

The main reason for the increased presence of urban freight transport in the city is the development of public service and commercial organizations. It should be noted that the tendency to increase the presence of freight transport in urban areas in recent years, is characterized by a rapid growth.

Most of the researches in improving the efficiency of the freight transportation consider functioning of the system 'consignor – transport – consignee' and are focused on improving the efficiency of the technological process for the members of transport servicing. However, the issues of improving the efficiency of the city transport system, and freight transport in particular, are broader than those of transport technology in the classical sense. In developed countries, the issues of increasing transport systems' effectiveness refer to management. Moreover, stress is put on the fact that these problems cannot have an effective solution being considered only from the technological point of view.

The scientific direction dealing with the problems of improving the efficiency of material flows distribution in cities is urban logistics. The research results of European researchers prove that the most effective way to increase the efficiency of freight transport in the big cities is an integrated approach. Examples of this approach using in Europe is creation of urban logistic centres, using passenger electric transport infrastructure to serve the cargo traffic of commercial companies (cargo tram), etc.

The problem of the freight transport presence in the cities of Ukraine has not yet reached the rate that is registered in the majority of big cities of the developed world. However, the current trends and the experience of major cities in developed countries prove the need to pay attention to this issue even today. Therefore, research in the field of integrated transport systems using should be admitted as the most promising direction for improving the efficiency of the city transport system functioning, integration in this case presupposes changes not only in the technological process but also in the organizational and legal aspects.

THE MAIN FACTORS AND REQUIREMENTS AFFECTING THE ENGINEERING INDIVIDUAL HOUSES"

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The high quality of individual houses provides the comfort of people's residence and, as a consequence, the overall efficiency of the entire social living environment and the progress of mankind. Therefore, the main purpose of the engineering and construction of housing is to achieve the certain level of comfort. To achieve this goal it has been required to perform a series of complex requirements and to adhere to a set of specific factors.

There are great varieties of requirements, but I am going to examine the group

of natural and climatic factors , which greatly influence the design of residential buildings.

This group includes the following conditions:

- 1) The conditions of the atmosphere - the gaseous coat of the Earth;
- 2) The conditions of the hydrosphere - water shell of the Earth;
- 3) The conditions of the lithosphere - the upper solid Earth;

The greatest impact on the design of individual houses has the condition of the atmosphere. This is due to the fact that atmospheric condition defines the heat balance of the Earth, as well as gas and humidity of air.

On Earth, there are different geographical areas, which are defined mainly by the different ratio of heat and moisture in the air - the tropics, deserts, etc.

The design of a universal housings, which have one plan is suitable for any climatic region. However, it is not appropriate from the functional, economic and constructional point of view. So, the design of individual housing should be focused on the consideration of particular, but not abstract local conditions.

The most important atmospheric conditions can be defined as: temperature, wind, humidity, snow, rain regimes, the level of solar radiation, seasonal differences in the weather and others. They affect the human and house in combination, however, different in each case.

Temperature conditions. In various geographical areas at different times of the year, the temperature can fluctuate within large amplitudes. Effects of temperature can adversely affect the comfort of housing. Therefore, individual housing facilities must be protected from sharp daily and seasonal changes in temperature, hypothermia conditions in the northern areas, and overheating in southern areas .

In particular, due to low temperature, some climatic regions are advised to apply the following special construction and architectural designs:

- a) To increase the width of the body of an apartment house;
- b) to reduce the perimeter exterior walls;
- c) to double, triple the doors at the entrances to the house;
- d) to design the compact layout of the houses, garages, etc;
- e) to connect the objects of building with heated and covered walkways;

Another adverse factor is the *weather*. Heat is typical for the southern regions.

In this regard, it is advisable to apply the following planning-design solutions:

- a) to create more open spaces or loggias, balconies and terraces in houses;
- b) to introduce inner gardens in residential areas;
- c) to use vertical landscaping at walls;
- g) to rationalize the mutual location of the house and buildings on the site;
- e) to implement air conditioning and other techniques.

The wind regime. The wind regime significantly affects the design of individual dwelling. It is characterized by speed and the direction of movement of air streams. For each region, these parameters, which are based on long-term observations have been elaborated. The designers develop a particular design of a specific building on the basis of these observations, which are called the "wind rose". "Wind Rose" demonstrates the repeatability of winds in summer, winter or any other

time of the year in one direction or another.

The objectives of the rational design of individual housing according to the “Wind Rose” is the efficient use of natural ventilation of buildings apartment house and reduce the negative impact of excessive wind pressure in the harsh climatic conditions. Therefore, thanks to the naturally occurring pressure difference on the windward and leeward side of the house, there is ventilation, which provides ventilation in standard rooms.

It is proved that at the windward side, where the wind pressure forms a zone of higher pressure, the window pane and air openings may be smaller than the vent openings on the opposite side of the house. Movement of air masses should be organized by the methods of architectural design in such a way, so it could provide the aeration of the entire building and to maintain a good ecological environment.

Snow and rain modes. These modes are characterized by the intensity of rainfall - snow, rain, fog, and others. In general, snow and rain have unfavorable impact on the house as they carry some harmful substances, which can be found in the atmosphere, like wind stream just in a particular, aqueous and solid form.

To protect against rain and snow it is advisable to include the following methods: waterproofing structures and reliable drainage from the roof; external drainage ditches in the house and other buildings, special snow protection construction of the site; the development of the drainage system and slopes of the territory; intermediate rails and others. Thus, the above mentioned factors as : temperature, wind, humidity and other atmospheric conditions are the most important weather factors that must be considered in the design of individual housing.

In addition to these factors, a significant impact on the house may have such natural factors as terrain and surrounding buildings.

The terrain with a slight slope, as a rule, does not affect the architecture of the house and allows almost any layout. By increasing the slope to 10-15% it is necessary to take special decision on the construction of the first floor and with the slopes greater than 15% it is advisable to move to specific types of residential buildings - terraced and others. It is necessary to carry out additional measures to prepare the territory, especially design of room insolation, and select the appropriate types of buildings and their construction methods.

Moreover, it is advisable not to use slopes, facing north, for housing construction, as in this case it is difficult to insolate the premises and land. However, the construction in mountain areas and in the hills is an inevitable in case of flat land shortage. This is typical for large cities that have already exhausted their referable territorial reserves.

An important feature of the urban environment is the number of floors in the houses nearby. On the territory of Ukraine in the settlements, there are special security zones, which are established by the state to preserve the architectural and historical heritage. They determine the maximum allowable height of newly constructed buildings. In addition, for each individual land site, the number of floors is defined only individually, based on the scientific study of the situation.

Number of floors in the newly designed houses can be limited in order to

preserve the landscape and architectural attractions - rivers, hills, palaces, bridges and other facilities.

When designing an individual dwelling, man forms it, in the correspondence with its wide range of not only utilitarian but also the spiritual and social needs. Single-family house has never been a 'roof over your head "or" fortress of the enemy. Buildings housing carries a mandatory reflection of government, political systems and national traditions, the cultural level of the nation, artistic performances and many other social and psychological factors. No coincidence that the archaeological excavations of houses show us the life of bygone civilizations - Ancient Rus, the Roman Empire, the Egyptian Kingdom, etc.

MODERN CONCEPTION OF TEACHING ENGLISH AS A FOREIGN LANGUAGE

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The research of the foreign language teaching methodology develops continuously. Different teaching approaches emerge in an endless stream. In our paper we will examine the contemporary strategy of teaching English through the prism of two approaches: communicative and cognitive. The cognitive approach refers to mental activity including thinking, remembering, learning and using language. It has firm psychological and linguistic theoretical basis and it reveals the cognitive rules. The communicative approach is based on the idea that teaching language successfully comes through having to communicate real meaning. When learners are involved in real communication, their natural strategies for language acquisition will be used, and this will allow them to learn to use the language.

Considering the fact that the main objective of communicative and cognitive teaching a foreign language is the communicative and cognitive competence, it creates a developed ability to perform speech and mental activity while solving real and ideational problems via target language. Based on the above, there are basic principles of the communicative and cognitive approach which help to reach this objective.

The first principle emphasizes that only human speech activity has considerable impact on the foreign language acquisition [3, p. 112].

The second principle observes the propitious conditions for communicative and cognitive teaching. Within this principle students are directed on activation their mental and speech functioning [2, p. 40]. For example, using modelling problem situation with intellectual obstacles which should be solved, requires a student performing such cognitive operations as analysis, synthesis, comparison, generalization, inference.

The third principle concerns creating authentic situations of socialization.