They glance past most brand messages all day long. Their brain quickly rejects boring, irrelevant, or unnecessary messages. Brands must capture the consumer's imagination directly , with a brand concept is straightforward , unique. Research from the Institute of Neuroscience and Psychology at the University of Glasgow found that we have only four basic emotions: happy, sad, fear/surprise, and disgust/anger.[3] How often do you see marketing that says, "Act Now" or "For a Limited Time Only," which creates the horrific suggestion that if you don't buy- you could miss something important? We see it so often we do not even think about it, but it plays on our subconscious mind , making consumers feel compelled to make a buy quickly. Linking positive emotions to your name creates goodwill for your products. For example, if a brand consistently includes images of happy families in advertisements, people will begin to view this brand as family-friendly. Advertisement can solidify the connection by linking the images marketer presents with the objective of the marketing campaign. For example, a lawn-care company could promote its services using images of happy families picnicking on beautifully maintained lawns.[5] Personalization isn't an emotion, but offering personalized service to customers does create an emotional connection of trust and satisfaction. In addition to emotional connections, today's consumers are also more skeptical than customers of the 20th century. Now that we've access to the web and social media, companies can't hide bad publicity behind their own media wall. So there is a new "go big or go home" approach some call anti-marketing. This is done by companies looking to disrupt an industry by calling it out and offering a better alternative.Notable examples are Uber-against taxis, Airbnb-against expensive hotels, and Vanguard-against expensive financial institutions. These companies hold a fragile trust relationship with consumers that depends completely on transparency and consistency. The moment they sell out by going the way of the industry they mock, the effectiveness of anti-marketing is over.[4]

“When dealing with people, remember you're not dealing with creatures of logic, but with creatures of emotion,”said Dale Carnegie. Emotional connections within the marketing communications field aren't a new strategy anymore — but they will be an important advantage. To be successful, find out how your customers feel and what they need. This customer-oriented strategy can assist you to inspire customers' devotion.

REFERENCES:

1. David Sardinha. How to Use Emotion to Develop a Successful MarketingStrategy. *The Marketing Machine Magazine*.2020. URL:https://www.themmachine.com/how-to-use-emotion-to-develop-a-successful-marketing-strategy/ (retrieved on April 9, 2021).
2. Drew Page. What is Emotional Branding and How is it Effective?*Digital Marketing InstituteMagazine*.2018. URL:https://digitalmarketinginstitute.com/blog/what-is-emotional-branding-and-how-is-it-effectiv (viewed on April 15, 2021).
3. Graham Robertson. As much as consumers change, the marketing fundamentals still matter.2020. URL:https://beloved-brands.com/2020/02/17/marketing-fundamentals/ (retrieved on April 9, 2021).
4. Joe Rawlinson. The 4 Powerful Emotions of Consumer Marketing.URL:https://returncustomer.com/emotions-of-consumer-marketing/ (retrieved on April 3, 2021)
5. Lars Lofgren.The Power Of Emotional Marketing.2019. URL:https://www.quicksprout.com/emotional-marketing/ (retrieved on April 27, 2021).
6. Rachael Jack. Written all over your face: humans express four basic emotions rather than six, saysnew study.*Researchof University of Glasgow*. 2014.URL:https://www.gla.ac.uk/news/archiveofnews/2014/february/headline_306019_en.html (retrieved on March 26, 2021).

Shcherbakov Ilya,
Faculty of International Trade and Law,
course III, group 12, specialty “International Economic Relations”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Kudyrko Liudmyla,
Professor of the Department of World Economy, KNUTE

AFFILIATE MARKETING AS A HELPFUL TOOL FOR SMALL BUSINESSES TO BE ON THE RISE

At the current time the main component of e-commerce is Internet marketing, which includes such components as media advertising, SEO, promotion in social media (SMM), affiliate marketing, email marketing and many more.

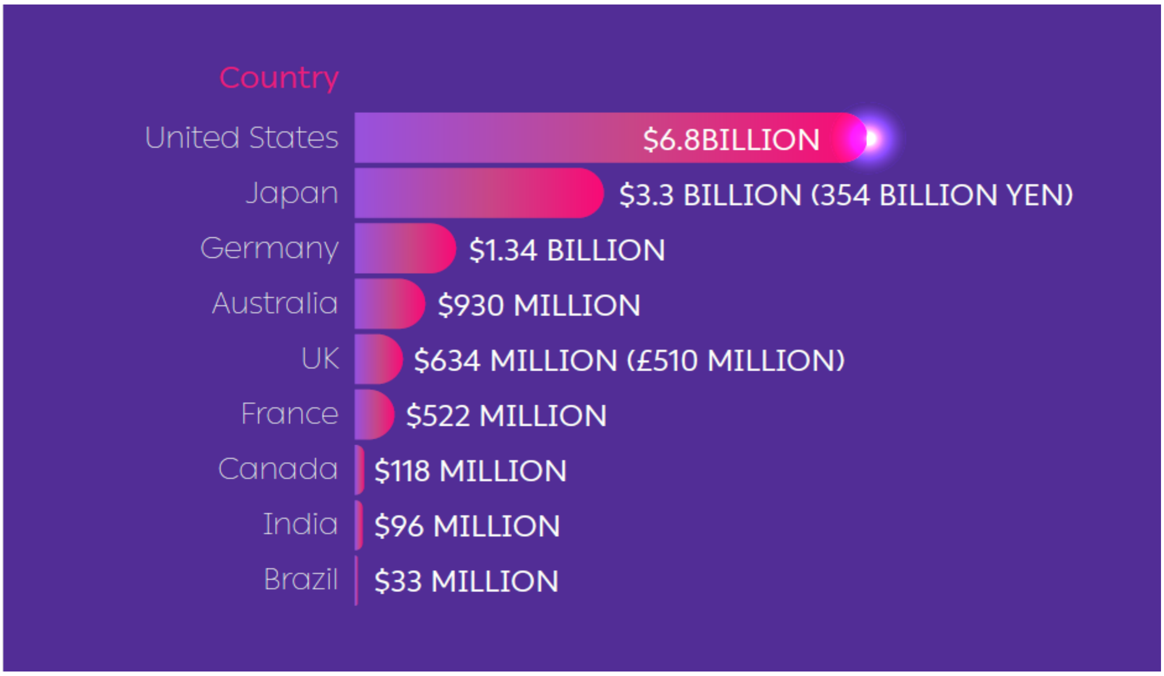
Internet marketing is more than just selling goods as for now. Such companies as Google, Yahoo, Yandex have raised the level of internet advertising to a new level offering the wide amount of technologies for customizing the final audience of advertisement. For instance, we can name just some of them: geo, age, gender, interests.

It is common knowledge that the price of entering on internet marketing is less expensive than on traditional advertising media (press, radio or TV). As an additional advantage of Internet marketing we can mention a clear statistical map of audience in the form of graphs and diagrams, thus facilitating further analysis and layout of the following marketing campaigns.

Currently one of the most demanded and economically profitable forms of promotion on the Internet is affiliate marketing. Anyway the concept of such marketing can have any form of partnerships in promotion goods or services therefore the Internet has developed its own understanding of this term.

As a fact, in Ukraine we have no literature about the organization of affiliate marketing programs, having small amount of internet publications that fill this void, whereas we can find dozens of books and literature by different authors engaging in this theme abroad.

In order to follow the statement that affiliate marketing is one of the most promising marketing niches to be involved we want to give an outlook for affiliate marketing in 2020. More businesses than ever are using affiliate marketing as a cost-effective way to reach targeted audiences. Annual spending in this industry has been forecast to reach $8.2 billion by 2022 in the U.S. For context, affiliate marketing sales came in at $5.4 billion in 2017. The growth outlook is healthy. Additionally, technology and marketing tools continue to help sellers and affiliates learn more about their customers and buying preferences. With more of these tools and options available, marketers can stay informed and adapt faster. Especially considering the challenges 2020 has brought to many business owners, affiliate marketing could prove to be a much-needed assist in the coming year [1].



The size of the affiliate marketing industry in 2020. [2]

Moreover, we can add that this niche is growing by about 15% annually.

To sum up the previous information about affiliate marketing overview we can say that such extension can help small businesses to grow after COVID-19 pandemic and become even bigger and more profitable.

Further we want to give some pieces of advice to small businesses which are suffering from pandemic. First of all, we are concerned that influencers have become even more valuable than before owing to releasing TikTok on market. The trust is a key factor of purchasing any kind of goods or services it is self-evident that any influencer who produces authentic content and has loyal audience to be able to project their trust to the brand.

Secondly, the localization is an essential part of affiliate marketing as well. This key feature of marketing program can decrease the CPL (cost per lead) or CPC (cost per click) and make your marketing cheaper and more successful at the same time. Taking advantage of this piece of advice we will manage to get the nearest customers even decreasing both costs on delivery and shopping abandonment risks.

Brand identity is a third key factor. Before launching an affiliate program, we need to have a strong brand identity. Otherwise, affiliates might struggle to properly promote either product or service. Plus, it’s necessary to be sure that every affiliate-whether it's a micro-influencer or another company-offers a consistent take on your business. If someone clicks on a link from an affiliate, they don't want to be surprised about what they see-if the branding matches, it'll make the transition much smoother [3].

And one more recommendation is a necessity of signing the contacts. Thanks that it will be easier to work with the exchange of money for buyers having been sure that all legal issues are settled. To set the contract expiring 12 months down the line (with the option to renew), but locking affiliates into a commission structure will ensure that there is no miscommunication on either end. It is the best to have a lawyer draft that up for everyone, to be sure it's legally binding. [3].

Thus, we all see the pandemic has significantly reduced the revenue of many businesses, there are still some of them that have not fully adapted to the new realities of doing business in the post-covid world, but it is not too late to catch up with others who are afloat. Referring to what we can see in this work about the forecast of the affiliate marketing growth, we can draw some conclusions on conducting this type of marketing promotion. Therefore we see that the market is quite extensive and widely used on its own. For example, Ebay and Amazon using this type of marketing campaign generates the lion's share of the total US market in this segment. It will be important to note that using this type of promotion, and more specifically influencers, it will not incur large expenses on condition that marketing company fails. Summing up this work, we can persistently recommend this type of marketing to especially small businesses in order to get used to the new realities of doing business and at least try to conserve the results before pandemic.

REFERENCES:

1. 6 Affiliate Marketing Trends for 2021. Affiliate Royale. URL: https://easyaffiliate.com/blog/affiliate-marketing-trends-2021/.
2 The global growth of affiliate marketing in 9 countries. CHEQ. URL: https://www.cheq.ai/the-global-growth-of-affiliate-marketing.
3 How to grow your small business with affiliate marketing. Zapier. URL: https://zapier.com/blog/affiliate-marketing-for-small-business/.

Scherechora Anzhela,
Fakultät für Wirtschaft, Management und Psychologie,
Fachrichtung: öffentliche Verwaltung,
Studentin des zweiten Studienjahres, Gruppe 18,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw. Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

SOZIALKOMPETENZEN IM FÜHRUNGSSTIL

In erster Linie muss erklärt werden, was eigentlich unter dem Begriff „soziale Kompetenzen“ zu verstehen ist. Als soziale Kompetenzen werden überhaupt alle Fertigkeiten bezeichnet, die in sozialer Interaktion nützlich und/oder notwendig sind. Die sozialen Kompetenzen ermöglichen der Führungskraft jedes Unternehmens, die eigenen Führungsziele mit den Werten und dem Verhalten seiner Mitarbeiter zu verbinden und die letzten gegebenenfalls auch zu beeinflussen. Wesentlich für den beruflichen Erfolg ist die Fähigkeit feste Beziehungen zu Mitarbeitern und Kundschaft aufzubauen, zu pflegen und weiterzuentwickeln. In sozialen Situationen führt eine ausgeprägte soziale Kompetenz zu einem günstigen Verhältnis von positiven und negativen Konsequenzen für die Arbeitsgruppe und damit auch für das ganze Unternehmen [1].

Folgende Stichpunkte können zu den Sozialkompetenzen in Bezug auf das Führungsverhalten zusammengestellt werden:

- Kritikfähigkeit,
- Lob und Anerkennung,
- Kommunikationsfähigkeit- und Bereitschaft,
- Loyalität,
- Konfliktfähigkeit,

- Kooperationsbereitschaft,
- Kompromissbereitschaft.

Kritikfähigkeit bedeutet, konstruktive Kritik anzunehmen, um eigene Fähigkeiten verbessern zu können.

Außer der Kritik nimmt auch das Lob einen hohen Stellenwert in der Mitarbeiterführung ein. Durch Lob kann insbesondere gute Leistung anerkannt werden. Zudem kann ein Lob die Motivation steigern. Die Führungskräfte müssen häufiger Lob und Kritik unter Sicherung der Hochschätzung der Mitarbeiter/innen äußern.

Führungskräfte sollten Kommunikationsregeln und Kommunikationsroutinen einhalten, damit sich ihre Mitarbeiter auf sie verlassen könnten. Rechtzeitige und umfassende Informationen verringern wesentlich die Gefahr von Fehlentscheidungen. Kommunikation ist auch wichtig, um den Sinn der Arbeit zu vermitteln. Auf solche Weise sollten Führungskräfte ihren Mitarbeitern „Warum und Wofür“ ihrer Arbeit bewusst machen und klarstellen. Das hilft, um das Zusammenangehörigkeitsgefühl zu pflegen, die Identifikation mit den Aufgaben des Unternehmens zu erhöhen und die Motivation zu steigern. Führungsstil und Kommunikationsstil entscheiden also gemeinsam über Erfolg beziehungsweise Misserfolg aller Führungsaufgaben.

Eine vertrauenswürdige Führungskraft ist der Absicht, die eigenen Ziele und Interessen zu Gunsten anderer zurückzustellen, auch wenn diese vorübergehend zum eigenen Nachteil sind. Entscheidend ist insbesondere Loyalität oder anders gesagt Wahrhaftigkeit zu den Mitarbeitern. Sie zeigt sich vor allem darin, wie eine Führungskraft bei ihrem Mitarbeiter eine Leistungsschwäche oder einen begangenen Fehler beurteilt. Loyalität bedeutet hier, Person und Verhalten zu trennen, das heißt ein Verhalten oder eine Leistung zu kritisieren, ohne dabei die Person und ihre Fähigkeiten oder Motive in Frage zu stellen. Für den Mitarbeiter zeigt sich die Loyalität seiner Führungskraft darin, dass sie den Mitarbeiter auch bei Fehlverhalten oder Fehlleistungen stützt.

Als Führungskraft sollte man in der Lage sein, eine Auseinandersetzung aufnehmen und konstruktiv bewältigen zu können. Möglicherweise gelten diese aber bereits im Voraus zu vermeiden. Voraussetzung für konfliktfähiges Handeln sind Einfühlungsvermögen, Konfliktbereitschaft, Verständnis und ein gesundes Maß an Selbstbewusstsein.

Kooperation zwischen Führungskraft und Mitarbeitern führt oft zum Nutzen aller Beteiligten und im Großen und Ganzen zum Erfolg des Unternehmens. Dabei handelt es sich um das Zusammenwirken der Arbeitsgruppe zum Erreichen eines gemeinsamen Ziels.

In Interaktion mit Mitarbeitern dient eine Kompromissbereitschaft der Führungskraft zur Lösung eines Konflikts, bei der beide Parteien freiwillig auf ihre Forderungen verzichten.

Kompromisse müssen dann immer wieder eingegangen werden, wenn ein Interessenkonflikt die Lösung verhindert. Die Arbeitsgruppen werden durch Kompromissfindung innerhalb eines Konflikts wieder arbeitsfähig [2].

Der deutsche Managementstil ist als kompromissorientiert bezeichnet. Der Führungsstil ist durch seine Kompromissbereitschaft sehr geprägt Da der deutsche Manager viel Wert auf die Meinung und Ideen seiner Mitarbeiter legt. Er möchte, dass die Entscheidungen vom Team getragen werden, deswegen bemüht er sich, Kompromisse innerhalb seines Teams zu finden.

Das Team respektiert seinen Manager für seine Umsichtigkeit, was eigentlich kluges und zielbewusstes Beachten aller wichtigen Umstände bedeutet. Ein guter Manager ist eine Führungsperson, die oft zum Vorbild genommen werden kann. Nur solcher Manager kann Anerkennung innerhalb seines Teams finden [1].

Entscheidungen werden aus der Notwendigkeit heraus mit Vernunft getroffen und vom gesamten Team getragen (Wir-Gefühl). Der deutsche Manager trägt also die Verantwortung für sein Team, das er nicht enttäuschen möchte. Er setzt er sich daher unter Druck und will sich keine Fehler erlauben. Indem er an das Wir-Gefühl und an ein (schlechtes) Gewissen appelliert, übt er Druck auf sein Team aus. Seine Motivation wird durch materielle Vorteile gefördert [2].

In Deutschland kann man eigentlich nicht wirklich von Hierarchie-Denken sprechen, da jeder Mitarbeiter, ob Manager oder Angestellter, als „nahbar“ und „normal“ gesehen wird. Man kann in der Regel ohne Weiteres auf seinen Chef zugehen und mit ihm sprechen. Das Ziel ist es, harmonisch und auf Augenhöhe miteinander umzugehen. Die Rolle des deutschen Managers besteht also aus Bestätigung, Koordinierung und Animation [3].

Als Schlußfolgerung lässt sich der Entscheidungsprozess folgenderweise beschreiben. Bei einer Auseinandersetzung wird idealerweise innerhalb des Teams beraten und zusammen ein Kompromiss gefunden. Dieser wird dann vom Manager getragen und von jedem Teammitglied respektiert und eingehalten. Der Manager nimmt auf sich eine Art Vermittlerrolle ein, regt die Diskussion innerhalb seines Teams an und versucht jedes Teammitglied in den Prozess mit einzubeziehen. So beruht die Entscheidung dann auf einem gemeinsamen Konsens, und alle haben das Gefühl ihren Teil zum Ergebnis beigetragen zu haben.

LISTE DER VERWENDETEN QUELLEN:

1. Das Management: Deutsche und Franzosen im Vergleich. Die interkulturelle Kommunikation im deutsch-französischen Umfeld. Die führende deutsch-französische Jobbörse. URL: https://www.connexion-emploi.com/de/a/das-management-deutsche-und-franzosen-im-vergleich
2. Sozialkompetenzen einer Führungskraft – Führungsstile. Plakos Akademie. 2021. URL: https://www.plakos.de/sozialkompetenz/
3. Götzer Klaus, Maier Berthold, Schmale Ralf, Rehbock Klaus. Dokumenten-Management: *Informationen im Unternehmen effizient nutzen*. Heidelberg, 2014. S. 348. URL:

http://infinity.wecabrio.com/read/3864900549-dokumenten-management-informationen-im-unternehme.pdf

Sihulya Valeria,
Faculty of Trade and Marketing,
course II, group 7, specialty "Journalism, Advertising and Public Relations",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Ovcharova Olena,
Lecturer at the Department of Modern European Languages, KNUTE

IMPORTANCE OF DIGITAL MARKETING FOR BUSINESSES IN 2021

Covid-19 has strongly shaken absolutely all spheres of ordinary life. Business is no exception. The change of generations, fierce competition for consumer attention during quarantine and crisis have forced businesses to radically change communication strategies with potential customers and rapidly move to digital technologies. If in 2020 it was challenge for many entrepreneurs to develop virtual platforms, replace in-person experiences and campaign redesigns to acknowledge the new reality, then in 2021, no one can deny that digital technology is productive and cost effective tool.

First of all, it is worth mentioning that digital marketing involves all marketing weapon that requires an electronic device or the Internet. For the promotion of business and very helpful for new startups, different digital channels such as social media, email, search engines and websites are utilized to interact with current and prospective consumers. The weapons in digital marketing gadget include websites; search engine marketing (SEM) – which is a canopy that includes search engine optimization (SEO) and paid search – as well as online display advertising; social media marketing; mobile marketing; and email marketing. [1].

The importance of digital marketing lies in the fact that it provides multiple innovative solutions and resonates with the young generation which forms the bulk of a business' client/customer base. So, let us look at how digital marketing tools will help businesses in 2021.

To begin with online retail businesses. E-commerce is slowly pushing traditional retail out of business. And, the pandemic has necessitated the online purchase of products – be it groceries, clothes, books, phones or furniture. Even businesses that did not sell their products online are taking the e-commerce route. There is simply no way to attract a huge volume of customers to retail shops any more. To these businesses, the importance of digital marketing is paramount.

Since most businesses have shifted to online, SEO has become a crucial skill to master. Search engine optimization determines whether the business' website/blog is visible to people who are using a search engine. It is of paramount importance for the success of the company's website and makes all the difference between garnering more leads and going bankrupt. [2].

Obviously, in 2021 many people are likely to continue to work from home and most people will be going out less frequently than before. Advertising on shop windows, billboards will not be as effective as before. Across sectors, companies are relying more and more on social media because it is a super-effective digital marketing strategy, which can help draw the attention of prospective customers and convert leads. In 2021, they can help businesses by keeping track of the new features being added by social media platforms, generating ideas to attract customers and boosting or promoting posts in a way to appeal to the target audience.

Another reason behind the importance of digital marketing for businesses in 2021 is that it can analyze the Core Web Vitals and suggest changes in the UX design wherever needed. People are becoming more particular about the visuals and aesthetics of products and services being offered. They expect a meaningful experience when they go through a business' website. According to Think with Google 50% people will not purchase products from a website that is poorly designed. That is why such digital marketing tool as User experience (UX) design will play one of the vital roles. [2].

Next reason the importance of digital marketing is that it is comparatively less expensive than the most other modes of marketing. The pandemic has taken a toll on the finances of all businesses and no company is entering 2021 unscathed. So, cost-saving modes are a top priority for all businesses. Digital marketing is profitable because it yields a high return on investment and has increased scope and reach of audience. And, yet for a modest budget, companies can get a pulse on the effectiveness of their sales strategies through digital marketing metrics. [2].

The American business magazine Forbes assures that Digital transformation will continue to be a focus in 2021, as companies realize that they never go back to "business as normal". To be in trend business needs to keep track of constantly changing algorithms and comply with new rules. The part of the secret of competitive advantage lies in operational adaptability. [4]. So, fifteen professionals from Forbes Agency Council weigh in below on the trends they see taking over marketing in 2021 here is some of them:

1. Advanced Chatbots. As artificial intelligence (AI) technology develops, chatbots will be more useful as both customer support tools and marketing channels. As AI and machine learning improves, chatbots are growing better at offering helpful solutions specific to users' individual needs. Recent data from Facebook finds that 56% of shoppers would rather send instant messages than call a support line. A chatbot is the best way to deliver instant answers to prospects and customers, allowing closing sales that otherwise would have gone astray. [3].

2. Influencer Marketing Getting Even Bigger. Influencer marketing is going to be bigger than ever. «When business collaborate with the right, target-audience influencers, it still reigns as king of content when it comes to leveling up its brand reach». - Sophie Bowman, Business Owner Society.

3. Growing Importance of Direct Mail. Direct mail is growing exponentially. People are spending more time than ever at home, and businesses are tapping into this with physical touchpoints, such as postcards. «As the founder and CEO of a direct mail tech company, I've seen this firsthand. Our 2020 numbers are record-setting. Expect to see more ads in your mailbox in 2021. » - Joy Gendusa, PostcardMania.

4. Short Videos Remaining Popular. Short videos with quick edits will continue to gain popularity worldwide. The trend, initiated by TikTok and adapted by Instagram, will continue to move up the popularity scale, and not only among the younger target groups. «Its power cannot be underestimated, especially from a business perspective.» - Markus Hetzenegger, NYBA Media GmbH.

5. Live-Streaming Wars. 2021 is poised to be the year of the livestreaming wars, with audiences tuning into streams from gamers, musicians, influencers and more. «To stand out, marketers should leverage live streams with natural e-commerce tie-ins.» - Ricky Ray Butler, BEN [4].

In conclusion, COVID-19 pandemic only emphasized the importance of developing digital marketing for business. How well an agency capitalizes on marketing trends can make or break it, so keeping an eye on the latest is essential to get ahead of the competition.

REFERENCES:

1. What is Digital Marketing? Why Digital Marketing is Important to Your Business? URL: https://yourstory.com/mystory/why-digital-marketing-is-important-to-your-busines. Retrieved 26.04.21
2. Importance of digital marketing for businesses in 2021 by Great Learning Team. Retrieved 26.04.21
URL : https://www.mygreatlearning.com/blog/importance-of-digital-marketing-for-businesses/
3. The Future of Growth: The Top Digital Marketing Trends Of 2021 Explained. Retrieved 26.04.21 URL:https://www.forbes.com/sites/theyec/2021/01/27/the-future-of-growth-the-top-digital-marketing-trends-of-2021-explained/?sh=3de1aa18572e
4. 15 Top Marketing Trends to Keep An Eye On In 2021. Retrieved 26.04.21
URL:https://www.forbes.com/sites/forbesagencycouncil/2021/01/27/15-top-marketing-trends-to-keep-an-eye-on-in-2021/?sh=20aea5472a5e

Tashcheva Elizabeth,
Faculty of International Trade and Law,
course II, group 3a, specialty "International Economics",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Vysotchenko Svitlana, Senior Lecturer
at the Department of Foreign Philology and Translation, KNUTE

MARKETING POTENTIAL WITH SOCIAL NETWORKS

Marketing in social networks is the biggest instrument for getting a real success for small businesses in case of appropriate integration in marketing strategy. It helps to maximize profit from sale of products or services much more than twice.

It is advantageous because companies can achieve a huge traffic from all website communities. This works due to corresponding and influential information shown to target users of any platform [1].

Thus, with the help of social network owners, business can operate and collect feedback, sustain and build up strong brands allowing rapid expanding. No less important a possibility is to observe in what way brands are discussed and perceived. Nowadays all these points are significant to strengthen trusting relationship with customers by satisfying their needs and solving their issues.

It is easy to make a marketing research in social networks. We can simply track a person's actions on the Internet, his requests and searches with modern technologies. People mention their contact numbers and emails on many community platforms that can be collected and implemented in advertisement delivering strategies [2].

Most businesses start their growth from social network. Nowadays, it becomes more and more popular. It easily allows everyone to estimate future opportunities of this matter. Due to COVID-19 the demand of website marketing is greatly increasing. People prefer making purchase through well-known platforms not to be among crowds of people.

One of social networks such as Facebook has created a special advertising platform allowing everyone to promote any goods or services. Now it is the most popular way to advert something on well-known websites like Instagram and Facebook, where most people spend their free time. You can choose any direction of advertising companies, age, gender, location and interests of your target audience. Such operations allow sustaining businesses all over the world not only in small areas or just in one city.

Social Media Marketing managers create diversified strategies to attract new and new customers by using triggered texts and graphic design. It becomes profitable in our quarantine situation and now we cannot even imagine our life without making a purchase through social websites [3].

Consequently, marketing in social networks is at the stage of rapid growth now and it continues to develop and increase revenue of businesses using different platforms and ways to select information. Due to effectiveness of such promotion, more and more companies apply this method with the gain of achieving the biggest profit and to establish closer contacts with its target customers.

REFERENCES:

1. Consumers Await on Social Networks. eMarketer Research.URL: https://www.emarketer.com/articles/topics/advertising-marketing (Retrieved 15.04.2021).
2. Facebook Marketing and Advertising.URL: https://www.facebook.com/business/marketing/facebook (Retrieved 14.04.2021).
3. Arthur, D., Motwani, R., Sharma, A., Xu, Y. Pricing strategies for viral marketing on social networks. 2009. URL: http://arxiv.org/abs/0902.3485 (Retrieved 15.04.2021).

Troyanovska Zlata,
Faculty of Trade and Marketing,
course I, group12, specialty "Marketing",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Oleksandrova Halyna, PhD in Philology, Associate Professor at the Department of Modern European Languages, KNUTE

MARKETING STRATEGIES IN ANTI-CRISIS MANAGEMENT

Marketing strategy is a continuing, forward-looking approach and an overall game plan of any organization or any business with the fundamental goal of achieving a sustainablecompetitive advantageby understanding the needs and wants of customers. [1, c. 115].Strategic planning includes asearch of the business's strategic basic situation before developing, evaluating and choosing a competitive place, which helps to the achievement of the aims of the company [2, c. 262-263].

Issues related to the performing marketing strategies are covered in works of such foreign and domestic authors as H.Ann, I.Ansoff, M.Asmolova, G.Assel, G.Bagiev, S.Garkavenko, M.Dmitruk, O.Zhdanova,E.Ivchenko, F.Kotler, N.Kudenko, J.-J.Lamben, Douglas K.Macbeth, M.MacDonald, T.Maximova, S.Polonets, I.Reshetnikova, U.Sukhorska, V.Tarasevich, N.Fonstein, D.Ford, N.Chukhrai, Z.Shershenova and others. They consider the existence of marketing programmsand their application into the strategic management of enterprises, study issues of application of strategic approaches in the field of information technologies.

The marketing strategy helps companies to find the right direction of implementing their activities for the upcoming planning period, for example a couple of years. Strategic planning can also identify risks of the market that must be considered by a company to ensure long-term resistance to those external and internal threats and difficulties. [4, c. 25]

Anti-crisis management includes not only anti-crisis methods, but also preventive measures for prosperous companies to prevent the appearance of bankruptcy signs. The primary objective of the anti-crisis management system is to perform restructuring taking into account market needs. This goal is realized through many specific goals of anti-crisis management:

- Preventing bankruptcy of an enterprise;
- Reorganization (health improvement);
- Liquidation of non-core and unpromising business units and divisions.

There are the different types of marketing strategies in anti-crisis management.

The first one is the strategy of returning the business back to its market niche. It includes the existence of a company in the same market with the same goods, services or brand that are not new to the given market niche. It is necessary to make the marketing organization and sales system betterso as the return strategy may be implemented. It is also important to pay special attention to training of personnel because this will lead to successful and quick achievement of company`s goals.

A market development strategy is used when a company plans to expand its production or product portfolio, or provide new types of services for one or another target audience. For successful implementation of this strategy, it is important to create mutually beneficial and supportive relationships with consumers, intermediaries and partners. This strategy is justified when a company seeks to expand its market by penetrating into new geographic markets by reducing costs and improving product quality.

The third strategy is carried out through global changes in product properties, quality improvement or a complete change in product specificity and is named the product development strategy or assortment expansion This strategy of creating fundamentally new or modified products requires additional investments in R&D (Research & Development), as well as the development and promotion of a new product to the market.

Diversification strategy means entering a new market with a new product. This is a risky strategy that requires significant financial investments.

There is also a strategy of liquidating an enterprise or leaving the market. It is adopted only after a detailed analysis of the economic and liquidation values. Liquidation can be voluntary and compulsory. The second one, is a forced measure to cover the company's debts to creditors, counterparties and salary employees.

Thus, the marketing strategy is a part of the system of anti-crisis measures to overcome the insolvency of the debtor enterprise. The mechanism of its implementation includes the following methods and techniques, tools and technologies that must be used to overcome the difficulties which arise on the path to business`s success.

REFERENCES:

1.Baker, Michael John, 1935-. The Strategic Marketing Plan Audit : a detailed top management review of every aspect of your company's marketing strategy.. — Axminster, Devon: Campridge Strategy Publ, 2010. — 115 Seiten с. — ISBN 9781902433998, 1902433998.
2.Christian Krügerke. Christian Homburg/Sabine Kuester/Harley Krohmer Marketing Management: A Contemporary Perspective // Controlling & Management. — 2009-08. — Т. 53, вип. 4. — С. 262–263.
3.Marketing Strategy//Wikipedia, the free encyclopedia. URL:https://en.wikipedia.org/wiki/Marketing_strategy(дата звернення 16.04.2021)
4. Organizational Intelligence through Strategic Intelligence // Strategic Intelligence. — Auerbach Publications, 2006-03-27. — С. 25–42.

Vlasenko Angelina,
Faculty of Trade and Marketing,
course II, group 7, specialty "Journalism",
Kyiv National University of Trade and Economics,
Kyiv, Ukrane
Scientific supervisor: Ovcharova Olena,
Lecturer at the Department of Modern European Languages, KNUTE

SOCIAL MEDIA MARKETING TRENDS 2021

Today, social networking sites as means of marketing communications of modern businesses proved to be one of the most effective tools for promoting goods and services, as this way it is possible to directly interact with potential or current target clientele and build long-term trust-based relationships.

Social media marketing or SMM it's a set of measures to use social media as a channel to promote companies and solve other business problems. The main purpose of SMM in the context of promoting the final product is usually to attract and retain consumer attention to a particular product or brand through social networks. [1].

Social media marketing is all about connecting with audience or customers and helping them understand brand better. It is incredibly beneficial to business growth.

The main advantages of SMM are included:

• wide coverage of the target clientele and attraction of new customers, regardless of their territorial affiliation,

- customer segmentation,
- the possibility to select the target clientele with a high degree of accuracy,
- relatively low cost of advertising offers,
- chance to get feedback from the target clientele which makes it possible to promptly respond to the comments from potential customers and react to the advertisement.

Social media marketing requires keeping up to date with the latest social media trends in technical and social developments to exploiting all the opportunities available. Staying updated on the latest social media trends can help fuel product or brand and make it stand out in the crowd [1].

Here is a range of social media trends that need to be aware of for 2021 year.

Popularity Ephemeral Content

Ephemeral content is something that is available only for a short duration and disappears afterward. Instagram and Snapchat Stories are perfect examples of this type of content. Today, people's attention spans are short, and the way they like to consume has also changed, so this content formats have become popular. Marketers have taken notice of this trend and will continue to leverage it to their advantage. According to recent report by Hootsuite, 64% of marketers either already have incorporated Instagram Stories into their strategies or plan to [3].

Success the Traditional Social Platforms

Facebook and Instagram have long dominated social media as the largest and most popular platforms. In recent years, several other niche social media platforms emerged and significantly rose to fame (TikTok, Clubhouse). However, Facebook and Instagram have continued to be popular with their users in 2020. Hootsuite surveyed businesses about where they intended to increase their social budgets in 2021. 60% stated that they intend to increase their Instagram budget in 2021 and 46% plan to increase their Facebook budget. YouTube (45%) and LinkedIn are also popular. Only 14% of the surveyed firms intend to raise their TikTok marketing [3].

Dominance of Video Content

Video content is one of the most engaging forms of content and will soon dominate social media, a clear winner over all other content types. Whether it is short-form videos like those popular on TikTok or Stories on long-form content on YouTube, videos are the future of social media content. According to a Cisco study, by 2022, 82% of all online content will be video content [3].

Popularity Live Streaming

2020 has been a year like no other. People who may have never used their video cameras before now participate in Zoom calls like seasoned videographers. Even the elderly who may have never owned a mobile phone before 2020 have had to adapt to live streaming and online chat. Even if the COVID situation improves in 2021, live streaming is here to stay. People are now used to being able to interact with brands in real-time online. They can examine a product without leaving their home [2].

Introduction of New Technologies

Social media will see a rise in the adoption of technologies like augmented reality (AR) and virtual reality (VR). As the platforms grow, users will demand better and more engaging experiences, and these technologies can make that happen [2].

Growth of Influencer Marketing

Influencer marketing is not a new trend, but it is one that is going to stay for a while. Social media today is dominated by influencers who are getting paid exorbitant amounts to promote brands. The adaption of this trend can be seen from both perspectives. One can be seen by the sheer rise in the number of influencers on social media. Second can be seen by the increase in marketing spend on influencer marketing by businesses [2].

More Regulatory Control and Legal Scrutiny

While there are numerous benefits of social media, certain negatives have come to light in recent years. Data privacy and security are two such issues that have made the headlines for social networks like Facebook. Social media can be very easily used to gather information about anyone and misuse it. There are allegations that certain social networks even sell their user data to other companies. Both TikTok and YouTube have faced greater scrutiny as they have become more popular. In TikTok's case, it has been regulated out of existence in some markets, with threats made in other countries. Facebook and Instagram are also balling tighter regulation in key markets too [2].

Conclusion:

For today there is no doubt that social media marketing is an effective and affordable tool rather, that promote business products and services based on social networks. SMM is to a bigger extend focused on maintaining the company's image, building brand trust and influencing the target clientele through daily informal interactions both directly and indirectly. Smart companies will to invest in social media to achieve sustainable business growth. Social media marketing is a promising and effective tool for business promotion, but SMM is a very dynamic process, so it is necessary to constantly monitor the changing audience interests and the emergence of new trends. The most popular SMM trends in 2021 will be: popularity ephemeral content, success the traditional social platforms, dominance of video content, popularity live streaming, introduction of new technologies, growth of influencer marketing, more regulatory control and legal scrutiny. These are some of the trends that will dominate the social media landscape in 2021. Stay up-to-date with all the latest trends and technologies to succeed.

REFERENCES:

1. Social Media Trends 2021: Optimize your digital marketing strategy for social success. Retrieved 26.04.2021 URL: https://www.smartinsights.com/digital-marketing-strategy/social-media-trends-2021/

2. Social Media Trends For 2021 And Beyond (2021). Retrieved 26.04.2021 URL:https://influencermarketinghub.com/social-media-trends/

3. 2021 Social Media Marketing Trends (2021). Retrieved 26.04.2021
URL: https://www.diamond-group.co/blog/2021-social-media-marketing-trends

Voitenkov Demian,
Faculty of Economics, Management and Psychology,
course 1, group 19, specialty "Management of antitrust activities",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zatserkovnyi Oleh,
Senior Lecturer at the Department of Modern European Languages, KNUTE

ADVERTISING AS AN EFFECTIVE MARKETING TOOL

Advertising plays an important role in everyday life. It influences our philosophy and way of thinking, controls our perception of the world around us. With the help of advertising, we observe ready-made forms of behavior in a given situation and distinguish between what is good and what is bad.

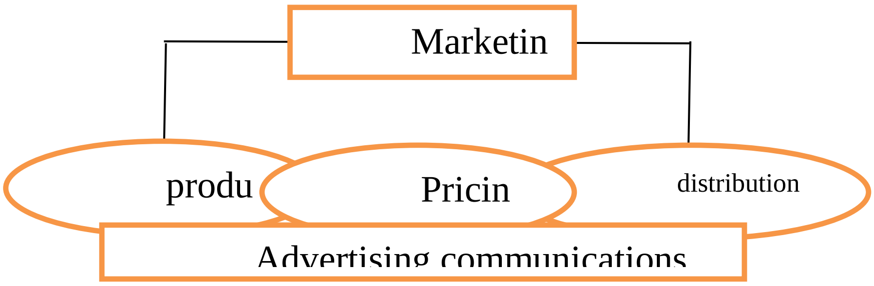
The topic of advertising is extremely relevant in the 21st century when the whole world has gone digital and we are watching scientific and technological progress every day. Advertising subconsciously influences our choice and our attitude to a product/brand/personality.

Advertising is one of the main elements of marketing communications in the modern world. F. Kotler, a well-known American marketer, interpreted advertising as "... impersonal forms of communication carried out through paid means of disseminating information, with a clearly defined source of funding." [1, c.511]

Targeted informative influence is aimed at the consumer to promote and sell goods or services on the market and is called advertising. Without the use of advertising, it is impossible to form broad markets for the sale of goods and the transformation of the potential existing needs of a particular target audience in intensive demand. Every second the offer of goods and services expands and it is increasingly difficult for buyers to make their own choices, so they should increasingly seek the advice of experts in the field of advertising and information services.

The main purpose of advertising is to encourage customers to purchase a particular product or service. Therefore, it is important for advertisers to know and understand whether advertising has managed to strengthen the image of the company and its goods or services, whether advertising has stimulated the sale of goods or services, and whether advertising has formed a group of regular customers, and so on.

Before marketing goals in the first place there are 2 aspects - goods and markets, is determined by what goods should be sold in specific markets and in which markets the company should expand its activities. The goals of the lower level include pricing, delivery of goods to the consumer, advertising because they arise as a result of creating a marketing strategy, which is closely related to certain elements of integrated marketing.[4, c23]



The connection of advertising communications with the components of marketing[2, c.69]

Thus, the general marketing program is the main source of developing an advertising plan. In general, any advertising plan is an important element of the overall marketing plan and is developed on the basis of the results obtained as a result of analysis of the specific situation in which the advertiser is.

Situational analysis helps in conducting research and is extremely important for planning and decision-making regarding the advertising activities of the enterprise, the main result of which is the conduct of advertising campaigns.

Successful launch of advertising campaigns requires a clear understanding of how marketing works and what role advertising plays in tactics and marketing strategy.

The success of marketing directly depends on whether the company and its business activities are able to create competitive advantages in the market.

The ability of the enterprise to most effectively carry out advertising activities is influenced by each element of the marketing structure. The product is the main object with which advertising works. Advertising appeal either confirms or denies the quality of the product. The product is a set of components that meet the needs of the consumer. Advertising takes into account the fact that any product goes through a predicted cycle (market launch, growth, maturity, and decline, and at each stage of this cycle advertising plays a role that may differ from advertising in the previous cycle. Branding strategy can help improve advertising effectiveness, after all, it makes the product more recognizable at first glance and it is bought more often.[2, c.69]

From the point of view of advertising, the price includes the cost of manufacturing the product, the profit for bringing the product to the consumer, and the attractiveness of the product, which the advertising appeal reveals to the consumer. All the factors that affect the level of influence of the company's pricing policy on the consumer, necessitate the need to mention the consumer and expected price, as well as the psychological price at which it will be easier for buyers to buy goods.

If advertising and communications are aimed at increasing sales of goods, the efficiency ratio will mean income from sales.[3, c.115]

Summarizing all the above, advertising is really an extremely effective marketing tool. With the right approach, in-depth analysis, building a marketing strategy, paying attention to the correct pricing, and taking into account all costs, you can get a great source of new customers, and thus increase profits for the business.

REFERENCES

1. Котлер Ф., Армстронг Г. Основи маркетингу. Професійне видання: пров. з англ. М .: Вільямс
2. Лук'янець Т.І.Рекламний менеджмент. Навч. посібник. 2-ге вид. 433с URL: Рекламнийменеджмент - БібліотекаBukLib.net ст.58-93 (Дата звернення 20.04.21)
3. Carlos Gil The End of Marketing: Humanizing Your Brand in the Age of Social Media and AI. 2019
4. Dan S. Kennedy, Kim Walsh-PhillipsNo B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Paperback. 2015

Volkova Daria,
Hryshyna Yelyzaveta,
Faculty of Trade and Marketing,
course 1, group 10, specialty "Marketing",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific Supervisor: Zatserkovnyy Oleg,
Senior Lecturer at the Department of Modern European Languages, KNUTE

INSTAGRAM AS AN EFFECTIVE PLATFORM FOR PROMOTINGGOODS AND SERVICES

Today the Internet is an essential part of our lives, over 3,8 billion people use social media every day[4]. During the last 10 years one of the most well-known effective ways to promote products and services has become Social Media Marketing(SMM). Social Media Marketing is the use of social networking sites to build a brand, increase sales and communicate with customers. [1] It gives us more opportunities to find a target audience and build a relationship with it. In Ukraine the most commonly used social platforms are Instagram, Facebook, Vkontakte, Snapchat, Pinterest.

Instagram is a free social media platform that was created 11 years ago with the main idea of people sharing their pictures and videos. Nowadays Instagram has changed a lot and became a solid platform for business development. It’s both good for people who are only establishing a business and for those who already have a company, but want to make it more recognizable and profitable.

Considering the conception of Instagram and specificities of its audience, we can tell what businesses it is better to promote on this platform. Firstly, it would be useful for companies that produce those types of goods and services that you can easily make a lot of photo-content for. It could be niches such as tourism, designer accessories, makeup products, wedding business, food delivery etc. Also Instagram is good for promoting online-stores. You can use it as a tool for setting up a business and then make it a permanent instrument for involving new customers and building loyalty to your brand.

The Instagram profile must be prepared for promotion: the name is without numbers and is easy to read; a large portrait on the avatar; information in the bio is not about you, but about the benefits and expertise; formalized pinned Stories (on your topic - where are you an expert); elaborate content (not your friends, but you); post to Stories every day; the presence of a link to the site or tap link. [2]

Next, you should decide on the type of promotion - free or paid. But before that, it should be noted that you need to promote not yourself, your profile, store, services or goods, but your personal brand. Just making beautiful content (photos and good texts) is not enough. You have to be a personwho is fun to follow.You need to entertain and give personal benefit, convey basic values and show your work, also know your client, your goals and create trends, do not use ready-made ones. Therefore, a personal brand is not about a picture, but about a person. Instagram is just a reflection.

Free ways of promotion include: hash tags; selling comments (comments that attract new customers and increase sales); reposts to stories from top accounts; collaborations; networking; media and interviews; circular giveaways; Stories’ games for your products; live broadcasts; IGTV. [3]

Paid promotion methods include: personalized giveaways; target to story; advertising from bloggers; writing a book; lectures at top venues (for money); other social networks (Tiktok, YouTube, Telegram). [3]

Instagram is an excellent platform for development of already established businesses and for those who are just starting out. This social network attracts everyone with its relatively low cost and uncomplicated promotion. However, there are some difficulties. Nevertheless, following three main points: having a goal (what you need Instagram for), publishing expert and personal content and deep understanding of your audience, you can see quite noticeable progress of your brand growth.

REFERENCES:

1. Навіщо потрібен SMMта з чого варто починати? URL: https://uamodna.com/articles/navischo-potriben-smm-ta-z-chogo-varto-pochynaty/ (дата звернення: 11.04.2021)
2. Просування в Instagram: найдокладніша інструкція. URL: https://prosmm.com.ua/instahaid-naydokladnisha-instruktsiya-po-vedennya-biznesu-v-instagram (дата звернення: 14.04.2021).
3, Способы продвижения в Instagram. URL:https://amdg.ru/blog/sposoby-prodvizheniya-v-instagram/(дата звернення: 14.04.2021).
4. Что такое SMM? – Руководство. URL: https://sendpulse.ua/ru/support/glossary/social-media-marketing(дата звернення: 11.04.2021).

Zibarieva Oleksandra,
Faculty of Trade and Marketing,
course I, group 13, specialty "Marketing",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Stroganova Galyna, PhD in Linguistics,
Associate Professor at the Department of Modern European Languages, KNUTE

ETHICS IN MARKETING COMMUNICATION

In Ukraine, in conditions of the economical crisis and war, socio-ethical marketing communications have some specific features. The use of socio-ethical promotion to solve social issues and to form values in the consumption of products that do not contradict the moral norms of behaviour in society creates a positive reputation for market participants and an opportunity for the competitiveness of entrepreneurs [1, c. 192]. To meet their needs and make a profit, entrepreneurs contribute to the economic development of the country, although the desire for unlimited economic growth can cause a global catastrophe due to excessive accumulation of weapons, destruction of the environment, depletion of natural resources, neglected situation in the social sphere and other real threats [2, c. 2]. However, today the main characteristic of maintaining the market share is the growth of consumer confidence in the company's activities. There are some ways of supporting this process, such as public relations, branding, fairs etc. [1, c. 192]. Moreover, there are movements created to deal with the consequences of marketing activities, and they consist of consumerism and environmentalism [2, c. 3].

Socially responsible marketing is a marketing management concept based on the following principles: responsibility to the consumer, consumer orientation, responsibility to employees and adherence to existing social goals and standards [1, c. 231]. A high level of ethical policy of marketing communications of an entrepreneur would become an additional way of developing relations with society and a self-regulatory mechanism that would help to avoid government involvement [1, c. 191].

Expectations of the company's management, marketing promises and the real possibilities of the company affect the ethics of marketing communications. To avoid the failure of expectations and marketing promises, the company’s management should set realistic goals and do its best to develop professionalism and employee satisfaction [1, c. 191]. While choosing the marketing strategy, principles of socially responsible marketing should be assumed.Such principles are outcomes of certain ethical values. There are several ethical issues that arise when running a business in accordance with the company's ethical views.Concerns about ethical issues of society should be presented in marketing mix, advertising, direct marketing, marketing research, etc., in order to encourage ethically oriented consumers to choose your products [3, c. 75].

Education and culture are the main factors for a high level of ethical marketing communication activity of entrepreneurs as well. Education of students that learn marketing should include the study of ethics. Furthermore, business is perceivedas a tough activity, although nowadays the development of the market economy requires a socio-ethical component in the marketing activities of each enterprise [1, c. 190]. Much progress has been made in the development of theory and research in the field of marketing ethics. Marketing practice has been elevated to a higher level of ethics from a professional code of conduct provided by the American Marketing Association, Direct Selling Association, Direct Marketing Association, Marketing Research Association, American Federation of Advertising and National Advertising Division of the Council of Better Business Bureaus. Moreover, most corporations have developed comprehensive codes of conduct that address specific areas of ethical risk in marketing practice. Through academic research and regulatory initiatives, it is recognized that corporate culture plays a key role in improving marketing ethics. [3, c.74]. According to American Marketing Association, every marketing employee must inform about all significant risks associated with the use of a product or service, avoid fraud advertising, reject strong pressure or illegal sales tactics in the field of advertising and promotion; in the field of sales, do not resort to coercion through distribution channels; do not practice a policy of reducing prices in order to drive out competitors in the field of pricing; in the field of marketing research, to maintain the purity of research by preventing falsification or concealment of data obtained during the study [2, c. 5].

In addition, respect for consumer rights is important in the marketing communications policy of a modern enterprise. The function of providing information about the products is often undertaken by public organizations. In Ukraine, the function to protect consumer rights is implemented by the public organization «Research Centre for Independent Consumer Expertise «Test» [1, c. 190].

Thus, ethics in marketing is aimed at coordinate the interests of enterprises, consumers and society. The purpose is not to maximize profits and consumption, but to improve the quality of life of consumers. This process consists of satisfying the basic needs of consumers, access to many high-quality commodities and continuous development of the state of the natural and cultural environment. Socio-oriented marketing requires consideration of often conflicting production, marketing, social, ethical and other issues [2, c. 6]. There are factors that influence ethical performance in the communication policy of corporate marketing, such as social culture and ethical norms of society, business culture and production practice, corporate culture and expectations of the organization and norms of ethical behaviour of the company [1, c. 191].

REFERENCES:

1. Кузик О.В. Етика в маркетингових комунікаціях. *Вісник Хмельницького національного університету.* 2015. №2. Том 1 (222). С. 189–192.
2. Стрій Л.О. Етичні проблеми сучасного маркетингу. *Наукові праці УДАЗ ім. О.С. Попова*. 2000. № 1. С. 99–102.
3. Sunil M.G. Ethics in Marketing. *Unfolding contemporary marketing: a roadmap for future innovation*: conference compendium on sustainable marketing. Mysuru, 2020. P. 52–79.

Zhovnovatyuk Maria,
Faculty of Economics, Management and Psychology,
course I, group 16, specialty "Management",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Oleksandrova Halyna, Phd in Philology,
Associate Professora tat the Department of Modern European Languages, KNUTE

WAYS TO ENCOURAGE CUSTOMERS IN TODAY'S WORLD

Our world is enriched by different goods from various manufacturers. That's why people have an opportunity to choose the most suitable product to their criteria of comparing prices, quality and value. Each company wants to be the most popular and recognizable among others, always to haveboth a flow of new customersand regular ones. This is why entrepreneurs use different ways to attract clients. Consequently, the question arises: what methods exist? This is exactly the topic that we are going to consider today.

The business environment contains ways to encourage customers. They are called loyalty programs. Loyalty programs are nothing more than marketing action store ward and to encourage customers. The emergence of mass loyalty programs dates back to the early twentieth century. In 1914, a number of store sin the United States began issuing specia cards for wealthy customers. Later,in 1928, Boston-basedFarringtonManufacturingfirstproducedmetalplatesforsolventclients. However, loyalty programs were local in nature. The development of computer technology resulted in national and international loyalty programs implementation. Loyalty programs are divided nto two clusters:

1) ***Discount*: the buyer pays an incomplete price for the product or service less the amount of the discount

2) ***Bonus*: the buyer pays the full cost of the goods, and part of the funds is returned to the card in the form of bonuses, which he can later spend on goods and services or exchange for prizes.

Speaking more specifically, we can mention such examples as:

3) ***Coupons, sales, discount cards*.** The main goal of this method is to provide the client's ability to save money. The benefit stimulates buyers to make purchases. For example, regular client gets his own card with 10% discount. This is a significant reasontouse the services of the particular company.

4) ***Gamification.*** In general, it is supplying non-game practiceswith individual elements of games .It works to involve users and consumers in solving applications, using products or services. This process rejects the monotony. «Socar» was one of the first Ukrainian fuel operators to use gamification technology. As part of the loyalty program, it launched the application "Level Game", which allows regular customers for every tenth purchase to receive a prize - a similar product or discount. When making purchases, the customer receives virtual stickers, which are then folded into a coupon, which gives the right to receive a prize. [1]

6) ***Good-natured and polite staff.*** In our reality, most people are puzzled by their problems and forget to smile or even being rude to the rpeople. This is especially unacceptable in the service sector. Therefore, the client wants as much attention as the company able to provide.

These groups are rather interestng and convenient for regular customers, but what to do when you need to attract new ones? In addition to trivial methods such as sticky ads, advertisements on TV or other sources, there are many other methods in the modern world. One of them is sampling.It is free distribution of goods to customers. Various samples of cosmetics are found in modern magazines. This method helps organizations to disseminate information among people and italso gives people the opportunity to try whether this company product is appropriate to them.Tasting is also essential. Tasting gives a consumer the opportunity to get acquainted with some products. More often, these options to stimulate customers are used by private schools and sports clubs. The sign "the first lesson is free" like a magnet attracting visitors, even if they do not really need it. [3]

I would like tooffer a method, related to the current problems of the world. Modern humanity is conscious: it recognizes different nationalities, different sexual preferences and it cares about nature. In our opinion, targeting new customers makes company socially responsible. In order to inform people about such activities, thematic fairs can be organized. For example, company can organize fair called “Plastic isn’t for ocean dwellers” and inform potential customers how it is fighting this environmental problem and how clients may make their contribution.

In conclusion, encouraging and retaining regular customers is a very difficult and time-consuming process. It should be conducted simultaneously in two ways: to inform customers about the product and to give them the opportunity to save on the purchase of this product. The methods chosen to achieve the goal depend on the imagination of the businessman and his financial capabilities.

REFERENCES:

1. Кизименко К. Гейміфікація як сучасний інструмент розвитку бізнесу. *Сучасні підходи до управління підприємством*:VIII Всеукраїнська наук.-практ. конф. З міжнародною участю. (Київ, 6 квітня 2017) Київ, 2017. С. 20. URL: http://conf.management.fmm.kpi.ua/proc/article/view/99806 (дата звернення: 17.04.2021).
2. Ілляшенко С. Маркетингова товарна політика : підручник. Суми : ВТД «Університетська книга», 2005. 234 с.
3. Як знайти і утримати постійних клієнтів.URL: http://melnicabiz.com.ua/business_publikacii/32-biznes-kak-najti-i-uderzhat-postojannyh-klientov.html# (дата звернення: 15.04.2021).

DISCUSSION PLATFORM 10

Berezhna Anna,
MPA-20-1
University of State Fiscal Service of Ukraine,
Irpin, Ukraine
Scientific supervisor: Samoilova Iryna, PhD, State Administration,
Associate Professor, Associate Professor of the Department of Management,
University of State Fiscal Service of Ukraine,
Irpin, Ukraine

ORGANIZATION CULTURE AS AN IMPORTANT FACTOR OF COMPETITIVENESS BENEFITS

In modern conditions, the problem of competitiveness, especially in a transitional economy, is of particular importance. In today's conditions, a large number of companies solve a single problem - the problem of survival. In turn, many fewer companies solve the problem of survival with the prospect of development and self-reliance, rightly believing that the state is simply unable to help them in this period. Therefore, in our opinion, the concept of anti-crisis management, which is aimed primarily not only at survival but also at sustainable development of the organization in this difficult and controversial period, is relevant within the modern management paradigm. An integral part of the strategy of success, a factor of sustainable development of the enterprise is the culture of the organization.

It is worth noting that effective management to some extent should be aimed at increasing the competitiveness of enterprises. Therefore, perspective and the ability to choose and build a rational development strategy are of particular importance.

French researcher N. Demeter defines the culture of the organization as a system of ideas, symbols, values and patterns of behavior shared by all team members. That is, the culture of the organization reflects certain collective ideas about the purpose and means of activity [1, p. 294].

Many define the culture of the organization as the nature, features, style of the organization, which in turn are manifested in the behavior and reactions of individuals and social groups of its employees, in their judgments, attitudes, ways to solve problems of labor and production, equipment and internal aesthetics , used equipment and technology, etc.

It is worth noting that the culture of any organization is formed under the influence of the external environment. However, two organizations working side by side can have very different cultures. This is because due to their collective experience, members of the organization solve two important tasks in different ways: external adaptation and internal integration [2, p. 138].

The process of economic processes over time is dynamic, which determines in conditions of fierce competition the need for enterprises to quickly adapt to changing conditions of external and internal environment. Therefore, the culture of the organization helps the company to solve two important tasks: external adaptation and internal integration. The culture of the organization includes not only global norms and rules, but also the current regulations. Deviation from these norms affects a person both positively and negatively. This is due to the organization of work in the workplace, the system of material and moral incentives, leadership style, control system, clothing, attitude to personal chimeras.

Organizational culture is based on the culture of power, role, actions and personality. The culture of power is determined by the professionalism of management and loyalty of subordinates. Different organizations tend to set priorities in organizational culture. Therefore, this culture may have features depending on the type of activity, form of ownership, market position or in society [3, p. 12].

One of the most important competition problems faced by any organizational system is that at a certain point in time it is unable to overcome changes in the market and, accordingly, is forced to abandon outdated structural forms of organization. With a duration of several years, changes are made to the structure of the organization, decision-making procedures, and so on. In this case, the possible negative consequences of reorganization are reduced, as a rule, as a result of changes in individual functions not simultaneously but at different times. Based on this, the practice of constant reorganization shows that the benefits associated with this system are enormous. That is, the system allows you to change the structure of the organization, strengthening it or highlighting it, as well as giving many people the opportunity to expand their professional experience.

Summing up, we note that the culture of the organization acts as a system of progressively formal and informal rules and norms, customs and traditions, individual and group interests, staff behavior, leadership style, employee satisfaction, working level, level of cooperation and compatibility between employees and with the organization, and most importantly acts as a factor of competitive advantage of enterprises, the system of prospects for increasing the competitiveness of enterprises.

REFERENCES:

1. Vitlinsky V.V., Final S.I. Risk in management. Kyiv, Borisfen Ltd., 2001. 326p.
2. Lobza A.V., Karpuk D. Organizational culture as an element of company success. Collection of Dnipropetrovsk State Financial Academy. 2014. pp. 137-141.
3. Komarova V.V. Organizational culture. A textbook for students of higher educational institutions. Dnepropetrovsk, 2011. S. 6-19.

Grechuha Julia,
Faculty of Trade and Marketing,
course 1, group 9, specialty "Journalism",
Kiev National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zatserkovny Oleh,
Senior Lecturer at the Department of Modern European Languages, KNUTE

ENTERPRISE COMPETITIVENESS MANAGEMENT IN THE CONDITIONS OF GLOBALIZATION

Today, the process of globalization is inevitable for Ukrainian enterprises. The competition is getting tougher and gaining global proportions. Domestic products remain less competitive in both foreign and domestic markets. The development of international economic relations in the 21st century. marked by increasing globalization of world commodity markets. The decisive factor in the successful operation of the enterprise is the management of the competitiveness of the enterprise. As subjects of international economic relations, Ukrainian enterprises must consciously enter the system of world economic relations in order to effectively use all their opportunities and increase the level of competitiveness. Therefore, in today's world, both in countries with developed market economies and in countries with economies in transition, much attention is paid to the use of adequate measures to develop competitive advantages at all levels of the economic system and increase international competitiveness.

Of course, the success of an internationalized enterprise in the long-term perspective depends on the management system of international competitiveness.

Management of international competitiveness of the enterprise is a system of ensuring the viability of the enterprise, which ensures its integration into world economic structures and the effective functioning of the enterprise as a subject of internationalized business. The mechanism of managing the competitiveness of the enterprise is a set of tools and methods by which the impact on all available internal potential of the enterprise, the managed parameters of the external environment, taking into account market trends. [1]

Therefore, in order to properly understand and interpret all important factors and provisions, it is necessary to consider the importance of the following aspects:

- analysis of regional and sectoral imperatives for the formation of competitive advantages of the subjects of international economic relations;
- development of competitive strategies of Ukrainian enterprises to enter foreign markets;
- identification of the systemic essence of the international competitiveness of enterprises.

Ukrainian enterprises need to accelerate the process of creating competitiveness management systems adapted to market relations, to strengthen their strategic orientation.

Analysis of the external and internal environment is one of the best methods for diagnosing the competitive position and potential of the enterprise. The external environment includes political and legal, socio-cultural, scientific, technical, economic and natural factors that directly affect the formation of external competitive advantages of the company. And the internal environment includes structural, managerial, technical factors, the optimal use of which contributes to the effective functioning of the company. [2]

The competitiveness of the enterprise is seriously influenced by those factors, forces and actors that give the company a competitive advantage and which need to be maintained and strengthened, the main of which are**: production, personnel and products**.

Also, the efficiency of the economy of any enterprise is determined by the quality of available labor resources and the way they are included in production, and quality management of **labor resources** - one of the main factors in increasing the competitiveness of the enterprise. [3]

Ensure effective workforce management is possible through the formation and use of organizational and management mechanism, which includes a personnel management strategy. Motivating subordinates to organize quality and productive work at the present stage of economic development - is one of the main tasks of managers.

The main reason for the negative dynamics in the system of professional and social development of staff may be the reluctance of managers to spend money on staff training, due to possible changes in jobs and their own fears of losing invested funds and their own time. Also, the management of any enterprise is invariably accompanied by the emergence of various conflicts. That is why the construction of an effective conflict management system will not only achieve the goals of personnel management, but also increase the efficiency of the enterprise as a whole, which in turn will strengthen its competitive advantages. [4]

Improving the competitiveness of the enterprise is closely linked to the quality of products, so it is necessary to create an effective quality management system.

To achieve a high level of competitiveness, work should be carried out in all areas of activity, using the available potential. All factors must complement each other and be aimed at increasing the competitiveness of the enterprise.

REFERENCES:

1. Лихащенко К. О. Управління міжнародною конкурентоспроможністю підприємства: 2020 – 31-32 с.

2. Драган О.І. Управління конкурентоспроможністю підприємств: теоретичні аспекти. Монографія./ О.І. Драган – К.:ДАКККіМ, 2016. – 144 с. / URL: http://dspace.nuft.edu.ua/bitstream/123456789/2659/3/25.pdf
3. Н. П. Тарнавська Управління конкурентоспроможністю підприємств: теорія, методологія, практика: 2008 – 52-54 с. / URL: http://dspace.wunu.edu.ua/handle/316497/554
4. Є. О. Діденко Модель управління конкурентоспроможністю підприємства 2017 / URL: http://www.economy.nayka.com.ua/?op=1&z=5590

Kyryk Yuliia,
Faculty of finance and accounting,
course II, group 7, specialty "Accounting and Taxation",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Harbuza Tetiana, PhD in Pedagogics,
Associate Professor of the Department of Modern European Languages, KNUTE

FORMATION OF A STRATEGY TO INCREASE THE COMPETITIVENESS OF THE ENTERPRISE

Modern aspects of economic relations have given businesses the opportunity to look for tools that would effectively develop them to have a high level of competitiveness. The competitiveness of the enterprise is formed on the basis of competitive advantages that are the result of economic activity of the enterprise and are manifested either in lower costs than the competitor, or in the ability to measure and control value added that exceeds the additional costs of differentiation. Competitive advantages can be characterized by the ability of the enterprise to rationally redistribute resources while occupying a stable and long-term position in the market; through a set of available resources, values, properties, which actually provide an advantage, as well as through more efficient production of qualitative and quantitative properties of products.

Competitiveness strategies of economic entities are considered as certain tools that ensure their successful operation, because this is what affects their competitive position in the market. It should be noted that the competitiveness of the enterprise determines a number of opportunities that are realized in maintaining or expanding its position in the market, as well as by influencing it, offering quality services or products that meet certain consumer demands, ensuring their efficiency. Modern economic processes are changing the environment of competition, taking into account market demand, enterprise resources and economic opportunities of investors. In addition, globalization processes and economic transparency directly affect competitiveness [1, c.54].

When assessing the competitiveness of the enterprise takes into account both external indicators (general economic situation in the country, market conditions, characteristics of competitors, state regulation of competition, competitiveness and investment attractiveness of the industry) and internal (production activities of entities, their financial, commercial, innovation and investment, organizational and managerial activities).

There is a clear sequence of assessing the competitiveness of the enterprise:

• definition of the object and subjects of assessment of the competitiveness of the enterprise;

• determining the purpose of assessing the competitiveness of the enterprise;

• choice of assessment method and ways of its most effective application;

• collection and analysis of necessary information;

• generalization of the results of the assessment of the competitiveness of the enterprise;

• formulation of conclusions on the results of the assessment of the competitiveness of the enterprise for management decisions.

One of the first important strategic tasks of the enterprise, in particular to ensure its leading position in the market, is to overcome competition in the development of new types of goods, technologies, structures and more. However, it is too difficult to develop a strategy to increase the competitiveness of the enterprise without analyzing the functioning of the market and the activities of competitors. When competing with foreign companies that are also suppliers to the domestic market, the indicator of their competitiveness should be taken into account [2, c. 128].

With each new economic process in the world there is another trend of enterprise development. The main ones are sustainability of economic growth, the impact of the market of raw materials, fuel and energy; increasing the importance of innovation and investment activities, expanding the requirements for quality indicators of production. The above trends indicate the lack of a clear strategy to increase the competitiveness of the enterprise and specific planned measures.

The modern economy clearly shows the transition from comparative advantages due to low labor costs and natural resources to competitive advantages based on a developed innovation environment, new organizational and institutional forms, unique products and technologies for which the strategy must be constantly formulated [3, c. 59].

Nevertheless, it is necessary to make changes in the strategy at the same time as global processes, because the tools and mechanisms to ensure the effective competitiveness of enterprises are changing, and therefore the approaches as well.

The development of a strategy that would help increase the competitiveness of the enterprise is characterized as the process of making a number of important decisions in the activities of the enterprise in the field of financial support of specific strategic measures to create competitive advantages in the market. In this case, the formation of strategy is considered as a way to achieve strategic goals and the main activities of the enterprise in the market.

When developing a strategy, finding tools to ensure it, it is necessary to take into account the influence of certain factors on the formation of high competitiveness.

When forming the main aspects of the competitiveness strategy, it is necessary to take into account the stage of development of the enterprise in order to identify tools for its achievement in the future. When choosing a particular type of strategy, it is necessary to take into account the ability of competitors to create quality products for the consumer [4, c.71].

The strategy, first of all, forms a number of measures of economic, organizational and motivational character, creating methods and forms of functioning of the enterprise to achieve the best results of activity.

Thus, the strategy of competitiveness of the enterprise is considered as a tool that ensures its successful functioning, because it affects the competitive position in the market under the influence of certain factors.

REFERENCES:

1. Ільченко І.Ю. Методичний підхід до оцінювання ефективності бізнес-стратегії підприємства. *Агросвіт*. 2010. № 14, с. 51–57, URL: http://www.agrosvit.info/pdf/14_2010/12.pdf
2. Довгань Ю.В. Формування маркетингової стратегії просування інноваційних рослинних харчових олій. *Економіка та держава.* 2020. № 1. С. 126–131. DOI: 10.32702/2306-6806.2020.1.126
3. Дибчук Л.В., Пчелянська Г.О. Маркетингового-логістична модель дистрибуції на продовольчому ринку. *Проблеми економіки*. 2019. №3. С. 54–60. URL: https://doi.org/10.32983/2222-0712-2019-3-54-60
4. Головчук Ю.О. Маркетингова домінанта розвитку конкурентних переваг підприємства в умовах інформаційної економіки. *Вісник Хмельницького національного університету. Економічні науки.* 2017. № 3, т. 1. С. 69–73.

Kostetskyi Maksym,
Faculty of Trade and Marketing,
Course II, group 5, specialty «Advertising and PR»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine,
Scientific supervisor: Kostenko Olga,
Lecturer of the Modern European Languages Department of KNUTE.

EMPLOYMENT OF THE FILM EDITING DIRECTOR IN THE USA AND CANADA

Currently, the issue of employment is very acute. The level of competence is considered to be the main factor which allows you to work well in order to further achieve success, recognition, to realize own potential.

In the twenty-first century, the ability in the social media market is determined by the development of technology in country and the number of qualified professionals. In the case of the USA and Canada, the level of development in these areas is approximately same, therefore the advantage in this case is determined by the depth of list of experienced personnel.

The analysis of the vacancy market needs to take into account various factors: from the geographical location to the history of industry. Every year hunger for high-quality audiovisual content grows, so the role of a specialist - an editing director - becomes larger. An editing director is a specialist who makes a film or TV program into a complete picture, using video fragments, footages and editing tools. The editing director conveys the idea and conception written by the scriptwriter, he also edits the final picture of the film or TV program and helps to show up the story clearly and interestingly to the viewer, removing everything unnecessary.

Countries such as Canada, Japan, China and the **US** have the most developed information technology network. An example, in the United States, online media advertising grows steadily and currently occupies a market share of 27% [1]. The vacancy market in the United States is almost the largest in the world, and, accordingly, the need for video editing specialists is very high. According to the American job searching service indeed.com [2], for march 2021 there are currently more than 29,000 active job search ads for the vacancy of "editing director".

In view of the low prevalence of this profession, the number of vacancies is quite a lot. Also the practice of advanced training courses is being widespread. Companies prepare professionals in their sphere and then hire the most successful "students". If you analyze the information comprehensively, you can make conclusions - knowing certain approaches to finding a specific job in the United States, the candidate is able to get a job without much difficulty for the vacancy. Except of *indeed.com*, there are many other job searching services, newspaper ads and exchanges. To find a job in the US**A** people usually use following platforms: *Monster.com, Craigslist, Indeed, CareerBuilder, CareerJet, HelpDetected.*

In contrast to the United States, the employment situation of the media in Canada is less encouraging. Economic integration with the United States has had a significant impact on the country for eighty years, but not enough to bring the level of media to the same standard. The internationality of social media plays an important role in the demand for the director of editing vacancies - the work can be carried out from different parts of the world, which guarantees a greater demand for the vacancy and, accordingly, greater competition.

This, in turn, raises the average level of qualification of all job applicants. But even though such activities are not tied to a clear geographical location, Canada has not reached such a vacancy rate compared to the United States yet. Taking into account the data on website *mediajobsearchcanada.com* [4], we can see that the number of vacancies on one of the leading platforms in Canada inferiors to their number on major US hundred times. So, we have come to the following conclusions: market share and media market turnover in Canada and the United States are quite different, which is also reflected in large difference of demand for the same vacancy in both countries.

As for self-employment, it's possible, and nowadays this feature becomes more accessible than ever before - an incredible number of different job searching platforms will help you with it.

If we draw a line under all of this, we can make fairly clear conclusions: comparing two countries in terms of demand and availability of one vacancy, we came to the conclusion that the United States is the undisputed leader in this regard. The country's media engine needs an inexhaustible number of potentially useful staff, as the process has long been established, and it remains only to maintain it in good condition. Unlike Canada, where the media has only recently begun to take shape and is experiencing a period of "maturity" - it just gets on the right vector of development and takes the first steps in this direction.

REFERENCES:

1. Реклама. Ринок США. [Електронний ресурс] – URL: https://www.tadviser.com/index.php/Статья:Интернет-реклама_(рынок_США)#2014:_.D0.A0.D1.8B.D0.BD.D0.BE.D0.BA_.D0.B8.D0.BD.D1.82.D0.B5.D1.80.D0.BD.D0.B5.D1.82.D1.80.D0.B5.D0.BA.D0.BB.D0.B0.D0.BC.D1.8B_.D0.B2_.D0.A1.D0.A8.D0.90_.D0.B7.D0.B0_2014_.D0.B3.D0.BE.D0.B4_.D0.B2.D1.8B.D1.80.D0.BE.D1.81_.D0.B4.D0.BE_.2449.2C5_.D0.BC.D0.BB.D1.80.D0.B4
2. [Електронний ресурс] – URL: https://www.indeed.com/jobs?q=film+editor&mna=5&aceid=&gclid=CjwKCAjwqcKFBhAhEiwAfEr7zZHcgReXbmz26oLgWagay5C7xDM0n7wGEwJSaV-5GukttjAW1royDhoCwl0QAvD_BwE
3. [Електронний ресурс] – URL:https://de.xcv.wiki/wiki/Media_ownership_in_Canada
4. [Електронний ресурс] – URL:https://www.canada.ca/en/services/jobs/opportunities.html

Kuzinska Valeriia,
Faculty of Economics, Management and Law,
course II, group 1, specialty "Public Management and Administration",
Vinnytsia Institute of Trade and Economics of
Kyiv National University of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor: Makhnachova Natalia, PhD in Economics,
Head of the Department of Management and Administration, Associate Professor, VITE KNUTE

A THEORETICAL PERSPECTIVE ON THE DIFFERENCE BETWEEN LEADERSHIP AND MANAGEMENT

The comparison of the terms 'leadership' and 'management' is one of the key topics in management as a science and is a controversial issue. Leadership and management are widely used interchangeably because of their interrelationship. The reasons why they are misunderstood, comingled or confused are either ignorance of their essences, or oversimplification. These terms have similarities, however, there are also distinct characteristics that make them significantly different and that can't be forgotten. These specificities are crucial to not just the correct usage of the terms, i.e. the academic aspect, but to a clear definition of both the leader's and manager's tasks, their assessment, etc., namely the empirical aspect.

Management is considered a term separate from leadership and vice versa. As Bass puts it, 'leadership is one of the world's oldest preoccupations, serving as both a hot topic and an important driver of innovation for thousands of years' [1], while management is a modern concept (from of the nineteenth and early twentieth centuries) and is more about controlling and organizing a company, running operations efficiently in order to achieve set objectives. 'Leadership involves the leader, followers, and the situation' [7, p. 64]. By the way, leadership is also shown as a personal ability. 'In brief, leadership and management are not only different at the definitional level but also, their conceptual foundations have been developed from different needs and contexts. In these regards, it can be observed that leadership involves power by influence and management involves power by position' [7, p.64]. Nevertheless, management and leadership are likely to co-exist.

Both leaders and managers can be involved in establishing direction, aligning resources, and motivating and inspiring people. However, leaders and managers aren't the same people, even though in some rare cases these roles overlap. Managers are often described as rationalists, persistent and analytical. Their responsibilities are usually task-oriented: planning, budgeting, maintaining order, stabilizing work, coordinating and monitoring activities, organizing and allocating resources, controlling and solving problems. In Kotterman's opinion, they aim to reach short term goals, avoid any risks, and establish standardization to improve efficiency [3]. Managers perceive people as a resource. Leaders are eager to develop new goals, align and influence people in order to accomplish a mission, to achieve the shared long term objectives. They encourage, support, and inspire others, promote change within organizations, even though it is not their main aim. Leaders are more people-oriented. They usually persuade, unlike managers who command. Leaders are considered passionate, inspiring, creative, innovative, and risky people sometimes. Leaders must have followers, and they must influence their followers in the right ways [6, p. 67]. According to Kotter, managers produce standards, consistency, predictability, and order, while leaders produce the potential for dramatic change, chaos, and even failure [2]. Zaleznik stated that 'managerial goals arise out of necessities' [4], 'but the goals of leaders come from a place of active attitudes. The concept behind this theory is that leaders will use their energy to inspire people to be creative about problem-solving, but that managers make sure that the organization's day-to-day business gets done, which may include telling people what to do, if necessary' [5, p. 479]. He suggests that 'leaders develop fresh approaches to long-standing problems and open issues to new options'; 'managers act to limit choices' [4].

A manager is an individual who holds a directive post in an organization. A leader doesn't always have a high position, but he or she has the ability to control others. Employees usually follow a manager's direction in exchange for being paid a salary. Subordinates or followers legitimate their leader because they all have a shared vision, their connection is more spiritual than with a manager. There is an interesting statement made by Bass that sometimes leaders manage and sometimes managers lead [1]. Nonetheless, success at one activity does not guarantee success at the other.

Simon Sinek, the author of the book 'Start With Why', represents his understanding of leadership and management in relation to the powerful idea 'The Golden Circle', that is also described in this work, and distinguishes people into 2 types - 'why-type' and 'how-type'. The first ones know clearly why they do what they do and focus on their purpose, beliefs, i.e. these people are leaders. They challenge the status quo, look into the future, provide a sense of direction, create a common vision. The second ones know clearly how to do what they do and they focus on actions and decisions that support the 'why', i.e. these people are managers. Managers make the vision of leaders work. They take the vision and direction, commit to it and then establish timelines and agendas and secure resources to deliver on this vision. Both types are good at what they do. However, in order to work effectively those who know 'why' need those who know 'how' and vice versa.

Overall, 'leadership is about knowing where the organization needs to go, whereas management is concerned with how to get there' [7, p. 65]. 'While leaders are vital in determining the future vision and destination of an organization, managers in the front line of the organization are critical in sustaining quality, service, innovation, and financial performance' [7, p. 68].

To summarize, even though the terms 'leadership' and 'management' are interrelated, they aren't interchangeable at least in the academic aspect. In order to use them as synonyms, a leader has to be a manager simultaneously, i.e. he or she has to perform managerial responsibilities too. Leadership and management involve different kinds of power, approaches to work, ways of problem solving, functions and missions in the organizations, etc. Their co-existence in any organization is unquestionable.

REFERENCES:

1. B. M. Bass, Bass and Stogdill's Handbook of Leadership: Theory, Research, and Managerial Application. 1990. 3rd Ed., Free Press.

2. J. P. Kotter. What leaders really do, *Harvard Business Review*. 1990. Vol. 5. Issue 3. p. 3–11.
3. J. Kotterman, “Leadership vs Management: What’s the difference?”, *Journal for Quality & Participation*. 2006. Vol. 29. Issue 2. p.13-17/ URL: https://files.transtutors.com/cdn/uploadassignments/5517167_3_leadership-versus-management-.pdf
4. A. Zaleznik, Managers and leaders: Are they different? *Harvard Business Review*, 2004. URL: https://hbr.org/2004/01/managers-and-leaders-are-they-different
5. M. Liphadzi, C. O. Aigbavboa, W. D. Thwala. A theoretical perspective on the difference between leadership and management, *Creative Construction Conference*. 2017. p. 478-482/ URL: https://www.sciencedirect.com/science/article/pii/S1877705817331004
6. Daft, RL 2003, Management, 6th edition, Thompson South-Western, OH
7. S. Toor and G. Ofori, Leadership versus Management: How They Are Different, and Why, *Leadership and Management in Engineering*. 2008. Vol. 8. Issue 2. p. 61-71/ URL: https://ascelibrary.org/doi/pdf/10.1061/%28ASCE%291532-6748%282008%298%3A2%2861%29
8. S. Sinek, Start With Why, 2009.

Linnyk Anna,
Faculty of International Trade and Law,
course I, group 14, specialty “Finance Law”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Ternova Oksana,
Senior Lecturer of the Department of Modern European Languages, KNUTE

RACIAL DISCRIMINATION: HISTORICAL AND LEGAL ASPECTS AND MODERN REALITIES (ON THE EXAMPLE OF THE USA)

In modern society, the harmonious socio-political development of any state is extremely important and it applies to all spheres of life. Establishing such interaction is a complex and time-consuming process. Today, as many centuries ago, the certain section of the population is limited, national minorities are fighting for socio-political and economic rights. In this context, much of the black population of the United States is no exception [1, p.154]. The United States is one of the most developed countries in the world, the powerful superstate, the leader in world markets. With development, America has faced a number of important societal challenges, most notably racial discrimination, the division of the population into "white" and "black"[2, p.55]. But how did US public policy lay the groundwork for such large-scale oppression of blacks during the Civil War of 1861-1865, and to this day? In our opinion, we need to turn to the very origins of history to understand this issue.

Firstly, the precondition for oppression was the large number of the population, in which organized coercion to certain labor became possible. Based on historical sources, we know that America was one of the colonies of Great Britain, and its main indigenous people were Indians. 401 years ago, in August 1619, the English pirate ship "White Lion" arrived on the mainland., According to surviving documents, 20 Africans (Angolans) captured by pirates from Portuguese slave traders were on the board. The Portuguese transported slaves from Africa to one of the ports in present-day Mexico. The captives of "White Lion" were the first Africans in history who reached the shores of colonial Virginia. The pirates exchanged them for food and manufactured goods. That event marked the beginning of slavery in America. The vast majority of today's African Americans are descendants of Angola, Ghana, and Senegal. Cheap and virtually free labor from Africa became the key to survival for the American colonies.

Secondly, the situation of the black slaves in the United States was difficult and almost disenfranchised, because in the south of the country spread plantation economy, which was kept on the labor of slaves. Almost every plantation had its own, planters who had guard units, followed the order. Slaves protested: they damaged tools, killed overseers and masters. The slave uprising and their struggle for their rights spread fear among the planters, aroused the consciousness of the

Americans, which contributed to the development of a broad abolitionist movement, which, together with the Negro struggle, eventually led to the abolition of slavery. The beginning of the mass movement against slavery in the United States is considered the 30's of the XIX century. The leaders of the abolitionist movement were Benjamin Franklin, who aimed to free black slaves, and William Lloyd Harrison. Slavery was declared a moral and political evil, contrary to the US Constitution. The main question of the Civil War was whether the further development of capitalism in the United States would be ensured through the abolition of slavery and the victory of the "free farmer on free land". On May 20, 1862, the government passed the Homestead Act, free distribution of unoccupied land to U.S. citizens and immigrants who wished to acquire citizenship. USA". Later, in 1866, the 14th Amendment was passed, under which blacks were granted certain civil rights, and the 15th Amendment received some suffrage. After analyzing certain provisions of the Slavery Abolition Law and some civil rights attached to blacks, we can conclude that they were freed from heavy slavery and received not only freedom but also the opportunity to serve in the army and vote in parliament. But even their growing influence began to confuse many "white" residents. After Lincoln`s assassination, Andrew Johnson came to power, who pursued a positive policy towards planters, and with this the reaction in the southern states intensified again. Homesteads were allowed to any citizen, but not for "black", "Black Codes" were introduced.

In our view, perhaps if all of the above had not happened, and African Americans had been given their land under the 14th Amendment to the Constitution, there would be no clear problem of racial discrimination today. One can only imagine what kind of state America would have been then, because there wasmore and more restrictions that oppressed the rights of blacks, made them a disenfranchised part of society. So is it a progressive and one of the most developed countries in the world? After examining this issue, we believe that the most crucial thing for the African American population was the civil rights movement in the 1950s, that is, there was severe discrimination for almost 85 years until they took effect. A significant figure was Martin Luther King, leader of the Conference of Christian Leadership in the South. Under King's leadership, the anti-racism movement was organized. In 1963, there was a March on Washington - a demonstration in defense of equality. " I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character…"[3]Martin said in Washington's main square. Civil rights activist Julian Bond said: "For the blacks and whites who supported them, it was the most important demonstration. It was an event of historical significance, and I am happy to have been a part of it. " It was Martin Luther's speech that turned the black movement of South America into a campaign against racism, for civil rights, which was of great global importance. In 1964, the United States enacted a law prohibiting racial discrimination in public places. The following year, Congress passed a law that removed the most significant obstacles to black citizens exercising their right to vote. A special law in 1966 prohibited the discrimination in rental housing.

Thirdly, black and white rights are currently de jure in the United States, but there are cases of discrimination. Recently mass protests have swept over the country the same issue as 100 years ago, namely the restriction of the rights and oppression of African Americans. The precondition for such actions was the murder of African-American George Floydon May 25, 2020. This was due to George's use of counterfeit banknotes. The policeman who detained the man and had his knee around neck and did not let go, even when the detainee said he could not breathe. Activists protested against police violence to blackswith the slogan "I can't breathe!". The man who strangled Floyd was prosecuted, but the very fact of discrimination continues to exist. It is worth noting that not only blacks but also "white" people took to the streets in support. In this context, it should be noted that there have been positive changes in the political and educational emancipation of the African American population in the United States, ie the different situation has developed in the welfare of black citizens. The United States claims to be a major example on the world stage in the fight against social problems, including poverty.

Thus, having considered the specified problem, it is possible to conclude certain results of our work. One of the reasons for the emergence of slavery in the United States was the need for labor in South America, where large agriculturalfarms were spreading: cotton, tobacco, rice and other plantations. The majority of slaves were blacks. Analyzing the "Black Codes" and the "Jim Crow Laws", we can say that racial discrimination was a severe manifestation of the restriction of "blacks" by "whites", and segregation became a major barrier to the well-being of African

Americans. Almost 40 years after the brutal assassination of King, the leader of the civil rights movement, some of his dreams have come true. A black citizen, Barack Obama, was able to become one of the American presidents. We believe that this is an extremely great victory over racism, because a century ago public institutions were divided for "white" and "black", and in 2009 the head of the most progressive state in the world became an African-American.

REFERENCES:

1. Дрьоміна-Волок Н. В. Глобальна боротьба з расовою дискримінацією та імперативізація міжнародного права / Н. В. Дрьоміна-Волок // Актуальні проблеми держави і права : збірник наук. праць. Вип. 65 / НУ «ОЮА» , редкол. С. В. Ківалов (голов. ред.) та ін., відп. за вип. В. М. Дрьомін. Одеса : Юрид. л-ра, 2012. С. 154-166.
2. Галан В. О. Дискримінація за расовою ознакою: від апології рабства до міжнародно-правового злочину. Форум права. 2014. №3. С. 55 – 62.
3. How Martin Luther King's "I Have A Dream" Speech Changed The World. The World Post. 2013. URL: http//goo.gl/8qpRnr.

Iryna Medvedieva, Elina Bahirova,
Faculty of Economics, Management and Psycology,
course III, group 3, specialty "Corporate Finance",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zhukovska Valentyna, Doctor of Economics,
Professor of the Department of Management, KNUTE

HR-MANAGER IN THE LABOR MARKET

The coronavirus pandemic has disrupted businesses and forced HR-managers to rethink their role as they adapt to social distancing. In a crisis created by a pandemic, it is critical to respond quickly and act decisively. Since not everyone who possesses the necessary set of skills can stand the test of working as an HR-manager, the modern advantages and disadvantages for an HR-manager should be taken into consideration (*table 1)***.**

Table 1. Advantages and Disadvantages for an HR-manager

Advantages	**Disadvantages**
Demand and prestige, because any company needs a specialist in recruitment and human resource management.	The need to inform the candidate that his/her candidacy has not been competitively selected or that the company no longer needs his/her services.

Importance for top-managers, because the future of the company depends on the competence of the specialist.	High degree of responsibility for work with human resources, because the further success of the company depends on the correct choice of HR-manager.
On the whole, the salary of such a specialist is high, but depends on the level and size of the enterprise. Since thanks to the HR-managers the efficiency of the company increases and its growth accelerates.	Lack of mathematical and business training to create procedures in the field of payment and certification of personnel.

Source: Developed by the authors.

Let us consider the proposals of Ukrainian companies for employment in the position of HR-manager in terms of the largest cities (**Fig. 1).**

As we can see, most job offers come from Kyiv and it is evident, since headquarters of domestic and foreign companies are located in the capital for the most part. Four times less offers are proposed in Kharkiv, as it is the second most populated city in Ukraine. In total, the number of job offers in Ukraine is 1032 (according to Work.ua).

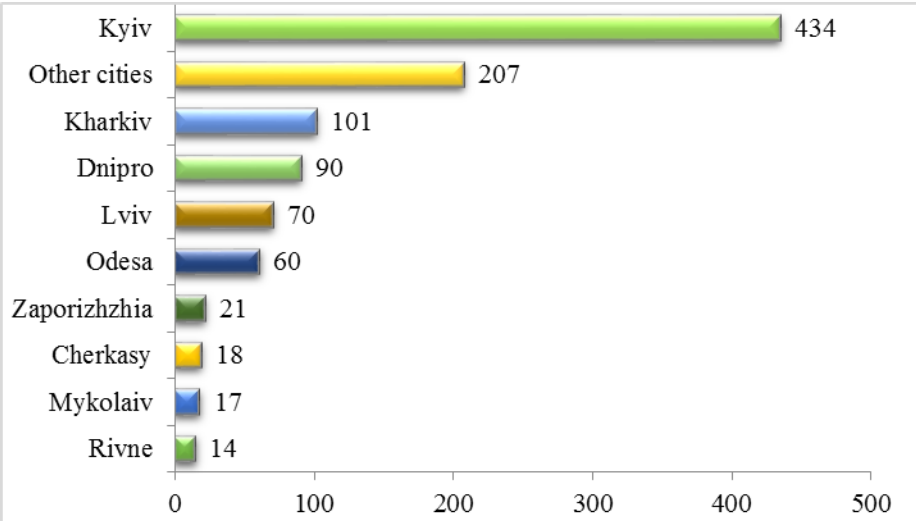


Fig. 1. . HR-manager Job Offers by Cities in Ukraine
Source: compiled by the authors on the basis of the information from work.ua [1].

It can be concluded that human resources management has changed significantly in recent years, especially during the COVID-19 crisis. Today's HR professionals pay more attention to business strategies, talent management and leadership development activities [2]. Digital literacy, flexibility of mind, immediate response skill, and emotional intelligence have become essential requirements when selecting a candidate for the HR position.

References:

1. HR-manager Retrieved from: URL: https://www.work.ua/en/jobs-hr-manager/?setlp=en.
2. V. M. Zhukovska, Sotsialnyi rozvytok orhanizatsii: potentsial, upravlinnia, innovatsii [Social development of the organization: potential, management, innovation]: monograph. KNUTE, 352. (2018) (in Ukrainian)

Myronez Jaroslawa,
Fakultät für Handel und Marketing,
Studentin des zweiten Studienjahres, Gruppe 14, Hauptfach "Marketing",
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

ZEITMANAGEMENT IM UNTERNEHMEN

Zeitmanagement ist der Einsatz von Arbeitstechniken und Arbeitsmethoden zur effizienten Planung, Durchführung und Überwachung von Arbeiten und Aufgaben, um die zur Verfügung stehende Zeit optimal einzuteilen und zu nutzen. Das bedeutet, die eigene Zeit und die Berufstätigkeit aktiv zu beeinflussen, anstatt sich von Arbeitsabläufen oder externen Störfaktoren beherrschen zu lassen [1].

Der Schlüssel zum Erfolg ist ein smartes Management knapper Ressourcen. Dazu zählen heutzutage Zeit, Können sowie Energie. Diese Ressourcen werden oft verschwendet und missbraucht, sowie die Unternehmen verfügen meistens über kein Zeitmanagement überhaupt [2].

Solange die Mitarbeiter des Unternehmens nicht wissen, wie sie mit ihrer Zeit umgehen sollen, wird das Unternehmen Verluste erleiden oder nicht das gesamte Potenzial nutzen.

Die berufstätigen Menschen, die Bescheid wissen, wie sie verantwortungsbewusst mit ihrer Zeit umgehen müssen, gehen auf die Frage ein: Auf welche Weise soll ihre kostbare Zeit geplant und verteilt werden? Wenn man die Techniken des Zeitmanagements beherrscht, kann man mehr Zeit gewinnen und das Leben besser regeln. Jedes Unternehmen strebt dazu, erfolgreich zu arbeiten. Der Erfolg des Unternehmens zeigt sich in der Effizienz des Leiters und seiner Mitarbeiter. Der Leiter des Unternehmens muss in der Lage sein, die Zeit richtig zu verteilen und die Arbeit der Kollegen mit maximaler Effizienz zu organisieren. Das bedeutet auf keinen Fall nicht, mehr zu arbeiten, sondern ermöglich, Aufgaben korrekt zu formulieren und Zeitmanagement zu verwenden.

Zeitmanagement ist die optimale Nutzung der Arbeitszeit und die Reduzierung der Auswirkungen von Faktoren, die einen erheblichen Zeitverlust verursachen. Ein effektives Zeitmanagement ist für Manager besonders wichtig, weil sie nicht nur ihre eigene Zeit, sondern auch die Arbeitszeit ihrer Kollegen effektiv regeln können. Der Manager verteilt die Ziele nach dem Prinzip von „Bedeutsamkeit-Fristigkeit". Der Manager ist verpflichtet für die Planung, Wahl und Verteilung der gesamten Arbeitszeit.

Die Gesetze des Zeitmanagements sind die Geheimwaffe des Erfolgs. Gesetze funktionieren, ob wir über sie Bescheid wissen oder nicht. Die Kenntnis grundlegender Zeitmanagementmethoden spart wesentlich die Zeit. Es gibt verschiedene Methoden zur effizienten Zeiteinteilung: Eisenhower-Prinzip, Pareto-Prinzip, ABC-Analyse, Pomodoro-Technik, SMART-Methode.

Das Eisenhower-Prinzip ist eine sehr einfache aber effektive Methode des Zeitmanagements, weil die Aufgaben klar und schnell priorisiert werden können. Grundlage ist eine Matrix, in der bevorstehende Aufgaben den Begriffen „wichtig" und „dringend" zugeordnet werden können. Den beiden Begriffen wird wiederum jeweils der Wert „niedrig" und „hoch" zugewiesen. Als Ergebnis ist eine mit vier Feldern ausgestattete Matrix, die eine leichte Einordnung von Tätigkeiten ermöglich.

Das von Vilfredo Pareto Ende des 19. Jahrhunderts entwickelte und ihm zu Ehren benannte Pareto-Prinzip gehört zu den bekanntesten statistischen Prinzipien. Das auch als 80-20-Regel bekannt ist. Die Regel also, dass sich mit 20 Prozent des Arbeitsaufwands 80 Prozent aller Aufgaben erledigen lassen. Der Schluss aus dieser Faustregel ist einfach: Priorisiere deine Aufgaben nach deren Wichtigkeit und erledige sie in genau dieser Reihenfolge.

Während es sich beim Pareto-Prinzip um ein vergleichsweise grobes Werkzeug handelt, geht die ABC-Analyse deutlich tiefer ins Detail. Grundsätzlich geht es bei der Methode, die auch bei der Bewertung von Kunden, Rohstoffen und Gütern zur Anwendung kommt, um die Klassifizierung nach ihrer Wichtigkeit in die Kategorien A, B und C. Die Aufgaben der Kategorie A sind am wichtigsten und tragen nach der Faustregel 65 Prozent zum Gesamtergebnis bei, erfüllen aber nur ca. 15 Prozent aller Aufgaben. Aufgaben, die in die Kategorie B eingeordnet werden, machen einen Anteil von 20 Prozent aus und tragen ca. 20 Prozent zum Gesamtergebnis bei. In die Kategorie C fallen schließlich 65 Prozent aller Aufgaben, die im Gegenzug aber nur 15 Prozent zum Gesamtergebnis beitragen.

Die Pomodoro-Technik unterteilt Aufgaben in kleine, handhabbare Teilaufgaben, die in Zeitintervallen von je 25 Minuten bearbeitet werden. Nach jeder 25-Minuten-Einheit (pomodoro) folgt eine fünfminütige Pause. Nach vier pomodori legen Sie eine längere Pause von 30 Minuten ein.

Um Fehler bei der Zielformulierung zu vermeiden, kann man auf die SMART-Methode zurückgreifen. Nach diesem bewährten Modell müssen die Ziele fünf Kriterien entsprechen: spezifisch, messbar, attraktiv, realistisch und terminiert [3].

Zum Schluss soll noch einmal hervorgehoben werden, dass die Techniken und die Modelle des Zeitmanagements außerordentlich große Bedeutung haben. Durch Untersuchung und Verwendung der oben genannten Methoden des Zeitmanagements können viele Probleme des modernen Betriebs gelöst werden. Die Arbeitszeit wird viel produktiver genutzt, die Arbeitsdisziplin und die Qualität des Personals werden wesentlich erhöht und verbessert.

LISTE DER VERWENDETEN QUELLEN:

1. Zeitmanagement [Електронний ресурс] – URL: http://www.wirtschaftslexikon24.com/d/zeitmanagement/zeitmanagement.htm#:~:text=Zeitmanagement%20ist%20der%20Einsatz%20von,optimal%20einzuteilen%20und%20zu%20nutzen.
2. Kaier G. Zeitmanagement im Unternehmen: 8 Empfehlungen für mehr Effizienz [Електронний ресурс] / Gabriele Kaier. – 2017. – URL: https://www.timetac.com/de/blog/zeitmanagement-im-unternehmen/.
3. ZEITMANAGEMENT: METHODEN KENNEN UND RICHTIG EINSETZEN! [Електронний ресурс] – URL: https://www.lernkarten.de/zeitmanagement_selbstmanagement/#beitrag5.

Ohurtsova Maryna,
Faculty of International Trade and Law,
course II, group 3a, specialty "International Economics",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Vysotchenko Svitlana, Senior Lecturer
at the Department of Foreign Philology and Translation, KNUTE

COUNTRIES' COMPETITIVENESS: GLOBAL RANKINGS AND EVALUATION FACTORS

It is evident that different countries have a diverse resource base, various prospects of particular industries on the world market, different background and political situation. These reasons are one of those that define the competitiveness of a country among other players on the world trade market. Despite, there are numerous factors of countries' competitiveness that should be taken into account while discussing different ways of managing it.

To start with, competitiveness of a country may be defined as an ability of a country to produce different kinds of goods to meet customers' demands on international market. It is estimated in quality and quantity of goods compared to competitors' similar indicators. Moreover, it is an ability to enhance economic welfare of a country, stability, level of life, speed of economy development and tempo of GDP growth.

The World Economic Forum, which has been measuring countries' competitiveness since 1979, defines it as: “the set of institutions, policies and factors that determine the level of productivity of a country." Other definitions exist, but all generally include the word “productivity" [1].

There are a lot of factors affecting the formation of competitive advantages of a country. The first significant factor is the dynamism of economy that determines the currency rate in comparison with strong and stable currencies, a number of items produced per person, etc. It indicates how fast the economy advances. The second factor (directly related to the previous one) is the dynamism of the market. This includes the quality of products and services, the quantity of goods per population and effectiveness of production.

The further crucial factor is the condition of financial sector of a country including the commercial banks’ performance, the market for securities, stocks and bonds. Furthermore, the next important factor is labor force. It involves the quantity, the growth rate of the workforce and the level of its qualification.

In addition, the government influences a lot the economy competitiveness. It regulates economic processes through monetary and fiscal policies, taxation, tariffs and the government sector’s share in national income. The quantity of various resources available for production, level of industrialization and the stage of the development of infrastructure contribute to the country competitiveness as well as innovations in different manufacturing sectors.

As it was mentioned, an important part of the global constitutes political situations in countries, mainly the level and distribution of income and labor relationships in the industrial sector.

However, effectiveness of countries’ production, fiscal policy, workforce and other components of the competitiveness should be regarded in respect to other countries. This is called a competitive advantage. It allows countries to propose their high quality goods and services at a cheaper price. The competitive advantage is divided into a comparative advantage a differential advantage. The differential advantage means proposing the unique superior product. The comparative advantage can be seen as a product feature distinguishing it from other ones. The comparative advantage mostly refers to international trade. It posits that a country should focus on what it can produce and export in a relatively cheaper way – thus, if one country has a competitive advantage in producing both products A & B (A, B – are randomly selected products), it should only produce A if it can do it better than B and import B from other countries [2].

There are examples that could be provided to illustrate the given principles and indicators. For instance, in the Global Competitiveness Report (2019) it is said that with a score of 84.8 out of 100, Singapore is a country closest to frontiers of competitiveness. The United States may have lost out to Singapore overall, but it remains an innovation powerhouse, ranking 1st on the business dynamism pillar, 2nd on innovation capability, and 1st for finding skilled employees. Nordic countries are among the world's most technologically advanced, innovative and dynamic ones while also providing better living conditions and social protection [1].

Despite, 7 years earlier, in 2014, the US took the leading position in terms of global competitiveness that was stated by the Forbes magazine: The United States are holding their first place. For the past 26 years IMD, an international business school in Lausanne (Switzerland), has issued a list of the countries it says are the world's most competitive [3].

To summarize, there are numerous factors that form the global competitiveness. The leading countries propose better products and possess more advanced technology, industry, greater labor force, financial stability, smarter governmental policy, etc.

REFERENCES:

1. Global Competitiveness Report 2019: How to end a lost decade of productivity growth. World Economic Forum. 2019. URL: https://www.weforum.org/reports/how-to-end-a-decade-of-lost-productivity-growth
2. Alexandra Twin. Competitive Advantage. Investopedia. 2021. URL: https://www.investopedia.com/terms/c/competitive_advantage.asp
3. Susan Adams. The World's Most Competitive Countries. Forbes. 2014. URL: https://www.forbes.com/sites/susanadams/2014/05/22/the-worlds-most-competitive-countries-2/?sh=59f7a92e421f

Slotschewska Wiktorija,
Fakultät für Wirtschaftswissenschaften, Management und Psychologie,
Studentin des zweiten Studienjahres, Gruppe 15,
Hauptfach: Personalführung,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw, Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

UNTERNEHMENS- UND PERSONALFÜHRUNG

Personalmanagement, allein das Wort vermittelt ein Gefühl von Beständigkeit. In der Tat verbirgt sich hinter dem Begriff Personalmanagement etwas Großes: ein Sammelbecken aller personalen Lösungsmuster innerhalb einer Organisation. Doch in Zeiten der Digitalisierung stellen diese Lösungsmuster lediglich die aktuellen Handlungsoptionen und Gestaltungsnotwendigkeiten eines Unternehmens dar. Die Hauptaufgabe des Personalmanagements ist es nun, diese Lösungen permanent an die veränderten Umstände anzupassen und bei Bedarf sogar völlig neu zu denken. Ziel ist es, die eigene Organisation nicht nur zu erhalten, sondern nachhaltig und erfolgreich weiterzuentwickeln. Aber der Reihe nach: Welche Aufgaben und Ziele verfolgt das moderne Personalmanagement?

Das Hauptziel ist die Stärkung der Mitarbeiterzufriedenheit, beziehungsweise deren Sicherung, da diese im Zusammenhang mit der Kreativität und Produktivität im Job steht. Mitarbeiter, die zufrieden sind, haben außerdem weniger Fehltage und sind ihrem Arbeitgeber für längere Zeit treu. Dadurch lassen sich Personalkosten sparen und die Wettbewerbsfähigkeit des Unternehmens steigern. Die wesentlichen Aufgaben des Personalmanagements sind die Auswahl, der Einsatz und die Förderung von Arbeitskräften. Dazu gehört auch eine vorausschauende und strategische Planung. Die Aufgabenbereiche umfassen die Personalplanung, Personalwesen, Personalbeschaffung, Personaleinsatz und –verwaltung, Entgeltmanagement, Personalentwicklung sowie Personalcontrolling [1].

Auf der Ebene der Formalziele werden im Personalmanagement wirtschaftliche und soziale Zielsetzungen unterschieden. Mit der Realisierung wirtschaftlicher Ziele wird zwar in erster Linie den Eigentümern entsprochen. Mittelbar gilt das aber auch für die Mitarbeiterinteressen, da Arbeitsplätze gefährdet sind, wenn der Unternehmenserhalt nicht gewährleistet ist. Bei sozialen Zielen handelt es sich um Erwartungen, Bedürfnisse und Interessen der Mitarbeiter. Deren Berücksichtigung schlägt sich in der individuellen Arbeitszufriedenheit nieder, und es wird ein positiver Einfluss auf die Motivation und Leistung des Einzelnen erwartet. Zwischen den beiden Zielkategorien besteht jedoch ein Spannungsverhältnis: Einerseits gewährleisten wirtschaftlich erfolglose Unternehmen kein adäquates, sicheres Einkommen für ihre Mitarbeiter. Andererseits können gerade die Personalkosten bzw. der Erhalt von Arbeitsplätzen den Unternehmenserhalt gefährden. Da die Erfüllung sozialer Ziele eine nicht unwesentliche Voraussetzung für die Erbringung der Leistung durch das Personal darstellen, sind sie zumindest als Nebenbedingung bei der Verfolgung wirtschaftlicher Ziele zu berücksichtigen.

Auf der Ebene der Sachziele muss primär das notwendige Personal in quantitativer und qualitativer sowie zeitlicher und örtlicher Hinsicht bereitgestellt werden. In diesem Zusammenhang ist von der Verfügbarkeit die Rede. Daneben wird als zweite Kategorie personalwirtschaftlicher Ziele die Wirksamkeit als die Durchsetzung der Ansprüche eines Unternehmens an das Verhalten des Personals (im Rahmen der Personalführung) formuliert. Personalmanagement muss unter Beachtung personalwirtschaftlicher (ökonomischer und/oder sozialer) Formalziele geeignete Maßnahmen ergreifen, um die Verfügbarkeit und Wirksamkeit des Personals sicherzustellen [3].

Nicht nur die finanzielle und technologische Ausstattung eines Unternehmens entscheidet über seine Produktivität. Besonders die Mitarbeiterführung hat einen direkten ökonomischen Einfluss auf den Unternehmenserfolg. Denn je besser eine Führungskraft organisiert wird, desto effizienter und motivierter arbeiten die Mitarbeiter. Um eine Mitarbeiterführung erfolgreich umzusetzen, ist es für eine gute Führungskraft besonders wichtig, sich mit Führungsinstrumenten auseinanderzusetzen. Es wird zwischen organisatorischen und personalen Führungsinstrumenten unterschieden:

- Organisatorische Führungsinstrumente: greifen in die Unternehmensorganisation ein und schaffen günstige Rahmenbedingungen für den Unternehmenserfolg.
- Personale Führungsinstrumente: nehmen direkten Einfluss auf die Mitarbeiter und sind deshalb wesentlich erfolgreicher als die organisatorischen Instrumente.

Gute Führungsstile sollten beide Arten ineinander vereinen. Allerdings erfordert die richtige Wahl der Führungsinstrumente hierbei eine gewisse Fachexpertise und Erfahrung im Umgang mit den unterschiedlichen Techniken. Doch Führung kann gelernt werden! Denn Mitarbeiterführung ist nichts anderes als ein Handwerk. Die Werkzeuge zur Ausübung dieses Handwerks sind die Führungsinstrumente [2].

Unter dem Begriff „Führung“ wird meistens Mitarbeiterführung im Unternehmen zu verstehen. Die Vielfalt unterschiedlicher Unternehmen ist dabei genauso mannigfaltig wie die Ziele, die von ihnen gestellt und verfolgt werden. Ganz allgemein wird unter einer Organisation ein soziales Gebilde verstanden, das dauerhaft ein Ziel verfolgt und eine formale Struktur aufweist, mit deren Hilfe Aktivitäten der Mitglieder auf das verfolgte Ziel ausgerichtet werden. Dazu gehören außer privaten Unternehmen, die wirtschaftliche Ziele verfolgen, auch Behörden und Verwaltungen des öffentlichen Dienstes sowie Einrichtungen des Gesundheitswesens als non-profit Organisationen. Die Organisationen, bei denen ehrenamtliches Engagement im Vordergrund steht, sind auch von größter Bedeutung. Dazu gehören Vereine, Verbünde, Parteien etc.

Der Begriff „Mitarbeiterführung“ macht aber deutlich, dass es sehr wichtig sein kann, diesen Bereich der Führung von anderen wie z. B. der Unternehmensführung abzugrenzen. Unternehmensführung oder Geschäftsführung können als Oberbegriffe verstanden werden, die alle Bereiche, die zur „Führung“ oder zum „Management“ einer Organisation erforderlich sind, umfassen. Diese Aufgaben werden durch Geschäftsführer, Vorstände, Inhaber etc. wahrgenommen. Am Beispiel eines Freiberuflers oder Einmannunternehmens wird deutlich, dass Geschäftsführungen nicht notwendig Personalführung beinhalten [4].

Zu den wichtigsten Geschäftsführungsbereichen gehört außer Finanzen, Controlling, Organisation, Marketing, Vertrieb etc., auch der Bereich des Personals, sobald Mitarbeiter beschäftigt werden. Die Führung des gesamten Personals als eine Funktion der Unternehmensführung wird dann als Personalmanagement oder Personalwesen bezeichnet. Das umfasst die Personalbeschaffung, Verwaltung und die Aus- und Weiterbildung bzw. Personalentwicklung. Die Verantwortung des Personalmanagements erstreckt sich auf alle

Mitarbeiter einer Organisation, was naturgemäß auch die Führungskräfte umfasst. Damit zählen die Auswahl und Entwicklung von Führungskräften sowie die Gestaltung der Mitarbeiterführung in einer Organisation durch z. B. Leitlinien und Instrumente zu den zentralen Aufgaben des Personalmanagements.

Schlussfolgernd muss betont werden, dass es sich bei der Unternehmensführung und dem Personalmanagement um allgemeine Steuerungsfunktionen, die die ganze Organisation oder Teilfunktionen betreffen, handelt. Dazu gehören Strukturen, Aufbau- und Ablauforganisation, der Spezialisierungsgrad, der Technikeinsatz, Entlohnungs- und Anreizsysteme etc. Unter personaler Führung oder Mitarbeiterführung wird hingegen die direkte und zielgerichtete Einflussnahme von Vorgesetzten auf Mitarbeiterin Organisationen verstanden. Interessanterweise können Strukturen bzw. Führungssubstitute durch Führungskräfte direkt ausgeübte personale Führung unterstützen aber auch neutralisieren [5].

LISTE DER VERWENDETEN QUELLEN:

1. Erfolgreiches Personalmanagement: Der Treibstoff für Unternehmen // Personio – 2021. – URL: https://www.personio.de/hr-lexikon/personalmanagement/
2. Führung // Redaktion Personalwissen. Personalwesen. – 2021. – URL: https://www.personalwissen.de/fuehrung/fuehrungsstil/fuehrungsinstrumente-fuehrungskraft/
3. Mager P. Personalmanagement / Phillip Mager // HR-Wissen. – 2021. – URL: https://softgarden.de/ressourcen/glossar/personalmanagement/
4. Personalmanagement. HR-Glossar // Dresden. Agentur Junges Herz. – 2021. – URL: https://www.agentur-jungesherz.de/hr-glossar/personalmanagement/
5. Unternehmensführung zur Sicherung der Zukunftsfähigkeit eines Betriebes // Sage Advice Der Blog für fundiertes Unternehmerwissen. – 2021. – URL: https://www.sage.com/de-de/blog/lexikon/unternehmensfuehrung/

DISCUSSION PLATFORM 11

Damchuk Daria,
Faculty of Economics, Management and Psychology,
course II, group 2, specialty "Business Economics",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Panasiuk Natalya,
Lecturer of the Department of Modern European Languages, KNUTE

THE ROLE OF INNOVATION MANAGEMENT FOR ENTERPRISES

Today, firms need constant development and improvement, fighting for their market share. Innovation is the result of introduction of the novation process into economic practice. It helps business to promote economic growth, it leads to new solutions and ideas. So, the ability to innovate rapidly is one of the most competitive advantage of modern enterprises [1, c.39].

The competitiveness of any firm more and more depends on the facility to be leader in the creation and realization of unique production. As a rule, the gained competitive advantage promotes an increase in profit that is the main purpose of each business. Innovation is one of the most important factors for growth and development of every enterprise. That is why, in modern conditions innovation management, commercialization of intellectual property, professionalism in this field becomes especially relevant.

Innovation management is a set of defined organizational and economical methods and forms of management of all stages and types of innovation processes with maximum efficiency. Also, it is the process of managing ideas. Innovation can improve productivity, create new revenue streams, increase employee loyalty, save costs. The success of an innovation depends on creativity, support and acceptance by people. In this case, it will transform big ideas into reality [4, c.94].

The activity of each company is aimed at satisfaction consumer needs of the relevant market segment. Regardless of what industry it belongs to, what customers it serves, there are other business structures engaged in similar activities in the market. Competition between business entities makes them care about the efficiency of their activities, which is possible only under systematic conditions of innovations in the production process in order to improve the method of manufacturing, provide new properties, improve the design that forms its highest consumer value and makes it more attractive to buyers. Consequently, the ability businesses to create something new in the market of goods and services that consumers need, provides conditions for their long-term existence and development [3, c.80].

American management specialist Peter Drucker pointed out that «innovation is a special tool of entrepreneurs, through which they explore changes in economy and society in order to use them in business or different areas of service». So, with the help of innovation the organization is able to compete in a market.

Management is a hierarchical top - a group of senior managers on which depends the survival, development and success of the company. Management system of organizations that use innovative approach to its operation and development, designed to solve a number of problems:

- constant updating of the range of products and services;

- creation of new production systems;

- increasing the efficiency of production and marketing activities by increasing productivity of the staff and reducing the expenses.

The solution of these problems is provided by creation of dynamic and flexible control system based on broad delegation of authority to those levels of management that can produce innovative ideas and put them into practice. Coordination of work on attraction of innovations in practice or their creation is independently carried out by the innovation management subsystem [3, c.82].

The task of innovation management is effective managing new activities of the organization that promotes it ability to participate in innovation processes, create or attract innovations that ensure its progressive, proportional development, economic stability, strong competitive position, long and successful operation in the market.

General innovation management consists of:

- normative management (development of business policy philosophy, indicating the condition of the company in a market, formulation of global strategic intentions);
- strategic management (determination of strategic measures, their implementation in time, monitoring and control);
- operative management (implementation of operational strategy for the practical realization of the plan in action).

If a firm wants to be in progress, it should take the characteristics of economic development. It needs well-defined planning, organization, implementation and control in order to satisfy the market requirements as fully as possible, and create modern products or services. New enterprises are faced with serious problems: the expansion of the global economy, the struggle for market share, a decrease in size. In order to meet these challenges, firms must constantly increase productivity, improve product and service quality and meet customer requirements and desires.

Nowadays there is a tendency for all innovations to be realized through projects, regardless of the area they are related to, or the size and structure of the organization. To be a successful business it is necessary to establish an appropriate successful team. Successful management depends on the adequate formation of the team, in which the members complement each other with the characteristics of team leaders [2].

To ensure effective interaction the main aspects must be defined:

1. who should make a decision;
2. who performs this work;
3. who is responsible for management functions;
4. who receives the information.

The levels of responsibility and authority must be clearly defined not only for permanent members of the program, but also for performers or organizations that support the program at certain stages. In any case, the concept and organizational program structure must be consistent with the strategic plan of the development of the organization.

To sum up, I can say that there is no doubt that organizational culture affects the functionality and success of the enterprise. It affects strategic decisions, including the decision to innovate. By building innovative culture, management contributes to the continuous increase in innovation and their realization. Innovative culture in the enterprise is the one that simultaneously supports the innovative and creative thinking [2].

So, the innovation process is the groundwork for business development. Successful change management is a key to the growth of the firm. There must be a clear strategy for dynamic innovations that responds to market demands. Therefore, business survival depends on the ability of management to manage changes. Management plays an important role in business innovation policy. For innovation success, it requires a wide variety of internal and external roles with technical expertise, functions and power.

REFERENCES:

1. Василенко В.О., Шматько В.Г. Інноваційний менеджмент: навч. посібник/ за ред. В.О. Василенка. Київ: Центр навчальної літератури, 2005. 440 с.
2. Janjić I., Rađenović T. The importance of managing innovation in modern enterprises. Nis, 2019. 45p.
3. Porter M. Competitive advantage, Asse books, Novi Sad, 2007. 94p.
4. Stosic B. Innovation management - expert systems, models and methods, University of Belgrade, Faculty of Organizational Sciences, Belgrade, 2007. 5-6p.

Hytra Olena,
Faculty of Trade, Marketing and Services,
course II, group 22, specialty "Marketing",
Vinnytsia Institute of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor: Pchelianska Galyna, PhD in Economics,
Associate Professor of the Department of Marketing and Advertising,
VITE KNUTE

FACTORS INFLUENCING PRICING POLICY

Price is the most common concept used in the enterprise. Right price is one of the important determinants of business success. Its property is the universality of application in all spheres of life and a fixed expression in the currency. Price is a characteristic feature when buying any product or service. It is a reflection of the full value of the product from the beginning of the idea to the final process of operation. Price, as a macroeconomic category, must be subject to state control. However, in a free economy, the state's influence on prices is somewhat limited. Enterprises regulate the setting of prices for goods.

A price policy is a guideline set by the top management to bring about optimum product market integration. It is that sharp weapon by which the marketer can encourage or discourage competition, satisfy or dissatisfy the consumers, helps or hinder the army of salesman in effective selling. Price policies and strategies are important for all the members of channel of distribution [3].

In a competitive business environment, marketing managers strive to establish pricing policies for goods or services to meet certain objectives, such as:

1. To enable the firm to earn a fair percentage of profit.
2. To meet or stay ahead of competition.
3. To maintain or increase the firm's share of the market and
4. To stabilize its prices [1, 5].

Price determination has been studied by many foreign and domestic scientists. Among the first who initiated and developed the theory of labor value were: W. Petty, A. Smith, D. Ricardo, K. Marx. This theory is created from simple elements that are easy to understand, characterized by an objective basis and more complex practical application. Subsequently, other scholars and practitioners studied the development of economic theory of pricing [2]. As a result of the analysis of all aspects of pricing, the opinion was formed that the main purpose of the price is a certain "sacrifice" that a person can make when buying goods to meet their own needs.

The essential factors that influence pricing decision can be categories into two main heading; the internal factors and the external factors. The internal factors are factors that can be control, determine and process by the organization. These factors are mostly in relation with the organization business level strategy and greatly influenced by the nature of business. The internal factors include; cost of production, channels of distribution and the company objective while the external factors include; market demand, market competition, macroeconomics trends, and market segment and consumer perceptions [3, 4, 6].

The external factors are those factors that are not within reach of the organization. They are external because there are many parties that determine and control these factors. The business organization is a party to the external factor and cannot control or determine the aggregate indicators of these factor. The external factors include buyer behavior regarding the particular product, market characteristics, extent of bargaining power of customers, competitors' pricing policy, government controls/regulations/pressures on pricing, social considerations [5].

The discussion thus far has provided the internal and external considerations when determining a pricing strategy. It can therefore be seen that the relationship between the price of a product and the quality can reflect positively or negatively upon the corporate image of the organization [3, 5].

In order to achieve financial results, the company must clearly set goals and take into account all pricing factors. Referring to them, the company develops a further action plan that focuses on profit maximization or, for example, on market retention.

REFERENCES:

1. Гуда Н. Е. Економічна суть ціни та ціноутворення в Україні: сучасний стан та перспективи розвитку. *Економіка та держава*. 2019. № 5. С. 106–110. DOI: 10.32702/2306-6806.2019.5.106
2. Стаднік Л. І., Шевченко А. О. Інноваційна цінова політика як елемент консалтингу в системі управління поведінкою споживачів. *Економіка та держава*. 2020. № 8. С. 66–70. DOI: 10.32702/2306-6806.2020.8.66
3. Cant, M. C., Wiid, J., & Sephapo, C. M. Key Factors Influencing Pricing Strategies For Small Business Enterprises (SMEs): Are They Important? *Journal of Applied Business Research (JABR).* 2016. Vol. *32*(6) P.1737-1750. https://doi.org/10.19030/jabr.v32i6.9820 (дата звернення 15.04.2021).
4. Luqman O., Okewale J. Factors Influencing Pricing Decision: Evidence from Non-Financial Firms in Nigeria. *Acta Universitatis Danubius (Economica).* 2017. Vol. 13. No 1. P. 157-172.
5. Nichila S. Pricing of Products: Meaning, Objectives and Methods. URL: https://www.businessmanagementideas.com/pricing/pricing-of-products-meaning-objectives-and-methods/7074 (дата звернення 14.04.2021).
6. Stadnyk V., Pchelianska G., Holovchuk Yu., Dybchuk L. The concept of marketing of balanced development and features of its implementation in the food market. Agricultural and Resource Economics. 2020. Vol. 6. No. 3. Pp. 80–95. URL: http://are-journal.com (дата звернення 15.04.2021).

Lukina Margarita,
Shlapak Olga,
Faculty of Trade, Marketing and Services,
course II, group MR 21, specialty «Marketing»,
Vinnytsia Institute of Trade and Economics,
Vinnytsia, Ukraine
Scientific supervisor: Serednytska Lyudmila, Senior lecturer at the Department of Marketing and Advertising, VITE KNUTE

METHODS OF GENERATING IDEAS OF NEW GOODS

The modern economy of Ukraine is characterized by a high level of dynamism and instability. Of course, this negatively affects the activities of economic entities, because they are not always able to quickly adapt to changes in the environment. At the moment, one of the most effective means to bring the internal opportunities for enterprise development in line with market conditions is to create and disseminate innovations. [1, c.832]

Such scientists as V. Kardash, V. Kucherenko, I. Zablodska, N. Kubyshyna, Zh-Zh. Lamben, I. Blanc, E. Dichtl, K. Lancaster, T. Levitt, R. Wright, N. Chernik, S. Ilyashenko and others studied this topic.

Successful development of new product begins with identifying good ideas and using reliable criteria to decide which ideas to pursue.

Market trends are constantly changing, and to provide your customers with a product that meets their special needs, keep up with market trends. There may be economic or technological changes that may affect the decision to purchase your customer base. Learning novelty and trends is important for business when forming ideas for new products / services. For example, if you are a company that sells electronic items, conducting a market survey will give you a deep understanding of whether customers are willing to pay for new technology or just want affordable electronic products. Based on this, you can change your new product idea and come up with something that will instantly attract the attention of your potential buyers.

To begin with, consider what is a new product? A new product is the end result of the research activity of the manufacturer, which must meet the needs of potential buyers by the time it enters to the market. [2, c.124]

Before allocating funds to develop a new product, follow these steps.

Generation of ideas. Write a list of customer needs based on the information you collect from the sources listed below. You should try to identify the existing weaknesses of your products, gaps in your product range and areas for improvement.

Problems with the product of brainstorming. Collaborate with existing team members to consider product issues. Sales and service staff communicate with your customers on a daily basis, hearing feedback about your products and customer needs. Capture feedback, product observations and ideas from your team. Make sure you recognize their ideas and promote a shared culture of innovation.

Brainstorming sessions with a product development and sales team can help you develop creative and unique product ideas. Creative, interesting and original ideas should be considered, even if they require a lot of hard work. After the brainstorming session, analyze the generated ideas and plan further ones that are effective. Ideas that meet the goals of your business should be given priority. [3]

Use your research and development (R&D). Use existing research and development processes in your business. Identify changes you could make to existing products, or adapt to new products based on feedback from your market and customers.

Gathering customer feedback and suggestions can be a difficult task. You can use live chat and other interactive communication platforms where you can communicate with customers "one on one". Real-time chat support can be used for short online customer surveys and can give you useful information about your customers' needs and how they want the new product / service to be. You can generate new product ideas based on the feedback. Developing a new product according to the proposals of your customers is likely to lead to its success.

Review your quality assurance processes. Pay attention to any problems in your products and identify potential ideas to elimination quality gaps.

Review your customer complaints. Identify common weaknesses in your existing product range and find areas where improvement is most needed. Learn about customer complaint management.

Review your research. Review your consumer and market research and plan further market and consumer surveys if you find gaps in the research. What do your customers tell you they are looking for? What worries or limits them in your products? How do they use the most your products?

Talk to your suppliers and other business partners. Talk to manufacturers, retailers, and sales representatives to know their knowledge about your products and how to improve them.

You can involve students from different universities in your idea generation activities. There are many creative students with great ideas that can be used to develop a product. Look for creative thinkers who can contribute to improving and modifying your new product plan. Moreover, you can ask these students to critically evaluate an already developed plan so that you can identify loopholes. This will help you change and improve your plan.

Explore and understand your competition. Try to understand your competition. Review the range of products of your competitors and think about how the market reacts to them. Do any of their products seem to meet needs that don't meet yours?

Examine catalogs and product information. Make sure you fully understand the existing products available in your market.

View ideas. Having completed your list of potential new product ideas, you now need to decide which ideas to pursue and which to discard. Take into account your competition, existing products, their shortcomings and the needs of your market. Rely on the list of consumer needs developed by you and the directions of product improvement defined by you.

So, the ideas for developing products that you have accumulated for future use can be realized. You can start working on these ideas and modify them. By looking at the details of these unused ideas, you can think about how to use them. Do more research and choose the ones that look the most sophisticated and workable. There are many creative product ideas that remain underdeveloped, such ideas can be changed or materialized when you have the resources.

REFERENCES:

1. Армстронг Г., Котлер Ф. Введение в маркетинг, 8-е издание: Пер. с англ.: ООО «И.Д. Вильямс», 2007. 832 с.

2. Кардаш В.Я. Товарна інноваційна політика: Підручник :В.Я. Кардаш, І.А. Павленко, О.К. Шафалюк.: КНЕУ, 2002. 124 с.
3. Менеджмент та маркетинг інновацій: Монографія / За заг. ред. д.е.н., проф. С.М. Ілляшенка, Суми: ВТД «Університетська книга»,2004. 616 с.
4. The European exchange programme for Entrepreneurs, 2021. URL: https://www.erasmus-entrepreneurs.eu/ (дата звернення 27.04.2021)

Palchyk Yelyzaveta,
Faculty of Economics, Management and Psychology,
course I, group 12, specialty "Business management",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Panasiuk Natalya,
Lecturer of the Department of Modern European Languages, KNUTE

PLANNING AND ORGANIZATION OF NEW PRODUCT CREATION

The product in the modern sense is a subject and result of many business decisions. It created, introduced to the market, modified if necessary, and in the presence of economic preconditions and expediency withdrawn from production. The need to create new products is caused by many factors, the most significant of which are: changes in market conditions, reduced competitiveness and the stage of the product life cycle.

The main stages of product innovation project management. Project management processes can be divided into stages:

- initiation - making a decision to start the project;
- planning - definition of the purposes and criteria of success of the project, working out of working schemes of their achievement;
- implementation - coordination of employees' actions and use of resources for project implementation;
- analysis - determining the compliance of project implementation measures with the goals and success criteria, application of corrective actions if necessary;
- management - definition of corrective actions, their coordination, approval and application;
- completion - formalization of the project, arrangement of the final.

The processes of managing an innovative product project take place with different intensity, sometimes in parallel. The result of one step is the source information for the next. In the theory and practice of marketing, product innovation projects are mostly identified with the concepts of "product development" or "product planning", although the complete identity of these concepts can be said only on the basis of basic principles of construction and methods of scientific knowledge of the current stage of market economy.

Planning and organizing the creation of a new product is complex and multilevel. It is in the implementation of this work that the role of marketing mediation, ensuring and supporting the strategic development of the enterprise is especially noticeable. Product innovation requires the involvement of all marketing tools focused on strategic management of the enterprise. Of great importance for the success of the innovative project is also the analysis of the internal environment and production and economic condition of the manufacturer of a new product. In addition, you need to carefully analyze the state of marketing support and the willingness of employees to provide an innovative project for ***the following components:***

• the degree of penetration of the marketing concept into the minds of project managers and executors;

• the presence of already conducted marketing research of potential consumers of the product or conclusions obtained on the basis of intuitive or abstract considerations;

• clarity of ideas and generalizations about consumers of the product;

• a measure of detail in the segmentation of the consumer market;

• depth of analysis of potential consumption in each of the market segments;

• the results of the use of marketing research carried out by experts from consulting firms;

• management's confidence in the importance of the main competitive advantages of the created product;

• clarity in identifying additional benefits for future consumers of the new product;

• definiteness and validity of the program of market introduction and product promotion;

• diversity and balance of media (media, conferences, specialized publications, exhibitions);

• adequacy of financing the costs of product promotion in the project budget;

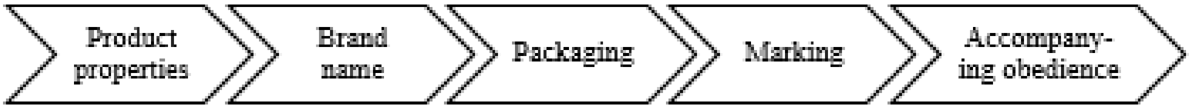
• separate allocation of the share of costs for the promotion of an innovative product in the project budget;

• economic substantiation of expediency of application in planning of the project of the theory of a life cycle of the goods;

• definite pricing policy for the sale of a new product.

Goods as an element of the marketing complex. The product is the first element of all "4P" marketing complex. Working with it is the most important tool for marketing and competition. Goods, as well as services and ideas, are a means of satisfying fundamental human needs. In addition, the product is a central link in marketing. Communication, distribution and price are already based on its features.

Consumers can view a product as a complex set of benefits that meets their needs. During the development of the product, first of all, the basic needs of the buyer, which will satisfy the product, are determined. Then the product is developed in real performance and, finally, the search for ways to strengthen it in order to create a set of benefits that will best satisfy the consumer. Making basic decisions during the development and introduction of goods on the market must involve a ***certain algorithm.***



Pic.1 Algorithm for developing and bringing goods to market

Thus, innovation is a complex process of transforming new ideas into an object of economic relations. Today, the development of the market is characterized by significant innovation acceleration, so the commercial success is mostly achieved by creative product innovations and marketing solutions based on unusual ideas, abandoning traditional schemes of thinking and solving problem situations.

REFERENCES:

1. Григорчук Т. В. Маркетинг: Навч. посібник для дистанційного навчання.Частина друга, 2007. URL: https://sites.google.com/site/marketingdistance/tema-5/5-2-tovar-ak-element-kompleksu-marketingu (дата звернення 28.04.2021)
2. Кардаш В. Я., Павленко І. А., Шафалюк О. К. Товарна інноваційна політика. КНЕУ, 2002. 266с.URL: https://studentbooks.com.ua/content/view/777/44/1/2/#3755 (дата звернення 27.04.2021)

Skrytska Irina,
Faculty of Finances and Accounting,
course I, group1, specialty “State and Municipal Finances”,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Shyrmova Tetiana, Senior lecturer of the Department of Modern European Languages, KNUTE

NOVELTIES IN THE COMPANY'S PRODUCT INNOVATION POLICY: FEATURES OF SELECTION AND IMPLEMENTATION

Enterprises that actively carry out innovation activities, call for a focus on expansion of markets, accumulation of new market segments and repositioning of traditional goods. Reaching the target values requires creation and implementation of various kinds of innovations. Factors such as incorrect positioning, overestimation or understatement of the price of the goods, reduction of its life cycle as a result of imitation of competitors, state and social restrictions, relating to customer safety, reduce the scope and scale of innovation, complicate implementation measures of commodity innovation policy, lead to increased costs and reduced capital of the enterprise.

Nevertheless, awareness on the criteria for selecting the type of marketing innovation in line with the product innovation policy of the enterprise can significantly increase its efficiency [1]. In particular, on the choice of the commodity innovation strategy influences the forecast of types and characteristics of goods, demand on which may increase in the future and the state of cash flows after the implementation of changes in product innovation policy. Any change in the assortment leads to the need to invest in a new product, however, in the long run, it gives the company the opportunity to increase its income and level market fluctuations.

Diverse types of innovation in the commodity innovation policy of the enterprise can be used in modern practice. Although each method has certain advantages and weaknesses they can still beneficially influence on any enterprise or even save it from bankruptcy if the actual needs, strategies and state of the company on the market is defined correctly.

Modification of the product range (introduction of new product lines, withdrawal of available product lines). Consulting company Booz, Allen & Hamilton [2] calculated that the new product lines make up 20% of the total volume of new products. The company produces a new product for it, but not new to the market, thereby reduces their risks compared to the market output of novelties, 80-90% of which fail. However, the new product line has a risk of getting to so-called trap expansion range and blow up brand image, if it will not find positive feedback from consumers and will not be acceptable for them, for example, by price. Factors that increase the probability of success of product innovation include: dissatisfied demand, the ability to solve consumer problems and gain competitive advantages. On the other hand, factors such as non-perception of products by consumers, competition, reduce the likelihood of prosperity of innovation. Such an innovation in product policy as modification of the product range is recommended to use in order to capture new markets or their segments in case there is a probability to obtain and realize significant competitive advantages for consumers.

Modification of product lines (extraction or addition of new commodity units, reduction, or withdrawal of existing product units). Both extraction and reduction can be: up (attach or remain more expensive commodity goods) and down (added or left are cheaper items). If new product modifications allow you to cover new consumers, significant prospects for expanding the range of goods by pulling the product line exists. If a number of product modifications does not use a consumer demand, the reduction strategy applies. Initially, the company manufactures expensive goods and then gradually expands the product line and engages in the manufacture of cheaper items. In contrast to the strategy of pulling down the strategy of pulling up is considered to be quite risky and less successful, as buyers usually treat with suspicion to the manufacturer, who sells cheap goods at first and then produces commodities that are in the top price segment. Modification of product lines helps the company to reach new market segments or niches. Factors that increase the probability of success of product retrieval strategy lines - the presence of specific requests or consumer problems, the capability to provide better solutions than competitors.

Creation of fundamentally new products is radical innovation that can be the basis not only for new product lines, but also for the whole branches.This method involves great risks, because it is necessary to form and stimulate demand for new products that did not exist before. Yet, in case of success the company can obtain all the benefits of a new market discoverer. On the contrary, abrupt changes in the conditions of the macro- and microenvironment may cause a failure. According to Booz, Allen & Hamilton, 10% of total number of new products consists of goods of world novelty, that are innovative in a particular area [2].

Modification of available goods: properties, design. As a rule, such modifications by origin have local nature. They do not require a long period of implementation, they are quickly and easily perceived by the market (if the base product is in demand, then its alteration is as well), relatively quickly increase the profit share due to the small and short-term investments. The introduction of this type of innovation enhances the competitiveness of the manufacturer, gives the opportunity to increase sales. Factors that enlarge the probability of this innovation success are improvement of products compared to the best models on the market, while moral aging of products or change of consumer needs reduce it.

Modification of markets is the development of new segments or new markets for existing goods. Product repositioning is 7% of new products [2]. The purpose of product rebranding is to cover more promising markets and new segments and niches. Enterprises strive to increase sales of available goods by searching new markets and potential buyers as well as to have a possibility to continue the life cycle of available goods.

All things considered, innovations are a prospective way of development or recovery for those, who have lost their positions on the market and remained «overboard». A wide range of modifications provides significant chances for the enterprises to return the trust of the consumers and to keep up with the Joneses. Moreover, if a company makes enough efforts to create a fundamentally new product it may become the worldwide leader and strengthen its positions rapidly. Nonetheless, managing directors should keep in mind that one man's meat is another man's poison, and they have to implement any innovation only after a detailed analyses of the enterprise.

REFERENCES:

1. Кардаш В.Я., Павленко І.А., Шафалюк О.К. Товарна інноваційна політика: Підручник. К.: КНЕУ, 2011. 266 с.
2. Booz, Allen, & Hamilton. New product management for the 1980's. New York: Booz, Allen & Hamilton, Inc.,1982, p.p.1-8.

DISCUSSION PLATFORM 12

Burlaka Maksym,
Faculty of Accounting and Taxation,
course II, group OO-12d, specialty "Accounting and Taxation",
Vinnytsia Trade and Economic Institute KNTEU,
Vinnytsia, Ukraine
Scientific supervisor: Shtyfurak Vira Evgenivna, doctor of pedagogical sciences,
Professor of the Department of Law, VTEI KNTEU

STUDY OF PERCEPTIVE MODALITY IN THE CONTEXT OF MANIFESTATIONS OF CAUSAL ATTRIBUTION

Successful development of communication is possible under the condition of mutual understanding, both in the conditions of personal contacts, and professional activity. Although mutual understanding can be interpreted in different ways: either as an understanding of the goals, motives, attitudes of the interaction partner, or as not only understanding, but also approval, acceptance of these goals, motives, attitudes. However, in both cases the fact of how the communication partner is perceived is of great importance, in other words, the process of perception of one person by another is a mandatory component of communication and can be conditionally called the perceptual side of communication [2, p.73].

Social perception is a multifunctional process that involves the perception of external features of a person, their correlation with his personal characteristics, interpretation and prediction on this basis of his actions. In the situation of misunderstanding that arises in joint activities, the mechanism of causal attribution is used as a kind of interpretation and assessment of human causes and motives for the behavior of others on the basis of everyday experience. The phenomenon of attribution occurs when a person has a lack of information about another person [3, p.503-504].

Cognition and mutual influence of people on each other are a mandatory element of various joint activities, regardless of its purpose (achieving a material result or psychological context). The nature of their interaction and activities and the results they can potentially achieve and actually achieve largely depend on how the external parameters of the subjects of communication are reflected and interpreted.

The relevance of the topic lies in the fact that the perception and understanding of another person is a rather complex process of interaction and exchange. At the same time, despite certain features of perception of physical data, mental states, facial expressions, it is always a holistic, synthetic act that depends on life experience, personality structure and peculiarities of the situation.

The phenomenon of human perception of each other was studied by V.S. Zasluzheniuk, V.V Moskalenko, L.Ye. Orban-Lembrick, V.A. Semichenko, E. Kelly, M. Sherif, Kh. Kentril, G. Olport, A. Hastorf and others.

The purpose of this study is to substantiate the main aspects of human perception and understanding by man, taking into account the manifestations of causal attribution.

The psychology of human cognition is characterized by many features that significantly distinguish this process from any other cognition, for example, cognitive. This list includes, first of all, the following: cognition of another person is at the same time an attitude to this person, resulting in affection or dislike, sympathy or antipathy, mutual interest or indifference that affect the process of cognition and its results; the other person is perceived from the position of a tacit assumption about the existence of a fundamental similarity between the recipient and the object of social perception. We would not be able to understand other people if we did not correlate them with ourselves, often unconsciously, with our own psychological character, thoughts and feelings. The emotional background, especially in the formation of the first impression, is quite significant. Note that emotions are a specific form of human interaction with the world and environment, aimed at knowing the world and its place in it through itself [5, p.49].

Research shows that the process of interpersonal perception is influenced by the following factors: stable and situational properties of the subject of perception, psychological traits, its social, professional roles, type of purposeful activity; properties of the object of perception, its psychological features, the roles performed by it, its activity; content and characteristics of interpersonal relations between the subject and the object of perception (duration of acquaintance, features of emotional connection, presence of joint experience, type of activity); features of the social situation (types of interaction, interaction with other people) [1, p. 31].

We have conducted a survey of first year students of VTEI KNTEU during February 2021, specialties "Social Security" (23 people), "Hotel and restaurant business" (15 people), "Tourism" (17 people), "Accounting and Taxation" (28 people), in total - 83 people, this survey allows us to state strong emotional attachment to the first impression of the stranger. This trend was confirmed by 52.1% of respondents.

Diagnosis of the dominant perceptual modality (S. Efremtseva) showed the attraction of 48.2% of respondents to visual modality; 39.8% to audible and 12.0% to kinesthetic. The obtained data indicate the predominance of visual trends in the process of establishing contacts, i.e. responding to the appearance of the interlocutor, openness of view. Audial type of modality emphasizes the enhanced reaction of respondents to the pitch and volume, intonation, they feel the subtext of what is said. The kinesthetic type of modality is focused on the means of nonverbal expression: facial expressions, gestures, pantomime. The selected parameters will be predominant in dating, and, therefore, will significantly affect the formation of the first impression of a person, and may be the reason for attributing even the motives of behavior.

The perception and understanding of a person is influenced by age, gender, professional and other characteristics. Thus, with age, in the process of verbal reproduction of appearance, the number of elements of expressive movements increases, but the number of elements of appearance decreases. The age of peers is most accurately estimated, the age of younger ones is estimated worse, the age of older ones is estimated the worst. Teachers first describe clothes, then language, facial expressions, mannerisms; artists - respectively face, height, facial expressions. Men and women identify person's eyes approximately equally, but women more accurately determine the proportions of the face, mouth, and nose; men - eyebrows, oval face, ears, chin. Certain regularities are revealed in the perception and understanding of mental states, in particular, emotional ones. Thus, surprise and disgust are most accurately identified; grief, anger, positive emotions are identified worse [4, p.9].

Thus, in the process of communication and mutual understanding between people, the fact of how the communication partner is perceived is of great importance, in other words, the process of perception of one person by another is a mandatory perceptual component of communication. In the most general dimension, it can be argued that the perception of another person means the perception of his external signs, correlation with personal characteristics and the interpretation of real and possible actions on this basis. The idea of another person is closely related to the level of one's own self-consciousness. Therefore, knowledge of the features, means and methods of communication, mechanisms of interpersonal and intergroup communication, barriers and other factors that hinder effective interaction, allows to adequately choose the means of influence on various subjects of professional activity, managing this process not on an intuitive level, but consistently and purposefully. This way will confirm the personal intention of self-development and professional self-improvement.

REFERENCES:

1. Винославська О.В. Психологія: навч.посіб для вищих навч. закл. К.: Інкос, 2016. - 352 с
2. Скрипченко О. В. Загальна психологія: Підручник. К.: Каравела, 2018.- 464 с.

3. Москаленко В.В. Соціальна психологія: Підручник. – Київ: Центр навчальної літератури, 2005. – 624с.
4. Чернобровкіна В.А. Особистісна свобода людини як предмет психологічного дослідження. *Практична психологія та соціальна робота*. №2 (131). 2019. С. 8-19.
5. Штифурак В.Є. Психологія. Опорний конспект лекцій. //Видавничо – редакційний відділ ВТЕІ КНТЕУ, м. Вінниця.-2018р., 62с.

Demydiuk Viktoriia,
Faculty of Finance and Accounting,
course II, group 6, specialty «Accounting and Taxation»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Harbuza Tetiana, PhD in Pedagogics,
Associate Professor of the Department of Modern European Languages, KNUTE

THE IMPORTANCE OF SOCIAL PSYCOLOGY FOR THE FUNCTIONING OF SOCIETY

A social problem is any condition or behavior that has negative consequences for large numbers of people and that is generally recognized as a condition or behavior that needs to be addressed. This definition has both an objective component and a subjective component. The objective component is this: For any condition or behavior to be considered a social problem, it must have negative consequences for large numbers of people, as each chapter of this book discusses. How do we know if a social problem has negative consequences? Reasonable people can and do disagree on whether such consequences exist and, if so, on their extent and seriousness, but ordinarily a body of data accumulates – from work by academic researchers, government agencies, and other sources – that strongly points to extensive and serious consequences [1]. Social psychology is the scientific study of how the thoughts, feelings, and behaviors of individuals are influenced by the actual, imagined, and implied presence of others, 'imagined' and 'implied presences' referring to the internalized social norms that humans are influenced by even when alone. Social psychology has bridged the gap between psychology and sociology to an extent, but a divide still exists between the two fields. Nevertheless, sociological approaches to psychology remain an important counterpart to conventional psychological research. Social psychologists typically explain human behavior as being a result of the relationship between mental state and social situation, studying the conditions under which thoughts, feelings, and behaviors occur and how these variables influence social interactions [2].

Social problems are the general factors that affect and damage society. Also known as social issues sometimes. A social problem is normally a term used to describe problems with a particular area or group of people in the world. Social problems often involve problems that affect the real world. It also affects how people react to certain situations [3]. Like other scientific fields, social psychology is increasingly asked to solve the problems that civil society is facing. Major societal issues prompt fierce debates and each side tries to bolster their position by reference to scientific evidence and expertise. This approach is now the rule rather than the exception and no one is surprised when scientists engage in these debates. It is hardly shocking that societies turn towards their thinkers and researchers when they need solutions to difficulties they encounter in the course of their development. In fact, times of crises can stimulate technical or scientific innovations that are often the source of subsequent societal development. Summarizing the above information, we can conclude that applying scientific knowledge and methods makes us well-equipped to face problems and search for solutions. Application – and sometimes even the mistakes made during this process of application – may produce discoveries and thus strengthen our scientific knowledge. Social psychology would undoubtedly not be what it is now, if the world had not experienced times of tension and conflict. A good many valuable discoveries and theories have appeared in reply to the need for quick and efficient reactions during crises or in response to societal problems. Both the discipline and the society can benefit from the development of applied social psychology [4]. Social problems are partly material and partly mental. Every society consists of interdependent personalities whose harmonious co-operation is necessary for the general well-being, and the really serious problems of life concern this co-operation. Very great progress has been made in the solution of the material problems; but much less attention has been given to the study of the mental aspects of social welfare. Nevertheless, for a proper understanding of the numerous problems that arise from life in a community, such as those of supply and demand, labour and capital, law and order, hygiene, housing, transport, education, the conflict of traditions and ideals, and local and international rivalries, the study of mind is just as important as is that of matter. The solutions to these problems are to be found ultimately in the forces that move men to action, in their inherited tendencies, in their acquired habits, in the mentality of the groups to which they belong, and in their relationships to those groups. Social problems can be approached either from the point of view of the individual or from that of the group to which he belongs. Neither approach can be consistently maintained to the exclusion of the other, for the problems of the individual are the problems of society and vice versa: a man is not independent of his fellows; his social environment is part of himself; his thoughts, feelings and desires vary with his environment; he is socially a chameleon, and any account of him which fails to consider his environment is as distorted as is an account of society itself which fails to consider the variety of aptitudes, motives, knowledge, manners and customs of its members [5].

REFERENCES:

1. Understanding Social Problems. URL: https://saylordotorg.github.io/text_social-problems-continuity-and-change/s04-understanding-social-problems.html
2. Social Psycology. URL: https://en.wikipedia.org/wiki/Social_psychology
3. Social problems. URL: https://en.m.wikiversity.org/wiki/Social_problems
4. F. Buschini, S. Guimond, G. M. Breakwell. Social issues and social psychology: Distinctive pathways in applying social psychology to resolve major social problems. *Revue internationale de psychologie sociale.* 2010. T. 23. P. 5-15/ URL: https://www.cairn.info/revue-internationale-de-psychologie-sociale-2010-2-page-5.htm
5. Sh. Dawson. Psychology and Social Problems. 1934. Vol. 134. P. 517–520/ URL: https://www.nature.com/articles/134517a0

Maria Dovhal,
Faculty of Economics, Management and *Psychology,*
course II, group 16, speciality "Management"
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Nezhyva Olga, Doctor of Philosophical Sciences, Assistant Professor,
Department of Modern European Languages, KNUTE, Kyiv.

INFLUENCE OF BOOKS ON HUMAN

We are living in the 21st century, it is the century of technologies and information. Our generation can not imagine their life without technologies. And we can use it in different ways, such as entertainment, studying, travelling, developing world or others. Despite technical developments there are things that has not change. One of them is a book. With the advent of technological breakthrough, our capabilities are greater, and we can much easier to find, choose the book, and moreover now we have the opportunity to have many books on one device. 100 years ago, people didn't even imagine that some things could be real. It seems to me that any development is aimed at making our lives clearer, easier and it opens the world for us. And I think that books took part in any development. Because they are a complete package of knowledge, insights, life lessons, love, fear, prayer, and helpful advice. They give a solution and gives us a new way and a new perspective to look at things and situations. Books have been for centuries and without them today's knowledge of our past ancestors, cultures and civilizations would have been impossible.

One of the great reasons that signify the importance of books in our life is that books act as our best friends. A book is like a best friend that constantly inspires us to become the best versions of ourselves. Books allow its readers to internalize, respond, react and transform. They show us our passion and make us understand that all limits are self-imposed and usually in our mind [2]. Through reading, you expose yourself to new things, new information, new ideas, new ways to solve a problem,. Reading might help you discover hobbies or exploring things you didn’t know you like.

What is more reading can help lower stress levels and it can improve our welfare. Studies show that reading reduces stress. The participants in this study only needed to read silently for a few minutes to slow down the heart and ease tension in the muscles [4]. While reading, your brain immediately transports itself to a different world with different people. By reading, you can allow yourself to take a breath, relax, and be swept away to another world through the words written on the page. Once you start reading, you will start to focus, not on your stress, but on the words and storyline. In time, reading will lower your stress level. Just like with lowering your stress levels, reading stimulates the part of the brain that deals with depression as well. Of course, reading is not a permanent fix for a serious problem, but it can help ease the difficulties of depression [3].

One more advantage of reading is the improvement memory. When you read you have more to think. Reading gives you a unique pause button for understanding and insight. The benefits of this increased activity helps to keep the memory sharp and the learning capacity agile [4]. Reading at least a little each day can improve your focus and your memory function. Just like with physical exercise, reading is a form of mental exercise that pushes your memory and focus to the limits.

Reading has benefits for other aspects of your life as well, it makes readers well-rounded individuals. Heavy reading can improve your writing skills and abilities too. By concentrating on the way novels and other books are set up and written, you can mimic these styles, thus improving your writing skills considerably [3].

But the main cons of reading is that it broads our mind and enhances our imagination. The imagination is a powerful tool that can be useful in all aspects of life. Books allow you to see things from a completely different perspective. Consider the worlds that you are immersed to and the characters you come across while reading a novel. Because of these worlds and characters, the part of your brain which houses your imagination is stimulated, causing you to imagine what the places and people look like just by picturing the words [3]. Every book we read has the power to transpose us into a different world filled with several amazing characters. When we are reading we can start to look at the world from a more balanced perspective. In the absence of other viewpoints, we tend to have a very one-dimensional type of thinking based on our upbringing.

There are a lot of people who share their reading experience and how it has affected them and what changes have taken place in their life. One such person is Lisa Bu. She tells how at first, due to the impossibility of achieving a child's dream, she lost hope for an interesting life, but then she discovered the world of books to expand her mind and create a new path for herself. And it helped her, now she is happy and doing what gives her pleasure. Her story can be heard on Ted [1].

Books are amazing things that can be both entertaining and beneficial to our health. They are almost like tools to a healthy lifestyle. As a reader, we don't think of the great benefits of reading either, but they are when we don't realize it. From stress relief to improved memory, reading is hugely beneficial in all aspects of our lives [3]. A book communicates knowledge, and not only knowledge but wisdom of all kinds. Books play a quintessential role in every student's life by introducing them to a world of imagination, providing knowledge of the outside world, improving their reading, writing and speaking skills as well as boosting memory and intelligence.

REFERENCES

1. Lisa Bu, (2013), How books can open your mind, TED Conferences, LLC Available from: https://www.ted.com/talks/lisa_bu_how_books_can_open_your_mind#t-339582
2. Team Leverage Edu (2021), Importance of Books in Our Life. Available from: https://leverageedu.com/blog/importance-of-books-in-our-life/
3. Rebecca Temsen (2019), Why Is Reading Important? The 11 Benefits Of Books. Available from: https://www.bestpracticeinhr.com/why-is-reading-important-the-11-benefits-of-books/
4. Victoria (2016), MCXL.SE, The importance of books in our life. Available from: http://mcxl.se/thoughts/the-importance-of-books-in-our-life/

Hetman Diana
Faculty of Trade and Marketing
course II ,group 7, specialty "Journalism"
Kyiv National University of Trade and Economics,
Kyiv,
Ukraine
Scientific supervisor: Ovcharova Olena, teacher of the Modern European Languages Department, Faculty of International Trade and the Law, KNUTE

THE IMPACT OF COVID-19 ON THE MENTAL STATE OF THE POPULATION.

The COVID-19 pandemic and the resulting economic recession have negatively affected many people's mental health and created new barriers for people already suffering from mental illness. The world was not set up to respond to the growing mental health crisis before COVID-19, and it is not now. Prior to the COVID-19 outbreak global statistics on mental health conditions were already bleak. The global economy loses more than US$ 1 trillion per year due to depression and anxiety. Despite the scale of the problems funding is woefully inadequate.

Development assistance for mental health has never exceeded 1% of development assistance for health. [3]

The impact of the COVID-19 pandemic on mental health is complex, diverse and wide ranging, affecting all parts of societies and populations. As the coronavirus pandemic rapidly sweeps across the world, it is inducing a considerable degree of fear, worry and concern in the population at large and among certain groups in particular, such as older adults, care providers and people with underlying health conditions.

During the pandemic, about 4 in 10 adults in the U.S. have reported symptoms of anxiety or depressive disorder. A Health Tracking Poll from July 2020 also found that many adults are reporting specific negative impacts on their mental health and well-being, such as difficulty sleeping (36%) or eating (32%), increases in alcohol consumption or substance use (12%), and worsening chronic conditions (12%), due to worry and stress over the coronavirus. Levels of loneliness, depression, and self-harm or suicidal behavior are also expected to rise. [1]

Frontline workers are playing a crucial role in fighting the outbreak and saving lives. Without support they will be unable to fulfil their vital role in stopping the outbreak. Ensuring the good mental health of health workers is essential. Doctors, nurses, and paramedics working as a front line force to fight the COVID 19 outbreak may be more susceptible to develop mental health symptoms. Fear of catching a disease, long working hours, unavailability of protective gear and supplies, patient load, unavailability of effective COVID 19 medication, death of their colleagues after exposure to COVID 19, social distancing and isolation from their family and friends, and the dire situation of their patients may take a negative toll of the mental health of health workers.

People who test positive for COVID-19 have to cope with fear, anxiety and uncertainty about their condition, as well as physical discomfort and separation from loved ones. People who experience the death of a family member often do not have the opportunity to be present in their last moments, or to hold funerals which can have a profound effect on grieving and impact mental health.

Children, away from their school, friends, and colleagues, staying at home can have many questions about the outbreak and they look toward their parents or caregivers to get the answer. Closure of day care centers and schools, combined with restrictions on movement are limiting chances for children to interact and access learning opportunities all of which are taking a toll on their mental health. A study among Italian and Spanish parents showed that 85.7% of parents perceived changes in their children’s emotional state and behavior during confinement at home. Children were struggling to concentrate (76.6%), were irritable (39%), restless (38.8%, nervous (38%) and experiencing feelings of loneliness (31.1%). Stress and social isolation are likely to affect brain health and development, with young children at risk of developing lifelong challenges by periods of prolonged exposure to toxic stress. To help offset negative behaviors, requires parents to remain calm, deal with the situation wisely, and answer all of the child's questions to the best of their abilities. [2]

Elderly people are more prone to the COVID 19 outbreak due to both clinical and social reasons such as having a weaker immune system or other health conditions. Physical distancing due to the COVID 19 outbreak can have drastic negative effects on the mental health of the elderly and disabled individuals. It can cause anxiety, distress, and induce a traumatic situation for them. The elderly and disabled people living in nursing homes can face extreme mental health issues. However, something as simple as a phone call during the pandemic outbreak can help to console elderly people. The World Health Organization suggests that family members should regularly check on older people living within their homes and at nursing facilities.

Ukrainian scientists conducted a study on how suffering from COVID-19 disease affected a person's psychological state, changed behavior, habits, preferences and reactions. The study found that in 63% of respondents, despite recovery, their sense of taste had not fully recovered for a long time - from a week to a month or more. And 76% responded that they still have not returned to the psychological and physical state they had before the disease. In 74%, behavior, habits, preferences, and reactions changed. In addition, there was less interest in what used to be considered important.

Many became more appreciative of family, daily life, and enjoying simple things. Some reconsidered their environment, and reevaluated relationships. Some lost the feeling of loneliness and realized how good it was to spend time alone. There were some who changed jobs after illness because they realized they were in the wrong business. People also confessed that their empathy and aversion to the sick and infirm decreased. [1]

Conclusion:

Understanding the effects of the COVID 19 outbreak on the mental health of various populations are as important as understanding its clinical features, transmission patterns, and management. Spending time with family members including children and elderly people, involvement in different healthy exercises and sports activities, following a schedule / routine, and taking a break from traditional and social media can all help to overcome mental health issues.

REFERENCES

1. Майже у трьох чвертей людей, які перехворіли на COVID-19, змінився психологічний стан — дослідження. Retrieved 25.04.2021 URL:https://hromadske.ua/posts/majzhe-u-troh-chvertej-lyudej-yaki-perehvorili-na-covid-19-zminivsya-psihologichnij-stan-doslidzhennya

2. The Implications of COVID-19 for Mental Health and Substance Use. Retrieved 25.04.2021
URL:https://www.kff.org/coronavirus-covid-19/issue-brief/the-implications-of-covid-19-for-mental-health-and-substance-use/
3. The coronavirus (COVID-19) pandemic's impact on mental health. Retrieved 26.04.2021
URL: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7361582/

Kachalova Viktoria,
Faculty of Economics, Management and Psychology,
Course I, group 19, specialty "Management of antimonopoly activities",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Zatserkovnyi Oleg, senior teacher.

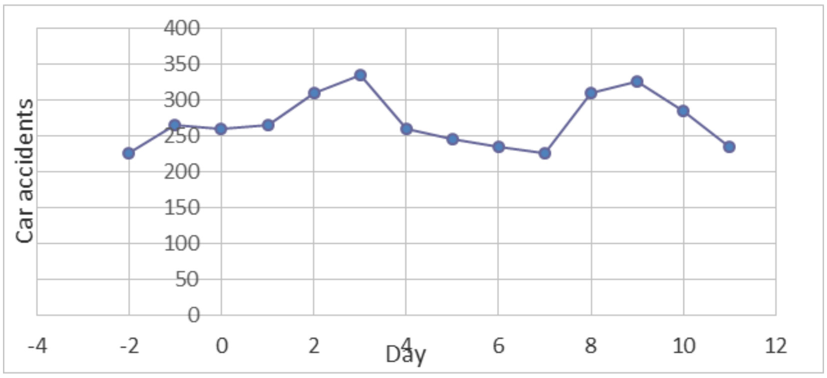
INFLUENCE OF NEWS ON HUMAN BEHAVIOR

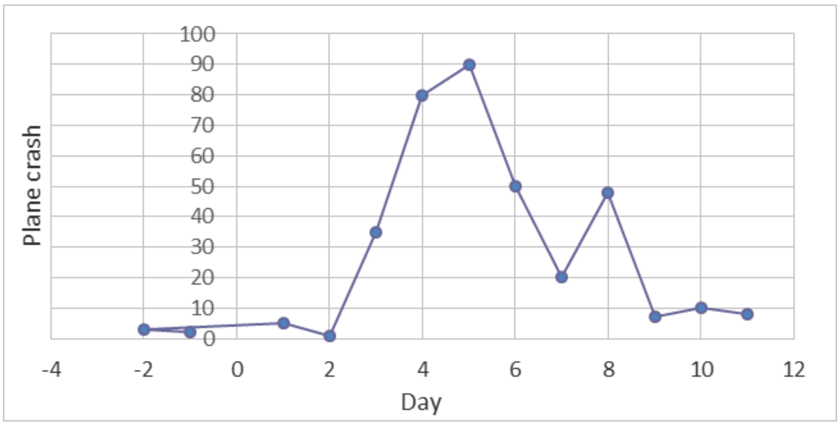
The news is all time around us: in televisions, phones, radio in the car on the way to work. The news was and will always be. But can they influence our decisions and actions in real life? So, it is my topic of research.

The news often tells us about accidents, murder and suicide. As we are used to the news like this, it still affects us and makes us depressed and despondent. It would not mean anything if it did not affect behavior.

First example: after the publication of suicide news, the number of accidents increases. (picture 3)

David P. Phillips has undertaken research that shows that after news about suicide was on the front page, the number of the plane crash has increased by 100%. And 31% have increased car accidents. (Phillips 1979, 1980). The more articles there were, the more accidents there were. (Pictures 1,2)





Pictures 1,2

News of death can evoke different emotions: anger, nervousness, distraction because a suicide could be known to a man in a car accident. This would explain the bereavement theory. And in this condition, people drive which is why accidents happen.

It was only in regions where most talk of suicide in newspapers and TV. In places where it has not been spoken – they have not a very sudden rise in accident statistics.

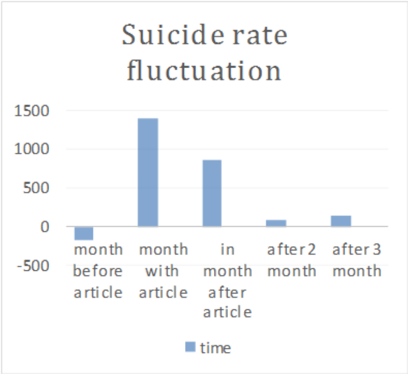
Majority of those who got in the car crash was looked like a suicide. If the article was detailed about age and appearance the next car accidents were caused by people at the same age. This can be explained by the principle of social proof – we take our example from people like us.

It was on 15 April 2013 in the annual Boston Marathon when two bombs exploded. After this accident newspapers were many articles with haunting images: “blood-spattered streets, grieving spectators and visibly shaken victims whose clothing had been torn from their bodies.” [3] This news can put people in depression. And it can be fatal for human with unstable minds. Such shocks can also lead to different diseases.

Also, we have the Werther effect.

In 1779 Johann Wolfgang Goethe published his famous novel “The Suffering of Young Werther”. Besides the fact that the book brought Goethe`s popularity, it also caused a large number of suicides. Because the main character killed himself. In some countries, this novel was prohibited. This behavior of people shows that when they do not know what to do in difficult situations, they follow the example of others. Thanks to Phillip`s research who studied statistics from 1947-1968 in the USA it is understood that after 2 first months when the papers came out with the suicide on the front page the number of suicide an average increase of 58 accidents.

“If the Werther effect is due to the influence of newspaper publicity on suggestible potential suicides, then the more publicity given to a story of suicide, the larger should be the rise in suicides after the appearance of that story. Thus, for example, the more days a suicide story appears on the front page, the larger should be the rise in suicides after that story appears.” [2, p. 343]



Picture 3. (35 cases were reviewed 1947-1968)

Second example: a sharp increase in murders after media reports of violence.

Analysis that was in 1973-1978 showed that after the story of boxing on the news the number of murders is increase. But interesting that when the story was about a white boxers loss, the number of victims increased over the next 10 days – white guys. And when a black boxer lost it was black guys.

So why do we see so much bad news? Because from negative and positive we choose negative.

"One potential reason the news affects us so much is the so-called "negativity bias", a well-known psychological quirk which means we pay more attention to all the worst things happening around us. It's thought to have evolved to protect us from danger and helps to explain why a person's flaws are often more noticeable than their assets, why losses weigh on us more heavily than gains, and why fear is more motivating than opportunity.'' [3]

And this "negativity bias" we can see in one interesting experiment: "When one website – the City Reporter, based in Russia – decided to report exclusively good news for a day in 2014, they lost two-thirds of their readership." [3]

Bad news has never been so accessible to us - open your phone and you in the middle of the accident. And it is so dangerous for our mental health.

To sum up, I want to say that news is good. We can know about new developments and find new information. But we have to be careful, if we want to be mentally and physically healthy. So the next time, when you scrolling news and find a title about an accident, just remember: the news influences your thoughts and actions much more than you think.

REFERENCES

1. Роберт Чалдини. Психология влияния. 2009 год. Стр. 183-195.
2. David P. Phillips. American Sociological Review. Vol. 39, No. 3 (Jun., 1974), P. 340-354 URL: https://www.journals.uchicago.edu/doi/pdf/10.1086/226904
3. Zaria Gorvett. How the news changes the way think and behave. 2020. URL: https://www.bbc.com/future/article/20200512-how-the-news-changes-the-way-we-think-and-behave (Дата звернення: 17.04.2021)

Kaliuzhna Anastasiia, Fesenko Valentyna,
Faculty of Trade and Marketing,
course II, group 19, specialty "Entrepreneurship, trade and exchange activities",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Starosta Hanna, Senior Lecturer, KNUTE

COMMUNICATIVE COMPETENCE AS A WAY TO PREVENT EMOTIONAL BURNOUT IN TRADE

A lot of stress, which leads to emotional burnout, is the main cause of reduced efficiency. To revitalize the work process, it is necessary to protect employees from emotional exhaustion and loss of motivation, so preventive measures are important.

As trade developed it is necessary to pay more attention to the development of psychological stability of trade workers. With increasing demands and a revival of the trading process, workers are increasingly faced with psychological stress, which leads to emotional burnout. Therefore, it is important in the education of specialists to pay attention to the development of stress resistance.

Emotional burnout is defined as a state of emotional, physical and mental exhaustion caused by excessive and prolonged stress. The WHO does not classify occupational emotional burnout as a medical condition, but refers to the factors that affect the health of the population and access to health care facilities [1,5].

The specificity of trade is that workers in this area face the greatest amount of stress, resulting in the most prone to emotional burnout. The inevitability of the "seller-buyer" interaction has a greater impact. In this case, the employee cannot avoid communication with the buyer despite his psychological condition [2].

Because the seller is in close constant contact with customers and the stress is largely caused by communicating with them, to help reduce the number of stressful situations will help the development of communicative competence. That is why improving these skills can be a good prevention in preventing emotional burnout.

Communicative competence is a set of means of self-regulation of communicative actions. It is formed by such key elements as communicative personality traits and communicative abilities [4].

Socio-normative experience of folk culture; knowledge of languages of communication that are present in folk culture; interpersonal communication skills in business and everyday interaction; experience of perception of art; knowledge and general erudition are the main sources of acquiring communicative competence [4].

Communicative competence depends on the inherent qualities of the individual, changes in society, and social mobility of the worker [4].

The components of communicative competence are as follows: the ability of the employee to navigate in any communication situation, which is acquired through his life experience; despite the change of environment and psychological state, the ability to adequately analyze the situation and effectively interact with others; the employee's ability to navigate in their own skills, abilities of the partner and adequate assessment of potential; a person's attitude to contact and skills of its establishment and maintenance; internal skills of the employee to regulate the communicative process; ability to communicate constructively; ability to have initiative [3].

Considering the concept of communicative competence in relation to trade workers, it can be defined as a set of skills acquired during the period of professional experience. These skills help salespeople build and maintain contact with customers, establish more effective communication and prevent conflicts.

Due to the development of communicative competence of employees, the number of stressful situations will be reduced, which will maintain a stable emotional state during work. Due to the fact that emotional overload is one of the main factors in the development of occupational emotional burnout, it is important to reduce the amount of stress that causes it. Because communicating with people is a major source of stress, improving communicative competence is a way to avoid it.

An integral part of the work of trade workers is the moment of contact with customers, which can provoke conflicts or create moments of peak tension, and it is the ability to communicate constructively to help offset emotional outbursts. Communication skills contribute to the development of skills to soberly assess the situation, create a clear picture and be able to analyze it.

For trade workers it is inevitable to be part of the workforce. It is the basic center of social interaction. It creates a special climate that affects the mental state of each of the participants. It is important to maintain a positive atmosphere in the team and a well-established system of communication between employees, in which all team members can freely share thoughts and ideas, avoid experiences and conflicts, as long-term stress leads to emotional burnout.

Managers are one of the components of establishing relations in the workforce. With the increase in the level of communication skills, the leader in the team builds a clear mood and goals and each of its members is motivated by the leader to perform them and sees meaning in their work. Due to the fact that loss of motivation and lack of goals are among the factors of emotional burnout, the ability of managers to show prospects to their employees can prevent them from emotional burnout.

Thus, nowadays with the revival of social life, the amount of stress, especially in the workplace, is increasing, so employees need to have sufficient communicative competence to reduce the likelihood of emotional burnout. Stress is one of the main factors of its occurrence, so, developing their communication skills, the employee adapts to conflict situations, learns to analyze problems and solve them, to adequately assess what is happening. This will help protect the worker from emotional burnout, preserve his love and passion for the work performed and ensure the productivity of his work.

REFERENCES:

1. Международная классификация болезней: «профессиональный синдром» эмоционального выгорания. 2019. URL: https://www.who.int/mental_health/evidence/burn-out/com/.
2. Роженко О.В. Лекції з дисципліни «Організація торгівлі»: для студентів ступеня «бакалавр» / М-во освіти і науки України, Донец. нац. ун-т економіки і торгівлі ім. М. Туган-Барановського, каф.підприємництва і торгівлі. – Кривий Ріг: ДонНУЕТ, 2017. – 137 с.
3. Burnout Prevention and Treatment. URL: https://www.helpguide.org/articles/stress/burnout-prevention-and-recovery.htm.
4. Communication Competence. URL: https://open.lib.umn.edu/communication/chapter/1-4-communication-competence/.
5. Voitenko E. Emotional burnout as a result of professional stress in the work of managers (in the context of self-actualization). Journal of Behavior Studies in Organizations, 3 (2020), P. 5-12.

Kovalenko Alina,
Fakultät für Wirtschaftswissenschaften, Management und Psychologie,
Studentin des zweiten Studienjahres, Gruppe 7,
Fachrichtung: «Psychologie»,
Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw Ukraine
Wissenschaftliche Betreuerin: Mamtschenko Switlana
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE

DER EINFLUSS DER MUSIK AUF DIE PSYCHOLOGIE

In den letzten Jahren kann man eine Tendenz zur Vereinigung und Interaktion verschiedener Bereiche von Wissenschaft und Kunst beobachten. Der Zusammenhang zwischen Musik und Psychologie wurde vor langer Zeit von Wissenschaftlern entdeckt. Diese Relation führte zu einer vollwertigen Wissenschaft – Musikpsychologie. Der Einfluss der Musik auf Aspekte des menschlichen Lebens ist sehr breit: von den kognitiven Fähigkeiten eines Kernphysikers bis zu den Merkmalen des Verbraucherverhaltens. Das Problem der gegenseitigen Beeinflussung von Musik und menschlicher Psychologie ist nach wie vor relevant und bedarf weiterer Untersuchung.

Daher beleuchtet diese wissenschaftliche Arbeit die Berührungspunkte zwischen Musik und menschlichem Leben, um offene Fragen, neue Forschungsbereiche sowie Möglichkeiten zur Verbesserung verschiedener Bereiche menschlicher Aktivität zu finden.

Um die Zusammenhänge zwischen Musik und menschlichem Verhalten zu erklären, gibt es eine Wissenschaft wie Musikpsychologie. Es ist eine Abteilung der Psychologie und ist eine Mischung aus eng miteinander verflochtenen Bereichen der Musikwissenschaft, Psychologie, Akustik, Pädagogik und Kommunikationswissenschaften. Gegenstand des Studiums der Musikpsychologie sind die Formen des menschlichen Verhaltens, die durch die Wirkung der Musik entstehen. Dies erklärt den Zusammenhang zwischen Musik und dem sozialen Aspekt des Lebens, in dem die Interaktion zwischen Mensch und Gesellschaft die Gestaltung und Definition der Musik bestimmt [4].

Musik kann zu einem Mittel der Selbstdarstellung werden, um die Sozialisierung des Menschen in der Gesellschaft zu fördern, indem man ihm ein Gefühl der Zugehörigkeit zu einer bestimmten sozialen Gruppe gibt. Da Musik eine Art Kommunikationsmittel ist, kann sie das menschliche Verständnis verbessern. Diese Tatsache wurde in der Psychotherapie und Sozialarbeit weit verbreitet [2].

Es bleibt eine Tendenz, dass die positiven Effekte der Musik im emotionalen und sozialen Bereich besser erforscht und in wissenschaftlichen Materialien mehr bestätigt werden. Musikunterricht in Schulen schafft Gemeinschaft unter den Schülern und verbessert ihre Interaktion untereinander. Mit einem Musik- und Tanzprojekt konnte gezeigt werden, wie die Motivation der Schüler in kurzer Zeit erheblich verbessert werden kann [3].

Gleichzeitig ist der Einfluss der Musik auf die intellektuellen Fähigkeiten nicht vollständig erforscht und erfordert die Füllung von Lücken. Es ist bekannt, dass das Hören von klassischer Musik während des Studiums die Konzentration steigert, das Gedächtnis verbessert und dazu beiträgt, mehr Material in kürzerer Zeit zu erlernen. Dabei kann Musik ein Werkzeug sein, um die Intelligenz in allen Bereichen zu erhöhen, nicht nur im Studium. Im Gegensatz dazu gibt es eine Reihe von Studien, die belegen, dass das gleichzeitige Lesen und Hören von Musik die Wahrnehmung von Informationen behindert [2].

Der wichtigste Einfluss der Musik auf die Psychologie eines Menschen ist, dass Musik unterschiedliche Emotionen hervorrufen kann. Gleichzeitig hängt die Präferenz und Wahrnehmung der Musik des Menschen von dem emotionalen Zustand ab, in dem er sich gerade befindet. Aber die Geschmacksrichtungen der Menschen unterscheiden sich, was die Objektivität des Urteils behindert [4].

Emotionen können die menschliche Psyche am stärksten beeinflussen. Ein Übermaß an negativen Emotionen führt zu einer Ausbreitung von Energie, die ein Mensch nicht richtig ausdrücken kann, was dazu führt, dass er sich im Inneren des Körpers ansammelt. Dies verursacht eine Vielzahl von psychosomatischen Erkrankungen, die jede Form von Krankheit annehmen können, von Schnupfen bis Magenkrebs.

Zur Behandlung psychosomatischer Erkrankungen wird die Musiktherapie verwendet, die Kombination von Musik und Psychotherapie. Das Besondere an der Musiktherapie ist, dass Musik eine direkte Verbindung zur emotionalen Komponente eines Menschen hat. Die Musik fördert das richtige Erlebnis und den richtigen Ausdruck von Gefühlen, was den Energiefluss freisetzt, der sich in Form einer Krankheit im Körper ansammelt. Diese Methode der Behandlung von Krankheiten hat ihre Wirkung gezeigt, kann aber immer noch nicht als ein eigenständiges Verfahren anerkannt werden. Heute ist die Musiktherapie in Deutschland Teil der Rehabilitation von Patienten nach Schlaganfällen, Hirnoperationen oder Hirnverletzungen. Es wurde auch eine Musiktherapie für Alzheimer, Demenz und andere kognitive Störungen entwickelt. Das Studium der Musiktherapie fördert die Forschung im Zusammenhang mit den Ergebnissen der Musiktherapie in der psychosomatischen Medizin. Es werden die klinischen Anwendungsbereiche der Musiktherapie und das Problem besonderer Indikationen in der Psychosomatik diskutiert [1].

Musik beeinflusst die Psychologie jedes Menschen und löst sowohl positive als auch negative Gefühle und Emotionen aus, aber diese Wirkung ist sehr einzigartig. Die Reaktion des Nervensystems auf die Musik ist unterschiedlich, aber immer noch stark genug. Musik beeinflusst nicht nur den psychischen Zustand des Menschen, sondern auch den physischen. Mit Hilfe der Musiktherapie können psychosomatische Erkrankungen unterschiedlicher Art und Komplexität behandelt werden. Musik ist ein wirksames und erschwingliches Mittel, um die Arbeit eines Menschen zu verbessern und sein emotionales Wohlbefinden zu verbessern. Die Auswirkungen der Musik auf die Psychologie sollten besser untersucht werden, um neue Möglichkeiten zur Verbesserung von Wissenschaft und Leben zu eröffnen.

Liste der verwendeten Quellen

1. Die Wirkung von Musik auf die Persönlichkeitsentwicklung von Kindern*Ausarbeitung WD 9 - 060/2007. Deutscher Bundestag. Wissenschaftliche Dienste.* URL: http://docplayer.org/31551562-Die-wirkung-von-musik-auf-die-persoenlichkeitsentwicklung-von-kindern-ausarbeitung.html
2. Tüpker, D. Musiktherapie als Psychotherapie. *Nervenheilkunde.* URL: https://www.thieme-connect.de/products/ejournals/abstract/10.1055/s-0038-1667397
3. Wickel, H. H. Musik in der Sozialen Arbeit. *Waxmann Verlag GmbH.* URL: *https://www.socialnet.de/rezensionen/24481.php*
4. Wollenberg, A. Musikpsychologie. Emotionale Wirkung von Musik. *Grin, Hochschule Bremen.* URL: *https://www.grin.com/document/74108*

Roman Krupa
Faculty of Economic, Management and Psychology,
Course 2, group 8, specialty "Corporate Finance",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Shyrmova Tetiana, senior lecturer,
Associate Professor of the Department of Modern European Languages, KNUTE, Kyiv.

COGNITIVE PROCESSES IN SPORT. INTERNAL DIALOGUE AS THE MECHANISM OF SELF-REGULATION

The goal of this research is to try to understand cognitive processes which occur during internal dialogues with yourself while going in for sports. Many of us unexpectedly can comment our own actions, marking their failure or success during execution, but we hardly think that such manifestations can affect on the success of this actions. A large number of studies on sport's psychology note that there is no stable definition of self – talk. It usually refers to "an internal dialogue in which the individual interprets feelings and perceptions, regulates and changes assessments and gives himself instructions". [2]

The work of J. Theodorakis and colleagues asserts that "the internal dialogue can be reproduced both verbally and non – verbally, in the form of the word, thought, smile, etc". Sometimes the inner dialogue also includes waking dreams, mental images, etc. Also, athletes' speech addressed to themselves has a number of characteristics: it is abbreviated (for example, "head" instead of "Put your head down") and it often says to itself and has a positive emotional coloring ("I can do it"). J. Hardy defines internal dialogues as "a) verbalization and statements addressed to yourself; b) multidimensional in its nature; c) possessing interpretive elements in the content of the applicable statement; d) having dynamics; e) and performing at least two functions: instructive and motivational". Thus, two main functions, which performs internal dialogue: cognitive (instructive) and motivational. In this case, the motivational function is divided on the functions of self – regulation of emotional states (relaxation, etc); the function of promoting the development of activities (focusing attention, self – confidence and emotional preparation for development); more global – the function of motivational drive (setting and achieving long – range goals, level effort, etc). [2]

Accordingly, it is considered that the instructive internal dialogue is more effective for technical aspects and motivational – to increase effort and self – confidence. Their optimal ratio is 70% to 30%.

Internal dialogue is used unevenly by athletes. Studies have shown that its use by athletes before the competition almost does not differ between successful and unsuccessful athletes, but immediately before the competition it sharply increases among professional athletes. In the famous survey of the Olympic team in gymnastics, it was shown that the presence of internal dialogue exactly before the competition is the predictor of the success of the athlete's performance.

In a study by J. Hardy and colleagues took part 291 athlete at the age of 17-26. Subjects completed the questionnaire which was oriented on internal dialogue several times. As the result, the frequency of its use increased with the beginning of the active competitive season. It has also been shown that individual athletes sports use internal dialogue more often than team sports athletes. In addition, high level athletes use internal dialogue more often than beginner athletes. [1]

In a well–known study by B. Raschal and his colleagues took part 18 skiers of the potential Canadian Olympic team and the Canadian youth team. Every skier participated in at least 12 consecutive races. Some of them were carried out traditionally (without any instructions), and some – with using keywords in their internal dialogue. The experiment was organized in such way that competitive races were mixed with training ones. In turn competitive runs were divided into three groups, that is when the subjects were asked to concentrate on the technique of completing the task (words like "full speed", "I can better", etc), on your mood which was connected with your motor readiness and emotional state (words like "come on", "let's go" and others) and on a positive assessment of their own actions, self-confidence ("I'm the best", "I will do it" and others). The experiment has convincingly shown that for all athletes using of keywords was effective and in comparison with training races, they increased their results on average by more than 3%. It is also interesting that in competitive races with using keywords all athletes had an increase in their heart rate, but skiers didn't notice any changes.

There are various explanations of why the internal dialogue has such impact. Some authors (D. Landin, E. Gebert) argue that its effectiveness is due to an increase in the level of attention. It is assumed that attention is heterogeneous process, that is attention is drawn to the outside and to oneself. In addition, attention can be distributed widely or narrowly. For example, in football the player who gives the pass must be oriented outward as much as it possible, and the recipient, on the contrary, must be concentrated on the ball. In other words, the theory is used as an explanatory information process. Increased focus promotes cutting off "unnecessary" information and simplifies the effective implementation of activities.

J. Hardy argues that the main reason of the success of using internal dialogue is associated with increasing self-confidence and gaining control over oneself. One more factor is directly related with internal dialogue. No less important is the theory of L. S. Vygotsky, who divided subject's speech into outward-facing and on yourself (individual and social). By his logic, internal dialogue moves from a more detailed to a more concise one, about yourself. [1]

So, all in all, try more often remind to yourself the importance of the present moment: what is happening under your feet, about that particular interval which you are currently running, don't be afraid of showing your emotions outdoors. Think about the movement, about the components of every step, do what you want and don't stop because you cannot continue. Such techniques work in 90% of cases – returning the control under the situation and allow you to work out the distance to the maximum.

REFERNCES

1. https://isiarticles.com/bundles/Article/pre/pdf/77545.pdf
2. https://www.academia.edu/6080534/The_effect_of_self_talk_on_a_basketball_shooting_task
3. https://victor-sport.nethouse.com/static/doc/0000/0000/0221/221963.36l3cgfefy.pdf
4. https://core.ac.uk/download/pdf/32306975.pdf

Medvedeva Dasha,
Faculty of International Trade and Law,
course II, group 12, specialty «Civil Law»,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Kulazhenko, Olena,
Lecturer at the Department of Modern European Languages, KNUTE

PERSONALLY INTANGIBLE RIGHTS OF AN INDIVIDUAL

Personal non-property rights belong to every individual from birth or by law. Personal non-property rights of an individual have no economic meaning. Personal non-property rights are closely linked to the individual. An individual may not waive personal non-property rights, nor may he be deprived of these rights. An individual has personal non-property rights for life.

All personal non-property rights, depending on the purpose, are divided into personal non-property rights that ensure the natural existence of the individual and personal non-property rights that ensure the social existence of the individual.

It is also possible to take as a basis the division of the order of origin of personal non-property rights: those that belong to individuals from birth, and those that belong to them by law.

Different types of personal non-property rights can be collected in three legal institutions:

• rights to intangible goods embodied in the individual;

• the right to personal inviolability, freedom;

• the right to life and health;

• the right to privacy.

Personal non-property rights that ensure the natural existence of an individual should include: the right to life, the right to eliminate the danger to life and health, the right to health care, the right to medical care; the right to information about one's health: the right to secrecy about one's health; the rights of an individual who is in inpatient treatment in a health care institution; the right to liberty; the right to personal integrity, the right to donate, the right to a family; the right to guardianship or custody; the right to a safe environment for life and health [1].

The personal non-property rights that ensure the social existence of an individual should include: the right to a name, the right to change one's name, the right to use one's name; the right to respect for dignity and honor; respect for the person who died; the right to inviolability of business reputation, the right to individuality; the right to privacy and its secrecy; the right to information; the right to personal papers.

An individual exercises personal non-property rights independently, and in the interests of minors, adult and minors individuals who due to age or health cannot independently exercise their personal non-property rights, their rights are exercised by parents (adoptive parents), guardians, trustees. In addition, an individual has the right to require officials to take appropriate action to ensure the exercise of personal non-property rights [2].

An individual has the right to protect his personal non-property right from unlawful encroachments by others.

The method of protection of civil rights means a system of measures aimed at protecting and inviolability of property and the free exercise of subjective civil rights.

Thus, personally inalienable rights are one of the most important rights of society. Life, health, liberty and personal integrity are the highest intangible benefits, and that is why their provision and protection should be given special attention by the state and lawyers. Life has a dual (biological and social) nature, and both sides are equal to some extent should be protected by the state [3].

REFERENCES:

1. Конституція України: Закон України від 28.06.1996 № 254к/96-ВР // Верховна Рада України. URL: https://zakon.rada.gov.ua/laws/show/254%D0%BA/96-%D0%B2%D1%80#Text (дата звернення: 05.04.2021).
2. Цивільний кодекс України від 16.01.2003 № 435-IV URL: https://zakon.rada.gov.ua/laws/show/435-15#Text (дата звернення: 05.04.2021).
3. Особисті немайнові права фізичної особи. Electronic resource, - Access mode : https://wiki.legalaid.gov.ua/index.php/Особисті_немайнові_права_фізичної_особи (дата звернення: 05.04.2021).

Jana Onyshko,
Studentin im zweiten Studienjahres, Gruppe 19,
Fakultät für Wirtschaft, Management und Psychologie,
Fachrichtung: Öffentliche Verwaltung,
Kyjiwer Nationale Universität für Handel und Wirtschaft,
Kyjiw. Ukraine,
Wissenschaftliche Betreuerin: Mamtschenko Switlana,
Lektorin im Lehrstuhl moderner europäischer Sprachen, KNUTE.

WORLD VISION DEUTSCHLAND

World Vision Deutschland e. V. (WVD) ist eine evangelikale Organisation mit Schwerpunkten in drei Hauptbereichen: Entwicklungszusammenarbeit, Katastrophenhilfe, und „entwicklungspolitische Anwaltschaftsarbeit“ für die beiden erstgenannten Bereiche.

Sie ist Teil der internationalen Dachorganisation World Vision International (WVI) und nicht in die Strukturen einzelner Kirchen eingebunden. Ihre Spendenprojekte werden hauptsächlich durch Kinderpatenschaften finanziert. In Deutschland engagiert sie sich zusätzlich in der Bildungsarbeit, der Forschung über Kinder sowie in Projekten gegen Armut. WVD ist „eine der größten Spendenorganisationen in Deutschland.

Der Verein arbeitet als Mitglied des christlich-evangelikalen Dachverbandes World Vision International (WVI) vor dem für alle WVI-Partner verbindlichen christlichen Selbstverständnis („Core Values“). WVI wird als evangelikal eingeordnet. Alan Whaites, ein ehemaliger Mitarbeiter von WVI, betont, dass die theologische Position von World Vision International über die Jahre hinweg komplexer und weniger homogen geworden sei.

Der Verein wird von Annette Scheunpflug in einer Studie zur Werbung für Kinderpatenschaften ebenfalls als christlich charakterisiert; dabei werde von World Vision die Zusammenarbeit mit Menschen unabhängig von ihrem religiösen Hintergrund betont. WVD unterscheide sich in diesem Punkt erkennbar von WV US, welches eine Nähe zu evangelikalem, fundamentalistischem Christentum zeige und missionarische Aktivitäten erkennen ließe.

1979 gründete Manfred Kohl in Oberursel ein Büro des Dachverbandes World Vision International als Vorgänger von World Vision Deutschland e.V. 1981 unterstützte World Vision Deutschland 15.000 Patenkinder; bis 1985 stieg die Zahl auf rund 30.000. Die Organisation unterstützte 1990 nach dem Sturz des Diktators Ceausescu in Rumänien sowohl vernachlässigte, als auch häufig durch die Nutzung unsteriler Injektionsnadeln an der Immunschwächekrankheit AIDS erkrankte Waisenkinder.

1994 wurde Günther Bitzer neuer Direktor von World Vision Deutschland. Nach einer Umstrukturierung wurde die Organisation als rechtlich selbständiger Verein eingetragen. Der neue Verein mit Sitz in Friedrichsdorf im Taunus wurde selbständiger Partner im Netzwerk von WVI.

Im Jahr 2000 beteiligte sich WVD gemeinsam mit dem CVJM und der Evangelischen Allianz mit dem Projekt Pavillon der Hoffnung an der Expo 2000; eigener Thementag war der 31. Juli 2000.

2018 förderte der Verein in 48 Ländern insgesamt 284 Projekte, davon rund die Hälfte in Afrika. Die Organisation wurde Mitglied bei der Aktion Deutschland Hilft sowie im Jahr 2004 Gründungsmitglied der Kampagne Gemeinsam für Afrika. In Reaktion auf den Tsunami half WVD 2005 in den Ländern Indonesien, Sri Lanka und Indien. Dieses Projekt war seine bis dahin umfangreichste Katastrophen- und Wiederaufbauhilfe. Mit der Eröffnung des Berliner Büros wurde im folgenden Jahr die „entwicklungspolitische Anwaltschaftsarbeit“ begonnen. In diesem Jahr wurden rund 150.000 Jungen und Mädchen weltweit durch WVD gefördert. Günther Bitzer trat zum 15. Juni 2007 als Direktor zurück. Seine Vertretung übernahm kommissarisch Urs Winkler, Geschäftsführer von World Vision Schweiz [3].

Die erste World Vision Kinderstudie wurde 2007 veröffentlicht. Im folgenden Jahr wurde Christoph Waffenschmidt Vorstandsvorsitzender. 2009 förderte WVD, unterstützt durch rund 150.000 Paten, insgesamt 253 Projekte in 49 Ländern. Im Jahr 2010 wurde die zweite World Vision Kinderstudie veröffentlicht. Im Finanzjahr 2018 hat World Vision Deutschland 284 Projekte in 48 Ländern gefördert.

Der 1979 gegründete Verein hatte im Jahre 2010 insgesamt 19 Mitglieder und circa 130 Mitarbeiter. Der Verein hat neben der Mitgliederversammlung besondere Vertreter als Organe. Seit Januar 2010 berät ein Kuratorium das Präsidium.

Aufgrund der niedrigen Mitgliederzahl spielt der Vorstand die erste Geige.

Die meisten Projekte des Vereins wird zu circa zwei Dritteln durch Spenden finanziert. Der Rest besteht im Wesentlichen aus zweckgebunden Fördermitteln, beispielsweise vom Auswärtigen Amt, dem Europäischen Amt für humanitäre Hilfe (ECHO) oder dem Welternährungsprogramm (WFP).

Die Spenden werden vor allem in Form von Spendenpatenschaften im Bereich Entwicklungszusammenarbeit eingenommen. Die Paten können ab einem Betrag von 30 Euro monatlich selbst entscheiden, mit welchem Betrag sie ein Kind unterstützen.

Die Finanzierung der Entwicklungszusammenarbeit durch Patenschaften hat den Vorteil, dass es die Ausgaben für Werbung reduziert, weil es sich um Dauerspenden handelt und den Nachteil, dass er zu erhöhten Ausgaben für Spenderkommunikation führt. Die Kosten für Werbung und Verwaltung werden als angemessen bewertet. Dafür wurde World Vision Deutschland das DZI-Spendensiegel vergeben.

Der Verein publiziert jährlich seinen Jahresbericht, der online eingesehen werden kann. Daneben werden das Spendermagazin Hilfe Direkt (seit 1983) und durch das World Vision Institut die Reihe Theorie und Praxis herausgegeben.

Liste der verwendeten Quellen:

1. Anja Appel / *Strategieentwicklung bei NGOs in der Entwicklungszusammenarbeit.* //Wiesbaden-.2009.-ISBN 3-531-16348-5, S. 251.
2. Kurt Bangert / *Der Traum von einer besseren Welt. Warum die Bekämpfung der Armut neue Wege gehen muss. Praxis und Perspektiven eines Hilfswerks. //* Johannis Verlag-.2006.-ISBN 3-501-01538-0.
3. Günther Bitzer. / *Christliche Grundwerte und ihre Bedeutung für die Armutsbekämpfung.* // Nürnberg-.2010.-URL: *Die öffentliche Darstellung von Kinderpatenschaften: Eine kritische Bestandsaufnahme aus entwicklungspädagogischer Sicht.*

Peleshok Olha,
Faculty of Trade and Marketing,
course II, group 15, specialty "Marketing",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Nypadymka Alla, PhD in Humanitarian Sciences,
Associate Professor at the Department of Modern European Languages, KNUTE

DIGITAL DETOX AS THE WAY TO FREEDOM FROM DAILY ROUTINE AND TECHNOLOGY ADDICTION

Digital detox is a relatively new concept, appearing on websites around 2010. According to Cambridge Dictionary, *digital detox* is a period of time during which you do not use mobile phones, computers, etc., because you usually use these devices too much [1]. From 2013, the concept is included in the Oxford Dictionary: *digital detox* is a period of time during which a person refrains from using electronic devices such as smartphones or computers, regarded as an opportunity to reduce stress or focus on social interaction in the physical world [3]. “Detoxing” is often seen as a way to focus on real-life social interactions without distractions. Refraining from using online and social media, people can let go and fill less stress.

Swedish researchers Thomée S, Härenstam A, Hagberg M. found that heavy technology use among young adults was linked to sleeping problems, depressive symptoms, and increased stress levels. “Frequent mobile phone use was associated with current stress, sleep disturbances, and symptoms of depression among the young adult men and women in cross-sectional analysis. Prospective analysis indicated that high frequency of mobile phone use could be a risk factor (or marker) for developing sleep disturbances in the men, and symptoms of depression in both the men and women, at 1-year follow-up” [5, p. 7]. Researchers Madeleine J. George, Michael A. Russell, Joy R. Piontak and Candice L. Odgers found that heavy daily technology use was associated with an increased risk for mental health problems among adolescents (ADHD). The study found that teens who used digital media frequently were more than twice as likely to develop symptoms of ADHD (attention deficit hyperactivity disorder). At the beginning of the study, the teens showed no symptoms of ADHD. However, by the end of the two years, teens who used digital media frequently were far more likely to have symptoms of the disorder [2, p. 88].

People who check their social media accounts, email and texts on a constant basis are called the "constant checkers". They do it almost obsessively. According to American Psychological Association's Stress in America survey, 43 percent of Americans are qualified as constant checkers and around 18% of Americans identify the use of technology as a very or somewhat significant source of stress [4, p. 1]. **It is a well-known fact that** social media became mundane and routine things **nowadays**. But social communication also negatively affects a greater proportion of constant checkers than non-constant checkers. "More than two in five constant checkers (42 percent) say that political and cultural discussions on social media cause them stress, compared to 33 percent of non-constant checkers. Additionally, 42 percent say they worry about negative effects of social media on their physical and mental health (compared to 27 percent of non-constant checkers)" [4, p.3].

In order to practically establish students' needs and wants, we conducted needs analysis at different departments of Kyiv National University of Trade and Economics. The analysis was held in form of a questionnaire proposed to students during the second semester of the academic year 2020-2021. 233 students participated in the anonymous questionnaire. The respondents were asked to answer 2 questions of the questionnaire covering the frequency of using digital devices (including studying) and necessity of a tech break. It was found out that most of the respondents use digital devices about 5-8 hours a day (49,8%) and 28,8% of participants use digital devices about 9-12 hours a day, 16,3 % of respondents use digital devices about 1-4 hours a day, 5,2% spend more than 12 hours exposed to digital devices.

Most of respondents (88,4%) agreed that they need a tech break from devices. 30,9% of respondents often need a digital detox, 57,5% sometimes feel they need digital detox and only 11,6% of respondents don't need a tech break.

All students confirmed that there has been significant growth in tech adoption since 2020 quarantine among older generation. By studying digital detox and making the research more objective, we created the same anonymous questionnaire for parents of Kyiv National University of Trade and Economics`s students. 190 parents took part in this study. Dealing with the question the frequency of using digital devices (including working), most respondents (44,2%) voted for 5-8 hours a day. However, 32,1% of parents use digital devices about 1-4 hours a day. While

20,5% of parents say that they use digital devices about 9-12 hours a day, a good sign that least number of respondents (3,2%) use screens more than 12 hours a day.

In response to the question of necessity of a tech break, 90% of parents agreed. 54,2% of them confirm that sometimes they need a break from using digital devices, a slightly less number (35,8%) often need digital detox and only 10% of participants say that they are not interested in detoxing.

While generations differ in their use of various technologies, our small survey found that younger “constant checkers” also feel the necessity of digital detoxing (88,3%) as older generation who use the digital devices (89,8%).

Whether you’re an overworked university student checking your Instagram and Telegram or a busy parent checking emails and Facebook, a digital detox is a great way to promote healthy and conscious family pastime.

REFERENCES:

1. Cambridge Dictionary. Retrieved on March 14, 2021 from https://dictionary.cambridge.org/dictionary/english/digital-detox
2. George MJ, Russell MA, Piontak JR, Odgers CL. Concurrent and Subsequent Associations Between Daily Digital Technology Use and High-Risk Adolescents’ Mental Health Symptoms. *Child Development, 89*, p. 78-88, 2017. https://doi.org/10.1111/cdev.12819
3. Oxford Dictionary. Retrieved on April 9, 2021 from https://www.lexico.com/definition/digital_detox
4. **Stress in America: Coping with change.** *American Psychological Association, 02.23.17*. Retrieved on March 16, 2021 from https://www.apa.org/news/press/releases/stress/2017/technology-social-media.pdf
5. Thomée, S., Härenstam, A. & Hagberg, M. Mobile phone use and stress, sleep disturbances, and symptoms of depression among young adults - a prospective cohort study. *BMC Public Health 11*, 66 (2011). https://doi.org/10.1186/1471-2458-11-66

Viktoriia Pohorila,
1st year student,
Faculty of Economics, Management and Psychology
Kyiv National University of Trade and Economics
Scientific adviser: Senior Teacher Mamchenko S.P.

HOW MUSIC AFFECTS OUR BRAINS

Art has always attracted people. Thanks to the fact that each person could express himself. Art helps people in many different areas such as psychological, mental, intellectual, physical and others… Musical art is one of the most popular and ancient types of the art. Music as a form of communication. That is why it became so popular. Our music choice can predict our personality. Music brings different persons together and make people more friendly, helps them understand each other. Listening to music or playing an instrument engages multiple parts of your brain — and can help your mood and memory. How music affects our brains? What benefits of listening good music?

The interest in the effects of music on the brain has led to a new branch of research called neuromusicology which explores how the nervous system reacts to music. And the evidence is in music activates every known part of the brain [1].

Take this research with a grain of salt, because it's only been tested on young adults, but it's still really interesting [2].

In a study of couples who spent time getting to know each other, **looking at each other's top ten favorite songs actually provided fairly reliable predictions as to the listener's personality traits.**

The study used five personality traits for the test: openness to experience, extraversion, agreeableness, conscientiousness and emotional stability.

Interestingly, some traits were more accurately predicted based on the person's listening habits than others. For instance**,** openness to experience, extraversion and emotional stability **were the easiest to guess correctly**. Conscientiousness, on the other hand, wasn't obvious based on musical taste.

Here is also a break-down of how the different genres correspond to our personality, according to a study conducted at Heriot-Watt University. To break it down, here is the connection they have found:

- **Blues fans** have high self-esteem, are creative, outgoing, gentle and at ease;
- **Jazz fans** have high self-esteem, are creative, outgoing and at ease;
- **Classical music fans** have high self-esteem, are creative, introvert and at ease;
- **Rap fans** have high self-esteem and are outgoing;
- **Opera fans** have high self-esteem, are creative and gentle;
- **Country and western fans** are hardworking and outgoing;
- **Reggae fans** have high self-esteem, are creative, not hardworking, outgoing, gentle and at ease;
- **Dance fans** are creative and outgoing but not gentle;
- **Indie fans** have low self-esteem, are creative, not hard working, and not gentle;
- **Bollywood fans** are creative and outgoing;
- **Rock/heavy metal fans** have low self-esteem, are creative, not hard-working, not outgoing, gentle, and at ease;
- **Chart pop fans** have high self-esteem, are hardworking, outgoing and gentle, but are not creative and not at ease;

- **Soul fans have high self-esteem, are creative, outgoing, gentle, and at ease;**

Of course, generalizing based on this study is very hard. However, looking at the science of introverts and extroverts, there is some clear overlap.

Something that's really interesting about how our emotions are affected by music is that we could feel the music and there are two kind of emotions related to music**:** *perceived* **emotions and** *felt* **emotions**.

This means that sometimes we can understand the emotions of a piece of music without actually feeling them, which explains why some of us find listening to sad music enjoyable, rather than depressing.

Unlike in real life situations, we don't feel any real threat or danger when listening to music, so we can perceive the related emotions without truly feeling them — almost like vicarious emotions. Furthermore ambient noise can improve creativity. We all like to pump up the tunes when we're powering through our to-do lists, right? But when it comes to creative work, loud music may not be the best option.

It turns out that a moderate noise level is the sweet spot for creativity. Even more than low noise levels, ambient noise apparently gets our creative juices flowing, and doesn't put us off the way high levels of noise do.

The way this works is that moderate noise levels increase processing difficulty which promotes abstract processing, leading to higher creativity. In other words, when we struggle (just enough) to process things as we normally would, we resort to more creative approaches. Music is a source of creativity, especially when it's upbeat [3].

In high noise levels, however, our creative thinking is impaired because we're overwhelmed and struggle to process information efficiently. This is very similar to how temperature and lighting can affect our productivity, where paradoxically a slightly more crowded place can be beneficial. In addition, music training can significantly improve our motor and reasoning skills.

We generally assume that learning a musical instrument can be beneficial for kids, but it's actually useful in more ways than we might expect. Study showed that **children who had three years or more musical instrument training performed better than those who didn't learn an instrument in auditory discrimination abilities and fine motor skills** [4, 5].

Also, Musicians have bigger, better connected, more sensitive brains. **They also tested better on vocabulary and nonverbal reasoning skills, which involve understanding and analyzing visual information**, such as identifying relationships, similarities and differences between shapes and patterns [6].

These two areas in particular are quite removed from musical training as we imagine it, so it’s fascinating to see how learning to play an instrument can help kids develop such a wide variety of important skills. Also, classical music can improve visual attention. It’s not just kids that can benefit from musical training or exposure. Stroke patients in one small study showed improved visual attention while listening to classical music. The study also tried white noise and silence to compare the results, and found that, like the driving study mentioned earlier, **silence resulted in the worst scores**. Because this study was so small, the conclusions need to be explored further for validation, but it is really interesting how music and noise can affect our other senses and abilities-in this case, vision.

Many schools have cut music programs due to loss of funding, and this is widely believed by parents and educators to be a big mistake. Music makes children better students. **Music, whether taught in or outside of school, helps students excel in the following ways:** improved language development, improved test scores, increased brain connectivity, increased spatial intelligence, modest increase in IQ [7].

The evidence is clear — playing a musical instrument or listening to music can positively affect brain health and fitness. Music can improve mood, increase intelligence, enhance learning and concentration, and ward off the effects of brain aging.

References:

1. Listening to music lights up the whole brain. ScienceDaily. 2011. URL: https://www.sciencedaily.com/releases/2011/12/111205081731.htm.
2. North A. Individual differences in musical taste. *American Journal of Psychology*. 2010. URL: https://www.jstor.org/stable/10.5406/amerjpsyc.123.2.0199?seq=1.
3. Ritter S., Ferguson S. Happy creativity: Listening to happy music facilitates divergent thinking. US: Public Library of Science. 2017. URL: https://doi.org/10.1371/journal.pone.0182210.
4. Wolford C. How Does Musical Stimuli Effect The Brain. Prezi. 2018. URL: https://prezi.com/p/yymaoef6ozzx/how-does-musical-stimuli-effect-the-brain/.
5. Gaser C. Behavioral/Systems Cognitive Brain Structures Differ between Musicians and Non-Musicians *Journal of Neuroscience*. 2013. URL: https://www.jneurosci.org/content/23/27/9240.
6. Duckworth L. Musicians found to have 'more sensitive brains' . Independent. 2011. URL: https://www.independent.co.uk/news/science/musicians-found-have-more-sensitive-brains-5360670.html.
7. Lewis Brown L. The Benefits of Music Education. PBS Kids. 2012. URL: https://www.pbs.org/parents/thrive/the-benefits-of-music-education.

Ilona Pruglo
Faculty of Economic, Management and Psychology,
Course 2, group 6, specialty "Psychology",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Shyrmova Tetiana, senior lecturer; Department of Modern European Languages, KNUTE, Kyiv

DEVELOPMENT OF COMMUNICATION SKILLS AS A MEANS OF OVERCOMING BARRIERS TO COMMUNICATION

Communication is an important spiritual need of the individual as a social being. Through communication a person acquires knowledge about the world around him, learns social, moral and cultural values. Without it, the processes of upbringing, education, management and service are inconceivable in society. Communication in the life of people and society performs informational, social, psychological, developmental functions. It helps people coordinate complex group activities. Communication is a process by which people pass information, ideas, thoughts and states of mind to each other. In today's world, due to the rapid development of the media, the number of contacts between people is constantly growing, so we are spending more and more time on the creation, consumption and transmission of information that is the communication process. Scientists have estimated that direct and indirect communication in the lives of most people takes up to 70% of personal time. That is why for a modern person the ability to communicate, knowledge of certain norms and rules of communication, which ensure mutual understanding, is very important.[1]

Barriers to communication are psychological difficulties that arise in the process of communication and cause conflicts or hinder mutual understanding and interaction. They can be related to people's characters, their aspirations, attitudes, language characteristics, and manner of communication. Based on the structure of communication, it is possible to classify communication barriers in the following way:

1) Barriers to perception and understanding:

– Aesthetic (external impression is extremely unfavorable);

– Social (differences in social status);

– Barrier of negative emotions (fear, anger, resentment, irritation, suffering, grief, shame and guilt, contempt, disgust);

– Installation barrier (stereotypes or pre-formed negative attitudes towards the company, organization, individual work);

– Barrier of psychological protection (when a person is insecure, he has complexes, and he builds his behavior from the standpoint of defense, self-defense).

2) Barriers to interaction:

– barrier of communication styles;

– ethical barrier (moral incompatibility of business partners);

– motivational barrier (difference of motives for contact);

– barrier of technique and communication skills;

– character barrier.

3) Communication barrier:

– language barrier;

– hearing barrier;

– modality barrier (different representative systems);

– incompetence.

The communication barrier is an absolute or relative obstacle to effective communication. Types of communication barriers:

– barriers to understanding;

– barriers to socio-cultural discrimination;

– relationship barriers.

Barriers to understanding can arise from errors in the process of transmitting information. *Phonetic misunderstanding*, when as a result of the communicator's use of slurred fast speech, colloquial speech or speech with a large number of parasitic sounds. There are also *semantic barriers* to misunderstanding when participants use different meanings of words. *A stylistic barrier* can play an equally important role in violating the norms of interpersonal communication. It occurs when the speech style of the speaker and the communication situation or speech style of the listener are not correlated. *The logical barrier* of misunderstanding arises when the logic of reasoning is difficult to understand.

Socio-cultural differences between communication partners (social, political, religious and professional) can often be the cause of misunderstanding. There are also barriers of negative emotions, such as: the barrier of disgust, the barrier that arises from suffering or grief, the fear barrier, the barrier of shame and guilt, the barrier of contempt, the barrier of perception, character barriers. [2]

In order to overcome barriers and develop communication skills, it is necessary to constantly improve the knowledge of the native language and language culture. It is necessary to create attitudes to master the correct literary speech in all situations of communication; self-control and development of expressive speech skills; development of general psychological features of personality, development of such communicative qualities as correctness (compliance with grammatical, punctuation and other norms of modern literary language), intelligibility, accuracy of expression, relevance (logic, motivation), richness (variety of speech means), expressiveness (emotionality, brightness), purity (inadmissibility of jargon, vulgarism), conciseness; possession of non-verbal means of communication (facial expressions, gestures, speech rate, voice tone). In addition, the ability to manage attention is important, which involves attracting and maintaining the attention of the listener to the speaker. Effective listening techniques also help to overcome verbal barriers. The following are distinguished: *attention*, *non-reflexive listening, reflexive listening, attitude, non-verbal listening, and memory*.

Attention as an effective listening technique involves minimizing distractions by periodic short-term eye contact. *Non-reflexive listening* provides reducing intrusion into the partner's language and includes minimizing responses and attentive listening. *Reflexive listening* is active. It involves feedback from communication partners through clarification, paraphrasing of messages and statements of the partner, reflection of his feelings and generalization of the received information. *Attitude* is based on a positive emotional attitude towards the communication partner as a person. *Empathic listening*, which increases the effectiveness of communication in the case of "reading" of positive emotions (joy, satisfaction, confidence, hope), is singled out as a method of listening. *Memory* as a special listening technique involves the ability to perceive, store and reproduce information. *Non-verbal listening* includes reading facial expressions, postures, gestures of the partner.

Awareness, analysis of communication barriers and ways to avoid and overcome them helps to achieve goals and objectives of communication, effective and fruitful interaction, harmonization of relationships.[3]

To sum up we can note that communication is a deeply social phenomenon. The social nature of communication is expressed in the fact that it always takes place in an environment of people, where the subjects appear as carriers of social experience. Communication barriers are diverse due to different factors. Therefore, it is very important to understand their nature, causes and conditions of their origin.. The most important thing is to realize the importance and adhere to normal human relationships in any activity. It should be borne in mind that it is impossible to get a positive result without respect, understanding and patience for the personality of the communication partner.

REFERENCES:

1. Новомосковський фаховий кооперативний коледж економіки та права ім. Литвиненка//Лекція № 9: : ефективна комунікація. URL: http://nkkep.com/wp-content/uploads/2020/11/P-12-GO-23.11.pdf

2. Харківський національний університет імені В.Н. Каразіна// Матеріали до лекції за темою «Бар'єри спілкування». URL:
http://psychology.univer.kharkov.ua/news2021/NMKDPT2/kharchenko/bio/UK.pdf
3. Львівський державний університет внутрішніх справ// Комунікативні бар'єри спілкування та шляхи їх подолання.URL:
https://www.lvduvs.edu.ua/documents_pdf/visnyky/nvsp/01_2014/14kmpshyip.pdf

Pukhovikova Diana
Faculty of Economics, Management and Psychology
course I, group 7, speciality "Psychology",
Kyiv National University of Trade and Economics
Kyiv, Ukraine
Scientific supervisor: Shirmova Tetiana
Senior Lecturer of the Department of Modern European Languages, KNUTE

FORMATION OF PERSONALITY SELF-ASSESSMENT AND ITS INFLUENCE ON HUMAN PSYCHE

Self-esteem is a person's idea of the importance of his personality, activities among other people, and evaluating himself and his qualities and feelings, strengths and weaknesses. A person's self-esteem is based on certain facts of his life, which at first glance make up a true picture. This is just an opinion about oneself, which has developed basing on life events [6, c. 563].

So, if a person only partially succeeded in doing something, then his opinion of himself may begin to change depending on the circumstances. And when things go really bad, his attitude towards himself worsens accordingly. It becomes the basis for a decrease in your and self-confidence.

Negative personal self-esteem is expressed in the way people usually talk and think about themselves. It focuses on weaknesses and failures, obscuring the positives and devaluing achievements. Such an attitude towards oneself directly determines a person's life choices and leads him to disastrous results in many areas of life. The problem of the emergence and development of self-esteem is one of the central ones in the development of personality. Self-esteem is an essential component of self-awareness, that is, a person's awareness of himself, his physical strength, mental abilities, actions, motives and goals of his behavior, attitude to the environment, to other people, to himself [6, c. 564].

Self-esteem includes the ability to assess your strengths and capabilities, to take yourself critically. It allows a person to measure their strength to the tasks and requirements of the environment and, following this, independently set certain goals and objectives for themselves. Thus, self-esteem forms the basis of the level of aspirations, that is, the level of those tasks for the implementation of which a person considers himself capable. Present in every act of behavior, self-esteem is an essential component in managing that behavior. All this makes self-esteem an important factor in personality formation.

The formation of self-esteem begins from the first years of a person's life with the acquisition of experience of achievements and failures. An important role in this is played by the atmosphere in which the child grows and matures. The attitudes of parents, faithful people, adults, and peers towards the individual directly affects how he will evaluate his personality. Physical and psychological support and caring from others help him to form a positive attitude towards himself [2, c. 45-47].

This process is also influenced by the self-esteem of the adults around the child, especially the parents. After all, they are a role model for him. When a person becomes an adult, his opinion of himself no longer depends so much on the opinions of others, since he is psychologically formed and knows what he is capable of. He does not seek to achieve his goal at any cost. It is almost impossible to provoke him into rash acts.

Self-esteem can be adequate and inadequate. Depending on the nature of self-esteem, a person develops either an adequate attitude towards himself or an inadequate, incorrect one. In the latter case, a person is constantly faced with failure, he often comes into conflict with others, the harmony of the development of his personality is disturbed [4, c. 140]. The nature of self-esteem determines the formation of certain personality traits (for example, adequate self-esteem contributes to the formation of self-confidence, self-criticism, perseverance, exactingness; inadequate - uncertainty or excessive self-confidence, uncriticality) [5, c. 132].

A person with heightened self-esteem tends to exaggerate his own merits and successes. It is sometimes accompanied by the tendency to mimic the abilities of others. Such a person usually considers his success solely his merit and underestimates the role of external factors. But he blames circumstances or other people for failures, but not himself. He reacts painfully to criticism and is ready to aggressively defend his positions. The main desire of people with an exaggerated assessment of their own "I" is to protect themselves from failure at any cost and to prove their righteousness in everything. But often, this behavior is a reaction to an underlying sense of inferiority. The result of too high self-esteem is difficulties in communicating with others and problems with self-realization. As for the first, few people want to communicate with a person who does not consider the interests of others or allows himself to speak arrogantly [4, c. 139].

Problems with self-realization can arise for two reasons. On the one hand, people who overestimate themselves avoid goals, in their ability to achieve which they are not 100% sure, for fear of not being up to par. As a result, they deprive themselves of many chances in life. On the other hand, unreasonable self-confidence often forces them to set themselves unattainable tasks. Failures cannot be analyzed, and they end up wasting time and energy [5, c. 133].

People with low self-esteem underestimate their worth and abilities. They explain their achievements by chance, the help of another person, luck, and only in the last place - by their efforts. If a person speaks for a reason but firmly believes in it, this is not modesty, but a sign of low self-esteem. Such people react to compliments addressed to them with distrust or even aggressive rejection. A person with low self-esteem always doubts himself, therefore he also has problems with self-realization. He chooses only those goals that are easy to achieve. But often this is much lower than its real capabilities [1, c. 12]. It is not surprising that academic, personal, and career success of such people is rather mediocre, but they are inclined to attribute this to external circumstances.

If low self-esteem is about you, try to increase it with training. Remind yourself of your virtues every day. Aloud and mentally repeat positive attitudes about what a talented, beautiful, wonderful person you are. As you can see, any distorted self-esteem (overestimated or underestimated) can seriously ruin a person's life. There is a lot of literature available today, with the help of which anyone can learn to adjust their internal attitudes and patterns using special exercises and techniques, that will improve the quality of your life.

REFERENCES

1. Елліс А. Гуманістична психотерапія. Раціонально-емоційний похід /Санкт-Петербург, 2002. С. 10-13.
2. Пітерсон Д. 12 правил життя. Як перемогти хаос. Санкт-Петербург, 2019
URL:http://loveread.ec/read_book.php?id=79548&p=1 (дата звернення: 15.04.2021)
3. Попович І. С. Самооцінка як критерій соціально-психологічних очікувань. Проблеми загальної та педагогічної психології: зб. наук. праць Інституту психології імені Г. С. Костюка. 2010. Т. 12, ч. 3. С. 326–333.
4. Попович І. С. Соціальні очікування особистості як регулятор соціально-психологічної реальності. Актуальні проблеми психології: зб. наук. праць Інституту психолії імені Г. С. Костюка. Т. 1. Вип. 44. 2016. С. 138–143.
5. Трофімов Ю. Л. Психологія. Київ, 2005. С.131-133.
6. Шалашенко Г. Самооцінка. Філософський енциклопедичний словник /Абрис, 2002. С. 563-565.

Romanchenko Irina,
Faculty of Trade and Marketing,
course II, group 6, specialty "Journalism",
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Nypadymka Alla, PhD in Humanitarian Sciences,
Associate Professor at the Department of Modern European Languages, KNUTE

SOCIAL MEDIA ADDICTION AMONG UNIVERSITY STUDENTS

We are living in the social media era. With the development of information technology and increasing numbers of cross-platform messaging apps, social media (e.g., Facebook, Instagram, Telegram, Twitter, Viber, WhatsApp etc.) has become especially important for young adults. They share university (college) events and photos, private information and personal content, connect with friends, relatives, teachers, stream live events and host discussions, obtain news through social media. The quarantine 2020-2021 contributes to the fact that remote jobs, online classes, using social media for education settings, studying from a distance are becoming more common and typical thing worldwide. A considerable number of studies have shown that social media addiction can be viewed as one form of Internet addiction. According the Camdridge Dictionary, "addiction" is "an inability to stop doing or using something, especially something harmful; the need or strong desire to do or to have something, or a very strong liking for something" [2].

Recent research has found that for many individuals, this high engagement with social media—and associated addictive symptoms—is partially due to a "fear of missing out" (FoMO) [1, p. 2]. Bloemen & De Coninck (2020) found that "adolescents are particularly susceptible to development of Fear of Missing Out (FoMO) by using social media. Closely connected to social media addiction, this phenomenon is not exclusively dependent on individual characteristics but is also affected by the family environment. Family structure, parental relationship quality, and parenting style are factors influencing adolescents' media use, and therefore likely contribute to the development of FoMO [1, p. 2]. Researchers argue that "problematic social media use, and more specifically social media overuse, may lead to symptoms that are traditionally associated with substance-related addictions (e.g., withdrawal, conflict, and loss of control)" [1, p.2]. Driskell (2021) claims that Internet addiction is worse than alcohol or drug abuse because it's much more engaging and there's no stigma behind it and it can also be dangerous. "With the increase in computing power and the availability of the Internet, the problem of Internet Addiction is growing. As content becomes more interactive, the likelihood of addiction will increase. It is important as a society to acknowledge the existence of Internet Addiction. For you and your family, take notice of the warning signs and do not delay if a problem develops, as Internet addiction can be just as destructive as any other addiction" [3, p.2]. According to Brian Primack et al. (2021) young adults who increased their use of social media were significantly more likely to develop depression within six months. One of the reasons for depression is that social media takes too much time. People feel busy, but not efficient. Social media use "has increased dramatically among young adults who are at critical junctures around identity and brain development. More than 90% of U.S. young adults use social media, on average from 2 to 4 hours per day" [6, p.180]. Youbo Hou et al. (2019) found that social media addiction was negatively associated with the students' mental health and academic performance. Furthermore, social media addiction negatively affects self-esteem. "Many studies on social media usage and mental health have shown that the prolonged use of social media such as Facebook is positively associated with mental health problems such as stress, anxiety, and depression and negatively associated with long-term well-being" [4, p.2].

However, no study to date has administered the Social Media Addiction in a young adult sample of Kyiv National University of Trade and Economics. Therefore, a study was conducted among the first and the second-year students at different departments of Kyiv National University of Trade and Economics. The analysis was held in form of a questionnaire proposed to students during the second semester of the academic year 2020-2021. Data were collected via an online survey (answers were gathered by a Google Form). 252 students participated in the anonymous questionnaire. The respondents were asked to answer 2 questions of the questionnaire covering the frequency of time spending on social media during the COVID-19 pandemic and whether they are addicted to social media. It was found out that most of the respondents spend more time on social media during the COVID-19 pandemic (87,7%) and only 12,3% of the respondents said that the time spending on social media was not increased with the emergence of the pandemic.

When respondents were asked whether they "feel addicted to social media", 78,6% of them answered in the affirmative, while only 21,4% of the respondents said that they have not social media addiction.

In conclusion, the current research revealed negative associations between social media addiction and university students' pastime during pandemic. A pleasant and unexpected fact was the understanding and admitting by students of their social media addiction. The students understand the impact of social media and the fact that too much social media can be harmful, the survey found. In addition, future studies should investigate the relation between social media addiction and academic efficiency.

REFERENCES:

1. Bloemen, N., De Coninck, D. Social Media and Fear of Missing Out in Adolescents: The Role of Family Characteristics. *Social Media + Society.* 2020. P. 1–11. Retrieved on April 7, 2021 from https://journals.sagepub.com/doi/pdf/10.1177/2056305120965517
2. Cambridge Dictionary. Retrieved on March 14, 2021 from https://dictionary.cambridge.org/dictionary/english/addiction
3. Driskell, N. Internet Addiction: The Upcoming Storm. Why Internet Addiction Matters your Family. Retrieved on March 27, 2021 from https://static1.squarespace.com/static/5e0648a68169a500b8e40f90/t/5e2b38b80ae65b7ec709fa58/1579890873222/InternetAddictionArticleNathanDriskell.pdf
4. Hou, Y., Xiong, D., Jiang, T., Song, L., & Wang, Q. Social media addiction: Its impact, mediation, and intervention. Cyberpsychology: Journal of Psychosocial Research on Cyberspace. 2019, 13(1), article 4. Retrieved on March 12, 2021 from https://cyberpsychology.eu/article/view/11562/10369
5. Lin L.Y., Sidani J.E., Shensa A., Radovic A., Miller E., Colditz J.B., Primack B.A. Association between Social Media Use and Depression among U.S. Young Adults. *Depression and Anxiety.* 2016; 33(4):323-31. Retrieved on March 15, 2021 from https://www.researchgate.net/publication/291328741_Association_between_Social_Media_Use_and_Depression_among_US_Young_Adults
6. Primack, B. A., MD, Shensa, A., Escobar-Viera, C. G. et al. Temporal Associations Between Social Media Use and Depression. *American Journal of Preventive Medicine.* 2021; 60(2), p.179−188. Retrieved on April 2, 2021 from https://www.ajpmonline.org/article/S0749-3797(20)30447-5/pdf

Shemet Kate, cource 2, group16,
Faculty of Trade and Marketing,
Kyiv National University of Trade and Economics,
Kyiv, Ukraine
Scientific supervisor: Nezhyva Olga, Doctor of Philosophical Sciences, Associate Professor, Associate Professor of Department of Modern European Languages, KNUTE, Kyiv.

THE IMPACT OF SOCIAL NETWORKS ON A PERSON

Social networks are applications where you have the opportunity to communicate, share information with familiar, new people, relatives.

According to statistics, access to social networks is almost 96% of the population of our planet at the moment.

If you studied at school, for example, then your social network would have been all your classmates, teachers. At work, everyone comes into it, with whom you have to communicate at work. Regular contacts gradually develop into strong connections between the participants.

One of the reasons why social networks are successful is that they provide users with a chance to become part of something more. Any social network - whether it is a forum or community around the blog or a community like Myspace or Orkut - will be successful only if its members have a sufficient stock of enthusiasm in order to take an active part in conversations and exchange ideas.

Also social networks are the possibility of self-development. Here you can watch cognitive films, listen to your favorite music, read interesting books, learn foreign languages. In social networks, the interest groups have been created in which the information you can find, such as video with fitness classes, or with a guitar game lessons.

Along with this, social networks can help during the educational process. So with their help, you can share abstracts of lectures, tasks for laboratory work and other useful information. It is also possible to join a community of a certain topic and study in detail the questions on the story or tighten the knowledge of a foreign language. For this, social networks have references to the necessary literature, photo and video materials, you can discuss problematic issues with other members of the group. That is, a huge number of useful and interesting information.

However, there are many misinformation and incorrect ideas about social networks that contribute to the development of some problems. Here are the facts behind some of the most common myths about them.

Myth #1*: In order to be successful on social networks, you need to have a lot of followers.*

Even if you have a lot of followers, it does not guarantee success, as well as this misconception that many people have. Thanks to the introduction of many automation tools, each can now have millions of followers.

What is the benefit when you have a huge base of followers, but zero result? For example, on any of the social networking sites, such as Twitter, Instagram or Facebook, you can see how some self-proclaimed rock stars have a lot of followers, but have absolutely zero result.

Myth #2: *Everything we see on social networks is true.*

In fact, we are watching various people every day in social networks. We inspire them, admire, trying to imitate. Often we take an example with them and find out for yourself a lot of new information, whether it is the life of the model, singer, actresses, an athlete.

But many forget the fact that in the picture before us is also a person, with its problems, experiences and emotions. Just this is not all ended with the public. So most followers in the media it seems that the lives of popular people are solid events, rest, fun and dream work. Such assumptions lead to angry comments and traveled on the Internet of the celebrity.

An important point for which subscribers pay attention is a beautiful picture on the phone screen, a laptop, computer or tablet. However, the moment falls that it is just a photo that has been treated before this and a variety of adjustments. After what he saw, people begin to engage in self-dispersion and seek flaws in themselves, comparing themselves with a bright picture on the Internet. That is why now activists and funds are concerned due to social networks with their filters, successful lighting and angles more than magazines.

The SCOPE disabled people support fund conducted a study in which 1,500 people took part. According to its results, more than half of users of social networks feel defective, and half of the respondents aged 18 to 34 answered that they consider themselves unattractive.

Myth #3: *Communication in social networks is safe.*

Fully protect yourself on the Internet, means completely to refuse it, which is not possible, for a modern person. Any action on the Internet carries a danger to the user, which can lead to blackmail, loss of financial resources, and loss of important data.

Social networks are not a super-safe resource for personal information. Although we cannot submit to the social network without specifying the city / country of residence and personal photos, not to mention the phone number, place of study, work and social status in particular. This information can be used against you, and no one is protected from this.

Myth #4: *You must be in all social networks.*

Why the myth is supported: pressure from the outside. When no one knows what to do, it seems that you need to do everything. It seems that you must do it just because it is fashionable or popular.

Action Plan: build efforts. Do the people you see on these pages resemble your target audience? Do you like the way to communicate in this application yourself, are you interested in design? If so, contact them; if not, do nothing. To be present in other networks for the very presence - a waste of time.

Myth #5: *Social networks do not cause addiction.*

Scientists do not always have time to keep up with the development of social networks. However, various research groups are trying to explore the behavior associated with the use of social networks. For example, scientists from the Netherlands compiled their questionnaire to identify possible dependence.

And if the dependence on social networks still exists, then it is a kind of private event of the Internet - dependence already classified disorder. In 2011, Daria Kuss and Mark Griffiths from the University of Nottingham Trent in the UK analyzed 43 previous studies on this issue and concluded that dependence on social networks is a mental health problem, which "in some cases requires professional treatment." They found that the excessive use of social networks leads to problems in relationships, as well as to deterioration of academic performance and reducing real social activity.

Myth #6: *Social networks do not affect well-being.*

In the 2013 study, scientists two weeks have written 79 participants from five posts every day, asking about their health and the number of time they spent on Facebook since the last message. The longer people sat on the social network, the worse they felt later. Over time, they became less and less satisfied with their own lives.

However, another study showed that some social networks still help to improve well-being. John Berger's marketers and Eva Buhel found that emotionally unstable people most often write about their emotions and thanks to this they receive support that helps to cope with the sad experience.

In general, the influence of social networks on well-being is ambiguous, which confirms last year's study of the Dutch scientists. However, in their opinion, there is an obvious impact of at least one group of people. Social networks negatively affect the well-being of those who are more fell apart from society.

Myth #7: *Social networks do not affect emotional state.*

In a study among 600 adults, about a third of respondents answered that due to social networks, they experience negative emotions (mostly dissatisfaction), and the main reason for this was envy. She arises due to the comparison of his life with the life of others. Evil root - photos from travel. The envy gave rise to a kind of "closed circle": in response to his own envy, people downloaded photographs of the same kind that at first they caused their unpleasant feelings. Also achieve other people and attention to another person (complements, edits, labels) generate a bad emotional state.

It can be concluded that in many areas a person has no sufficient information for the formulation of serious conclusions. However, the facts indicate the following: social networks affect people in different ways, depending on the established conditions and character traits.

After reading all these myths, they are given above and their refutations, the feeling may appear that the network process requires seriousness, complete dedication. In fact, the Internet itself really requires it, but for most people who use it, it is simple and easy. And most importantly, it is a great pleasure - get acquainted with new people, get help from them and help them.

• Do not make social networks in your life.

• Do not believe everything that you see on the Internet.

• Respect yourself and do not compare yourself with various people, especially if you have never seen them live.

• Check all the information that you get on social networks.

• Do not burden yourself with social networks if you are not interested.

References

1. Evidence of the bad influence of social networks per person [electronic resource].- Mode of access: (https://www.bbc.com/future/article/20180104-is-social-media-bad-for-you-the-evidence-and-the-unknowns)
2. Pros and cons of social networks [electronic resource]. – Mode of access: (https://futureofworking.com/10-advantages-and-disadvantages-of-social-networking/)
3. 5 myths about social networks that need to be destroyed [electronic resource].- Mode of access: (https://www.wealthywebwriter.com/2013/06/5-social-media-myths/)
4. The harm of social networks [electronic resource]. – Mode of access: (https://www.lifespan.org/lifespan-living/social-media-good-bad-and-ugly)
5. 10 myths about social networks that need to be destroyed [electronic resource]. – Mode of access: (https://screenstrong.com/new-years-resolution-stop-believing-these-10-screen-myths/).

Spichak Alina
Department of Economics and Business,
course II, group TO-1-19, specialty "Tourism"
Kharkiv College of Trade and Economics KNUTE
Kharkiv, Ukraine
Scientific supervisor: Skinder Nataliia,
lecturer of the Department of Tourism
and socio-humanitarian disciplines, KCTE KNUTE

PSYCHOLOGY OF PERSONALITY AND SOCIETY IN A PANDEMIC

The current situation in the life of a modern person, in accordance with the decision of the World Health Organization on a pandemic, state and administrative decisions, medical recommendations related to the threat of infection and spread of coronavirus (COVID-19), is an extreme situation. In it, a person's existence goes beyond the limits of ordinary, everyday reality, violating the usual way of life, into a new reality with a high threat to the health and life of a person, his/her environment, and society. It is characterized by high uncertainty, unpredictability, volatility, contradictory requirements, and assessments of what is happening.

There is a mismatch between the demands on personal reality and the impending threat, the reality of which is often rejected, sometimes perceived as declared. Under the psychological blow is the fundamental belief in their own invulnerability and the symbolic experience of immortality, belief in the stability of the world, its predictability, comes the realization of the finiteness of human capabilities. Each of us is faced with a fundamental existential task for life, for being, requiring resocialization – a revision of value-semantic relations to the world and transformation of the way of life.

Taking into account the research carried out in the field of human psychology, we need to know the following: 1. In this critical situation, each person, although he/her may not initially reflect the real threat to the proper extent, is obliged to meet the requirements and challenges of his ultimate being (into which the threat of non-existence invades, death), take a responsible personal and civic position: to realize and accept the new, extreme logic of life, being as your own reality. In accordance with this, a person should rebuild his/her way of life, activity, behavior, communication, and his/her relationship to various aspects of life, including him/herself and others, adhering to the new requirements of reality. 2. The extreme style of existence does not mean in reality: 1) neither the surrender of the individual to life, losing mental or spiritual strength, falling into despair, indulging in panic and apocalyptic moods; 2) neither ignoring the new reality, including the requirements dictated by self-preservation and the preservation of the life of other people, in particular, a frivolous, sometimes reckless and destructive attitude towards medical and other recommendations. 3) It means an active, positive, optimistic, life-affirming, what is important, a realistic attitude to life, which allows you to use new deep resources of the personality.

Moreover, in such way to continue exist fully, carrying out its life activities, including in various forms of remote work, digital communication, at the same time, taking into account the real threat and taking care of the health and life of both one's own and those of others.

4) Constructively work with information. Receive the necessary information about the COVID-19 pandemic from official sources and share verified data with your environment. Minimize reading, viewing, listening, and discussing negative information.

5) Work on yourself. Work on yourself in order to create and maintain the most effective functioning and work of the individual in a given life situation, vitality, psychological, emotional stability. Live what is happening, based on the integrity of your life, taking into account the past, focusing on the future. We need to take seriously the threat and risks associated with coronavirus infection, and at the same time rationally assess the possible lethal consequences, adhering to realism and staying optimistic. To strengthen in oneself (and help others in this) life-affirming meanings and guidelines, rejecting life-denying meanings and motives and getting rid of them. Think, experience, and act in a positive way. Maintain inner and outer calmness, distance from negative images and situations, perceive them aloof, continuing to test reality, concentrate on the good, on pleasant impressions and aspects of life. Switch yourself from endless exaggeration of threats, mental "gum" and repeating the same topics and messages about the coronavirus to the needs of the current life. Continue to take care of life, do not forget about creativity, hobbies, intellectual and cultural development, personal growth, communication with loved ones.

6) Take care of others. The changed situation with elements of self-isolation, limitation of contacts, distance, remote forms of education and work, overcrowding, staying for a long time in the same territory often entails a number of consequences, such as stressful conditions,

exacerbation of interpersonal contradictions, the creation of conflict relations, social distancing, a closed image life, requires a different than before, the distribution of time, roles, personal space, a thoughtful balance between activity and relaxation, communication and the need for privacy, self-discipline. Show empathy and participation in the life of your environment, taking into account the requirements for distance. Caring for others keeps you positive and makes your life more meaningful.

7) Strictly follow medical recommendations, hygiene rules, safe behavior, and remote mode of operation.

It should be said that from the beginning of the COVID-19 spread, there is a lack of travel for people. Instead of vacation, many tried to move closer to nature and away from crowds – especially since companies massively transferred employees to remote locations. As a result, the demand for suburban real estate jumped sharply. This situation persisted throughout the summer. Nevertheless, the summer tourist season did take place. After sitting in quarantine, people began to travel soon after the first restrictions were lifted. First – within their regions, and then between them.

In the summer, for example, such popular resorts as Croatia, Turkey, Montenegro opened their borders. But the threat of coronavirus has not been canceled. In a pandemic, people preferred to travel around the country to travel abroad. First of all, residents of large cities, who are accustomed to traveling actively, went to these regions. But before they did it abroad, and now they are ready for non-standard routes for domestic tourism. As a rule, tourists choose an active and educational vacation. And this, in turn, has a good effect on the development of tourism infrastructure, supports local museums and other tourist sites.

In summary, we can say that the coronavirus has affected not only the routes of tourists but also the way how they travel.

Наукове електронне видання

НАУКА XXI СТОЛІТТЯ: ВИКЛИКИ СЬОГОДЕННЯ
ТЕЗИ ДОПОВІДЕЙ
IV ВСЕУКРАЇНСЬКОЇ СТУДЕНТСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ ІНОЗЕМНИМИ МОВАМИ
(13 травня 2021 року, м. Київ)

Видавець і виготовлювач

Київський національний торговельно-економічний університет

вул. Кіото, 19, м. Київ-156, Україна, 02156

Електронна пошта knute@knute.edu.ua

Свідоцтво суб'єкта видавничої справи серія ДК № 4620 від 03.10.2013 р