

Centrifuge This device separate dry and liquid substances by use of centrifugal force. So, it is possible to get three substances with different properties from tomato juice.

Transglutaminase Transglutaminase is a special enzyme, used to form one ideal piece from some different pieces of muscular tissue of animals, birds, fish. The typical example is crab sticks. Heston Blumenthal used transglutaminase in molecular gastronomy restaurants.

Spheres and gels Spheres and gels contain the concentrated flavour of a certain ingredient of the dish. They do not allow the ingredients with different tastes, textures, temperatures to mix.

Dry ice Frozen carbon dioxide, as it breaks down, it turns directly into carbon dioxide gas rather than a liquid. It can create a show around the dishes served. Combi oven Combi oven is an apparatus that keeps the accurate temperature. Termopane It is a device that creates a foam.

Umami It is generally accepted that there are 4 basic tastes: salty, sweet, bitter, sour. But molecular scientists managed to disprove this theory. There has been found the fifth 'meat' taste – umami. It is known that monosodium glutamate is used to add some expressiveness to a dish. In its natural form it is harmless and even useful, but synthesized monosodium glutamate possesses many harmful properties. Molecular culinary offers to use the reagents in the form of extracts from seaweed, which create a mild taste and contains no calories.

Some scientists investigate the properties and methods of cooking from unknown sides. The physicist Dr Peter Barham from the University of Bristol studies taste technologies. He proposed to create a Research Centre of molecular gastronomy. Professor Edmund Rolls from the University of Oxford deals with the psychology of taste. He found that some certain nerve cells respond only to the certain taste of a product. Now Edmund Rolls and Harold McGee are working on special odors that activate nerve cells reacting to a specific taste of a product.

Molecular gastronomy is the result of scientific and technological progress. It is the food that the previous generation imagined as the food of the future. In addition to specific taste and unusual appearance it is very useful, because the temperature of cooking is very low, and therefore all the vitamins, minerals, nutrients remain in the dishes in their original form.

Conclusion. It can be definitely said that molecular gastronomy is an innovative method of cooking. In the era of modern technologies it is of great demand and can successfully compete with other types of culinary art. It is proved by its high ranks in the list of the world's 50 best restaurants. Molecular gastronomy is constantly developing, and it can be assumed that scientists will invent more elaborate methods of food processing in the future. In Ukraine restaurants of molecular gastronomy appeared only in 2014. Such restaurant establishments are particularly profitable in our country because of lack of tough competition and a strong customer's desire to experience something nontraditional in the culinary art.

REFERENCES

- 1) This, Hervé. (2002). Molecular Gastronomy. Angewandte Chemie International Edition 41.1: 83–88.
- 2) Vega, César, and Ubink, Job. (2008). Molecular gastronomy: a food fad or science supporting innovative cuisine. Trends in Food Science and Technology 19: 372-382.
- 3) Devis, E. (2012). Khimiya kulinari [Culinary Art Chemistry]. In: Scientific Journal Nauka v Fokuse, 2012, October, 45-46.
- 4) Keller, Thomas. (2008). Under Pressure: Cooking Sous Vide. Artisan, p. 272.

ON PARTICULARITIES OF GOVERNMENT MANAGEMENT PROGRAMS OF HOUSING AND COMMUNAL SERVICES DEVELOPMENT IN UKRAINE

MIEDVIEDIEVA T. O., PhD student

SUKHONOS M. K., Associate Professor, PhD (Management)

NAUMOVA I. O., Assoc. Prof. Ph.D (Philology)

O. M. Beketov National University of Municipal Economy in Kharkiv

Currently, government programs are effective instruments of government regulation of the economy to provide pursuit of objectives by using available resources. In developed countries the application of special methods of managing such programs involves National Standards for management programs.

The most common standard of a management program is *PMI The Standard for Program Management*. This Standard allows an access both to a variety of factors, cohering projects in one program, and resources efficient dissemination within the projects in question.

The current state of government management development of Ukraine involves both all local executive authorities and local government in the process of commitment and implementation of regional and local programs. But local executive authorities and local government do not apply the unified methodology and approaches to management of these projects and programs.

According to the definition, given in *PMI The Standard for Program Management*, the concept of *program* is "a group of related projects managed in a coordinated way to obtain benefits and control not available from managing them individually" (1). At the same time, the term *government program* has been clearly defined in the Law of Ukraine *On State Target Programs*. Government program is a set of interrelated objectives and means, aimed at solving crucial challenge of state development, separate branches of economy and administrative-territorial units. Objectives and means are implemented, using the State Budget of Ukraine in accordance with deadlines and human resources (2).

The main difference between these two terms is as follows: the former depicts the essence and content of programs, the latter specifies only target orientation and means of its implementation. Consequently, term of *government program* do not contain a management object within its meaning. This leads to different perception of the quintessence of the program and to the impossibility of its effective management.

Government programs have essential features necessitate particular approaches, methodologies and tools of management.

For government programs of development of housing and communal services essential features are as follows:

1. Complication (the program includes different projects: institutional, organizational, financial, normative-legal and scientific-technical);
2. Scale (program spread on all levels: national, regional, local);
3. Integration (the financing of program projects at the expense of various sources).

Based on abovementioned factors, government management programs of housing and communal services development is complex of institutional, organizational, financial, normative-legal and scientific-technical focusing projects on implementation for solve on issues of development housing and communal services of Ukraine on national, regional, local levels.

Detailed analysis of implementation practices programs of housing and communal services development permitted conclude to there are negative factors in the management government programs:

4. absence of clear goals, objectives and consistency between them;
5. application a functional approach, focus on the functions, rather than on achieving concrete results;
6. many indicators that capture the activity program, not process;
7. project inconsistency and insufficient coordination between different levels of the program;
8. a departmental disunity, lack of teamwork;
9. lack of understanding of the process approach, management of projects and programs, the lack of consistent standards and describe basic processes;
10. issues in achieving a common understanding of the key stakeholders of the nature and essence of the program, its goals and the needs of its implementation;
11. inefficient structure of financing such programs.

For overcoming these negative factors in the management of housing programs must implement project management methodology.

REFERENCES:

1. Program Management Institute. *The Standard for Program Management*. 2006. [online]. Available from: World Wide Web: <http://marketplace.pmi.org/Pages/ProductDetail.aspx?GMProduct=0010138880> [Accessed 15 April 2016].
2. Закон України «Про державні цільові програми» від 18.03.2004 № 1621-IV [Електронний ресурс]. – Режим доступу: <http://zakon3.rada.gov.ua/laws/show/1621-15>.

THE IMPORTANCE OF DISCUSSION IN COMPANY'S WORK

TETIANA PETROVA, the second year student
Berdiansk State Pedagogical University

In our modern society discussion has become the main method of the formation of solutions or the programs of the action that unites the staff. It is one of the most

effective technologies of group interaction with special abilities in training, development and education. It is an activity in which people talk about main problem or question and tell each other their ideas and opinions.

Psychologists often use discussion to organize the activity in small and big companies or corporations as it provides the active inclusion of staff in search of the truth; creates conditions for an open expression of their thoughts, positions, attitude to the subject and has a special ability to influence the installation of its participants in the process of group interaction. To find out the truth, you need to research both positions, you need discussion in which people are not the enemies but the interlocutors, and all of them aspire not to victory, but to the harmony, to understanding, through analysis and synthesis of opinion to unity of views on the issue.

Discussion can be effective and ineffective. The result of this collective, emotionally rich work depends on how organizers prepare it. It's necessary to choose the head of the discussion. In many cases the head of the discussion is a director of the company or corporation.

It is necessary to mention that the whole process of the discussion goes through several phases, or steps of the research problems. They are: informing (it is the organizer's introductory speech, in which he/she tells the theme of the discussion); argumentation (the speakers' statements with the justification of alternatives according to the problem); comments (this phase of the objections, doubts and questions from other people); refutation (at this stage, speakers neutralize objections and doubts and protects their alternatives); criticism (the check-out of the offered ideas, a reconstruction of argumentation with the aim to check its strength); the formulation of a solution (at this phase the discussion connects all speakers); the end (the organizer ends the discussion; determines the main solutions).

Discussion has both positive and negative sides. The positive qualities are: staff deepen their knowledge; discover the potential of leadership; the development of industrial democracy; strengthening the discipline in corporation; the development of self-confidence; a deeper mutual understanding and simplification of decision-making processes in the future; the development of the ability to negotiate on the most difficult problems of the company activity.

The negative qualities are: dissatisfaction, bad mood; a lower degree of cooperation in the future; decide that your opinions and goals are positive and right and other's suggestions are wrong; minimize interaction and communication between people; the increasing hostility between the people; decrease of interaction and communication between staffs.

You need to choose a strategy taking into account individual peculiarities of discussion. Depending on the level of competence we can divide participants into two groups: 1) strong and 2) weak. Strong are people who have a lot of information about the subject of the discussion, self-confidence, respect and credibility. Weak are people who have deep knowledge but very hesitating. Also psychologists can divide people into "foxes" and "hedgehogs". These image names arose from the statements of ancient fabulist Archilochus: "the Fox knows many things and the Hedgehog knows