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VISTAS AND CHALLENGES***

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***INNOVATIVE METHODS IN TEACHING ENGLISH IN HIGHER
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Харченко В. Ф. – д-р. техн. наук, професор, проректор з наукової роботи;

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Крохмаль А. М. – канд. пед. наук, доцент кафедри іноземних мов;

Зубенко С. О. – ст. викладач каф. іноземних мов;

Бугаєва В. Ю. – викладач каф. іноземних мов

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1. CONTEMPORARY ISSUES OF DEMOCRATIC SOCIETY DEVELOPMENT. DEMOCRACY THROUGH LAW.

THE LEGAL RIGHTS AND OBLIGATIONS OF OWNERS AND USERS OF LAND PLOTS: ENVIRONMENTAL ASPECT

ANETTA ARTSYSHEVSKA, Associate Professor of Department of Foreign Languages

MARIYA VASCHYSHYN, PhD of Department Labor, Agricultural and Environmental Law

S. O. Kostyk Ivan Franko National University of L'viv

According to Article 14 of The Constitution of Ukraine: "Land shall be the main national asset and as such shall be under special protection of the State". Such statutory declaration shows us the exceptional value of land, which is the main material basis of the environment, basis for the formation, development and distribution of vegetation, water objects and other natural ingredients. The land is also a major means of production in agriculture, forestry and other sectors of economy. Land is the material basis of territorial integrity of the state, because, as we know, the main feature of the state is state territory.

The acquisition and realization land rights ensures the existence of a person as a biological and social being. Land Rights is an important guarantee for the realization of economic, social, recreational, aesthetic rights and interests of the individual. During the realization of their rights, they should comply with the obligation to protect the environment.

Let us move to the obligations, which are declared by the Constitution of Ukraine.

Current legislation of Ukraine imposes a number of obligations on land owners and land users. According to Articles 13 and 41 of the Constitution of Ukraine, ownership of land should not be used to the detriment of individuals and society.

The Constitution of Ukraine declares the following obligations:

✓ **Article 66.** Everyone shall be obliged not to harm nature or cultural heritage, and to compensate for any damage he/she inflicted.

✓ **Article 67.** Everyone shall be obliged to pay taxes and levies in accordance with the procedure and to the extent established by law.

✓ **Article 68.** Everyone shall be obliged to strictly abide by the Constitution of Ukraine and laws of Ukraine, and not to encroach upon the rights, freedoms, honour, or dignity of other persons.

The obligation to which we should pay special attention to is obligation to comply with the requirements of environmental law.

This obligation is constitutional. Article 66 of the Constitution of Ukraine: "Everyone shall be obliged not to harm nature or cultural heritage and to compensate for any damage he/she inflicted". Article 41 of the Constitution of Ukraine: "The use

of property shall not prejudice the rights, freedoms, and dignity of citizens, the interests of society or aggravate the environmental situation and the natural qualities of land". Other normative acts extend and complement these constitutional provisions and set out a series of obligations of citizens and legal entities to ensure environmental safety, conservation, restoration, sustainable use of natural resources. These are in particular the following laws: Forest Code, Water Code, the Code of Ukraine on mineral resources, the nation's laws "On Environmental Protection", "On the Nature Reserve Fund", and so on.

According to Article 12 of the Law of Ukraine "On Environmental Protection" citizens of Ukraine are obliged to protect nature, preserve, and rational use of wealth, to operate in compliance with environmental safety and other environmental standards and limits of the usage of natural resources. It is prohibited to violate environmental rights and lawful interests of other entities. They have to to make penalties for environmental violations, to compensate the damage caused by pollution and other negative impacts on the environment.

In this regard, let us consider another obligation of land owners and users which is obligation of protection and reproduction of soil.

It is also the constitutional obligation. According to Article 14 of the Constitution of Ukraine: "Land shall be the main national asset and as such shall be under special protection of the State".

The main productive feature of land is its fertility. It is provided by the presence of soil layer. Soil is the object of special protection, so landowners and land users have to improve soil fertility and preserve other useful properties of land.

This issue is regulated by a number of laws: Land Code of Ukraine, Laws of Ukraine "On Land Protection", "On state control over land use and protection" On Land Development ","On pesticides and agrochemicals".

The land owners and land users may increase soil fertility and preserve other useful properties of land by applying ecologically cultivation technology and equipment, take other measures that reduce the negative impact on the soil, prevent irreversible loss of humus, nutrients, and so on.

They are entitled to exercise activities of reclamation, conservation or reclamation of land.

According to article 52 of the Law of Ukraine "On Land Protection" reclamation of land is used for those lands which have suffered changes in the structure of relief, ecological condition of soil and bedrock and in hydrological regime as a result of mining, exploration, construction and other work. In mining, exploration, construction and other work related to the violation ground cover, landowners are obliged to remove isolated soil mass, save it and move on affected or unproductive land according to the pilot project of reclamation and improvement of soil fertility.

According to Article 51 of the Law of Ukraine "On Land Protection" provides that conservation subject to degraded and unproductive land, commercial use of which is environmentally dangerous and economically inefficient as well as

technologically contaminated plots of land where it is impossible to collect organic products, and peoples presence on these land areas is harmful to their health.

According to Article 10 of the Law of Ukraine "On Land Reclamation" Land Development - is set of hydraulic, chemical, agricultural, other ameliorative measures taken to regulate water, heat, air and soil nutrient regime, preserve and increase their fertility and ecologically balanced formation of rational structure of land.

To sum up, environmental protection – is one of the main duties of every citizen. Citizens should take into consideration the environmental issues while exercising their land rights. We should protect and recover our environment in order to survive.

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THE LEASE OF LAND: CONSIDERATION OF THE UKRAINIAN LEGAL FRAMEWORK

OLEH BORAKOVSKIY, 3-rd year student
LILY KYZNETSOVA, Associate Professor, PhD (Phylology)
The Ivan Franko National University of Lviv, Law faculty

Relevance of the topic:

In recent years in Ukraine the most effective instrument for creating the optimal size of the land is rent. It is the basic form of the economic and legal rights to land. It is important to determine the legal aspects of the lease of land, determine the characteristics, define existing problems. The views of scientists on this issue are not the same and legal provisions require interpretation. My coursework is based on burning problems of lease of land, where I try to show different views on this topic.

Among the rights to land in Ukraine is important right to lease land. Norms of the Land Code of Ukraine of 25 October 2001 (Art. 93) and the Civil Code of Ukraine of 16 January 2003 (Art. 792) stipulates that the relations connected with the lease of land shall be regulated by law. This means that relations on the acquisition, implementation and termination of land lease is to be regulated by laws of Ukraine as acts of higher legal force. Laws that make up the legal basis of land lease can be divided and general and special. In particular, the general laws which contain specific

rules devoted to certain aspects of rent regulation of land relations include the Constitution of Ukraine on June 28, 1996 (Art. 14), the Land Code of Ukraine, Civil Code of Ukraine, the Economic Code of Ukraine of 16 January 2003 Law of Ukraine "On Land" as amended on March 19, 1996 "On Cooperation" of July 10, 2003 p. "," On agricultural cooperation "from July 17, 1997 " On Business Companies "from September 19, 1991 " The collective agricultural enterprise "of February 14, 1992" On Farming "from June 19, 2003 " On a personal farm "from May 15, 2003", " On Land Protection "on June 19, 2003" etc. special law aimed at regulating the characteristics of the land lease is the Law of Ukraine "On Land Lease" dated October 6, 1998 as amended on October 3, 2003 . At the same , some issues regulated land lease and other legal acts, including decrees of the President of Ukraine, the Cabinet of Ministers of Ukraine, normative legal acts of the State Committee of Ukraine for Land Resources issued on the basis and in pursuance of laws.

Analysis of normative legal acts regulating leasing land relations shows that a lease of land has signs of civil law and land law agreement. Therefore, the general provisions of the lease agreement governed by civil law, and especially the lease of land – land law. It should be noted that in accordance with Art. 9 of the Civil Code of Ukraine civil law have subsidiary character regarding the regulation of land relations and can be used only in cases where these relations are not regulated by rules of land law.

On the basis of the rules of the land, civil and agrarian law can be formulated such signs agreement to lease the land, which determine its legal nature:

1) feature of this type of leases is its subject - the land, which is an integral and key part of the environment, the main national wealth and at the same time the real estate;

2) the lease of land is not satisfied with any requirements of the tenant, but only those that meet the intended purpose leased land;

3) land lease agreement is bilateral, since each of the parties to this agreement (tenant and landlord) has rights and corresponding obligations of the other party;

4) the said contract refers to term contracts. Thus, in accordance with Art. 16 of the Law of Ukraine "On Land Lease" the lease term of the land determined by agreement, but can not exceed 50 years. At lease farmland for agricultural commodity production period of the lease of land is determined by the period of rotation core rotation in accordance with land management projects. At lease agricultural lands located within the mining lease granted for the development of oil or gas, the term of the lease of land is determined by the timing of the start of construction of wells and production facilities associated with them, or on a rented plot on its part. The term of the land lease agreement is its essential condition;

5) in accordance with Art. 15 of the Law of Ukraine "On Land Lease" integral part of the land lease agreement is an act of reception and transmission facility lease. This provision allows the current legislation include the lease of land to real contracts, as it is concluded from the transfer of land that are approved of act of acceptance-transmission;

6) the lease of land is compensated contract; so essential condition of the lease of land rent is indicating its size, indexing, forms of payment, terms, procedure of its introduction and revision and liability for its failure to pay;

7) the lease of land lessee acquires ownership and use of land. However, the literature indicates that in some cases provided by law, the tenant may exercise within certain limits defined individually and disposal of land or part of it, for example, in the case of sublease;

8) land lease agreement must be in writing and state registration in accordance with the effective legislation;

9) land lease agreement can be notarized at the request of one of the parties;

10) the said Treaty is the legal basis of a person of the right to lease land, since according to Art. 125 of the Land Code of Ukraine the right to lease land there after the conclusion of the lease and its registration. To start to use the land to establish its boundaries in nature (on ground), obtaining the document certifying the right to it, and state registration;

11) concluded in the prescribed form and registered land lease agreement is a document certifying the leased land. Thus, according to Art. 126 HCC Ukraine the right to land lease contract is issued, which is registered according to law;

12) land lease agreement concluded in accordance with the approved Standard lease land.

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SIMPLE PARTNERSHIP AGREEMENT

Dombrovska Alla, associate professor, PhD (Law)
O. M. Beketov National University of Urban Economy in Kharkiv,

Under a simple partnership agreement, the parties (participants) are obliged to unite their contributions and to act jointly with the aim of receiving profit or reaching another goal.

Everything contributed into a joint venture by a participant (joint property) including monetary capitals, other property, professional and other knowledge, skills and proficiency as well as business reputation and business relations will be deemed in the participant's contribution.

The participants' contribution will be deemed equal in its value, unless otherwise results from a simple partnership agreement or actual circumstances. Property contributed by the participants, owned by them on the ownership right and produced as a result of their joint venture, and the results and profits obtained will be joint partial property of the participants, unless otherwise is stipulated by a simple partnership agreement or the law.

Property owned by the participants on the grounds other than the ownership right and contributed by the participants will be used to the benefit of all the participants and will be their joint property.

Participants may entrust one of them to keep the accounting of the joint property.

Participants will use their joint property upon their mutual consent, and in case they fail to reach a consent, they will follow the procedure determined by the court decision.

Participants' obligations to maintain their joint property and the procedure for indemnification of the losses connected with the obligations fulfillment will be established by a simple partnership agreement.

In the course of running joint business, each of the participants will be entitled to act on behalf of all the participants, unless a simple partnership agreement stipulates that separate participants run business or all the participants to a simple partnership agreement perform it jointly.

In case of joint business each transaction will require the consent of all the participants.

A simple partnership agreement will be terminated in the following cases:

1) recognition of a participant incapable, obscurely missing or restricted of its civil capability, unless the agreement between the participants stipulates preserving the validity of the agreement in respect to the other participants;

2) announcement of a participant bankrupt, unless the agreement between the participants envisages preserving the validity of the agreement in respect to the other participants;

3) death of a physical person of the participant or a liquidation of a legal entity of the participant to a simple partnership agreement, unless the agreement between the participants envisages preserving the validity of the agreement in respect to the other participants or substitution of the deceased participant (liquidated legal entity) by its inheritors (legal successors);

4) participant's refusal from further participation in a simple partnership agreement or breaking the agreement upon the demand of one of the participant, unless the agreement between the participants envisages preserving the validity of the agreement in respect to the other participants;

5) termination of the validity of a simple partnership agreement;

6) allocation of a participant's share upon its creditor's claim, provided the arrangement between the participants does not envisage preserving the validity of the agreement in respect to the other participants;

7) reaching the partnership's goal or occurrence of such circumstances when the goal of the partnership is impossible to reach.

In case a simple partnership agreement is terminated, the objects transferred into joint ownership and (or) use of the participant will be returned to the participants that supplied them without any compensation, unless otherwise is stipulated by the agreement between the parties.

A participant that contributed into joint ownership an object defined by personal features shall have the right to claim this object's return to him by the court's procedure in case a simple partnership agreement is terminated, provided the interests of the other participants and creditors are observed.

The participants will bear solidary responsibility under unfulfilled joint obligations to the third persons since the moment of the simple partnership agreement termination.

A participant may announce the refusal from further participation in the termless simple partnership agreement not later than three months prior to its walkout the agreement.

Provision on limitation of the right for refusal a termless simple partnership agreement shall be invalid.

A participant to a simple partnership agreement concluded for a specified term or to an agreement that determines reaching the goal as a liquidation provision will be entitled to claim the agreement breach in the relations with the other participants due to a valid reason and reimbursement to the other participants for the losses incurred by the agreement breach.

If a simple partnership agreement was not terminated upon the participant's application on its refusal from further participation in it or in case of the agreement breach upon one of the participant's demand, the participant whose participation in the agreement is terminated will be liable to the third persons under joint obligations emerged during the term of its participation in a simple partnership agreement as the participant to the agreement.

APPLICATION OF THE LITHUANIAN STATUTES IN UKRAINE

VADIM DOROFEI, student
LILY KUZNETSOVA, Associate Professor, PhD (Philology)
Ivan Franko National University of Lviv

The formation of an independent Ukrainian state and the formation of a national legal system gave significant impulse to the in-depth and objective study of the history of Ukrainian law. The research of peculiarities of legal regulation of social relations in some regions of Ukraine, historical, political, national, cultural and other factors that they are determined, is of great importance. The scientific analysis of the legal status of Ukrainian lands, particularly in the Grand Duchy of Lithuania, Polish-Lithuanian Commonwealth, and the development of the law in these areas in the second half of XV - first half XVII are of considerable interest in this sense. It contributes to a deeper understanding of state and legal development of the Ukrainian people, the restoration of the system of legal relations that characterize the identity of the legal system of Ukraine, clarifying laws and ensuring the continuity of development of the national law.

As you know, the Lithuanian statutes on the lands of Ukraine were not only during the period of their stay in the Grand Duchy of Lithuania and Polish-Lithuanian

Commonwealth, but in the Cossack Hetman state (Hetmanate), and then, after its abolition, continued effect on the attached Ukrainian lands within the Russian Empire to the 1840-1842 years. The Cossack Hetman state with all its attributes was formed during 1648-1654, and thus it was carried out the codification of Ukrainian law, which became the result of making the Code - "Rights, which is suing on the Little Russian people" in 1743. The basis of the codification of law was the Ukrainian Hetman customary law, Magdeburg Law and the Lithuanian Statute of 1588. Therefore the analysis of features of formation and functioning of law in the Ukrainian lands by the Lithuanian Statutes of the Grand Duchy of Lithuania and Polish-Lithuanian Commonwealth became the subject of our special historical and legal research. In this work we aim to fill existing gaps in the present historical and legal science.

The purpose of the study is to identify regularities and characteristics of the formation and development of the law in Ukrainian landson the basis of system analysis of rules of the Lithuanian statutes, archival sources, litigation, historical legal and historical literature.

The Lithuanian statutes, adopted in the XVI century, defined the basis for regulating legal relations in the Ukrainian lands up to 40 years of the nineteenth century. The legal validity of the First Lithuanian Statute was the least long in the Ukrainian lands among these normative and legal acts. In 1544 the question of its revision was raised at the meeting of the Diet, and in 1566 the Second Lithuanian Statute was adopted [4, c. 73]. It automatically suspended legal action of the First Lithuanian Statute in the Ukrainian lands. Consequently, its validity lasted 37 years, during which an essential public-legal evolution was carried out.

The Second Lithuanian Statute of 1566 was passed after a long political confrontation of magnates and gentry of the Grand Duchy of Lithuania, recorded the rise of the gentry. This legal act was in force for a short time actually on the Lithuanian and Belarusian lands — from 1566 to 1588. Ukrainian lands were the basic territorial space of its use and legal actions, that's why the language of its writing was more Ukrainian than the language of the First Lithuanian Statute [5, c. 1].

Great importance was attached to the study of interference of Magdeburg Law and the Lithuanian Statute. M. Vladymyrsky-Budanov, M. Dovnar-Zapolsky, F. Taranovskyy, W. Antonovich, A. Kistyakovsky studied Magdeburg Law in cities of the Great Duchy of Lithuania, including those which were located on Ukrainian territory. There was no consensus among researchers about the level of application, character, expression characteristics, operation of Magdeburg Law in Ukrainian lands. V. Antonovich, M. Vladymyrsky-Budanov believed that the Magdeburg rights adversely affected the development of Ukrainian lands, artificially giving them alien to the spirit and content of the right, and M. Dovnar-Zapolsky recognized this positive effect.

According to the Ukrainian historian V. Antonovich, from Magdeburg Law in the Ukrainian lands was taken only shape but the Ukrainian custom remained the leading legal norm. [1] M. Vladymyrsky-Budanov disagreed with V. Antonovich and claimed that the Ukrainian cities that had Magdeburg Law, were just foreign sources,

in other words German law completely replaced the local one[5]. Trying to reconcile these diametrical views O. Kistyakivsky said: Magdeburg Law in Ukrainian cities was not rated but current, that it functioned because of using of hand books of private codifications of Polish lawyers by court, but it could range from local customs that are often operated close to it and which modified it. This assertion is supported by F. Taranovsky [6].

Even modern scholars do not have a unified position on how long the Second Lithuanian Statute of 1566 in Ukrainian landsacted. According to the Union of Lublin in 1569, for which Polish-Lithuanian Commonwealth was formed, Kyiv, Volyn and Bratslav province moved to three ethnic Ukrainian regions, where there is a legal action of the Second Lithuanian Statute. It was called "Volyn" due to prolonged use of the legal act on Ukrainian lands.

Cancellation of validity of the Second Lithuanian Statute in Right-Bank Ukraine was the result of Russian government policy aimed at Russification and complete destruction of local customs and also former links with Polish-Lithuanian Commonwealth. As you know, its main implementer was Kyiv military, Podolsk and Volyn Governor-General D. Bibikov appointed to this position in 1838. Therefore the well-known Ukrainian historian of law M. Vasilenko called him the main initiator of the abolition of the legal action of the Second Lithuanian Statute on Ukrainian lands [3, c. 286].

The final hearing of the cancellation of the Lithuanian Statute was held on June, 21 in 1840 by the Committee of western provinces. The decisive moment in long discussions was the support of Kyiv Governor-General D. Bibikov by Minister of Justice of the Russian Empire [3, c.301].

Thus, the Russian Empire ceased validity of the Second Lithuanian Statute on Ukrainian lands, guided primarily by political motives. The Second Lithuanian Statute acted on Ukrainian lands for 274 years, greatly influenced the development of Ukrainian legal culture, as its main source was Rus'ka Pravda (old Ukrainian codification of Kievan Rus) and study of its use is of considerable interest to confirm continuity and succession in the history of Ukrainian law.

After the Union of Lublin in 1569 Polish magnates and nobility require the revision of articles of the Lithuanian Statute of 1566, as they reflected the political independence of the Lithuanian state. As already noted, in 1588 King Sigismund III approved the Third ("New") Lithuanian Statute that finally enslaved peasantry. This Lithuanian Statute acted on Ukrainian lands up to 1840, particularly in Kiev, Podolsk and Volyn provinces. The so-called seimas constitutions suppled it, and those rules of the Lithuanian Statute, which were important for ensuring the feudal system, Russian tsarist confirmed by special decrees. Thus, in early nineteenth century the right of landowners to unlimited disposal of land and serfs was confirmed in the field of civil law, the prohibition to sell estates by public auction for debts was witnessed. Instead, according to the Lithuanian Statute, "transfer by tradition" was used. It was confirmed by the Lithuanian Statute established forms of transfer of ownership as well as most norms of the statute during considering claims and bills of marriage between persons of different faiths [4].

The Third Lithuanian Statute acted on Ukrainian lands mainly in two editions - of 1588, the so-called Mamonichny edition, in which the basic principles of ancient law were mostly kept (Rus'ka Pravda), and that one of 1614 which appeared as a result of the translation of Mamonichny edition in Polish. In 1811 this edition was translated into Russian. Subsequently, there were translations and editions in French and Latin. The most common in the Ukrainian lands was the publication of 1614 in Polish and its translation into Russian in 1811.

From the legal and formal terms the Third Lithuanian Statute was never in force in Right-bank Ukrainian lands. But its active application area was Left-bank Ukraine.

To sum up, we should emphasize that the Lithuanian statutes had all features of a legal act - internal unity, coherence of legal rules and clear structure. This in turn confirms the formation of legal system due to the Roman-Germanic type of legal system on the Ukrainian lands. These legal acts have been in force for more than three centuries. Despite major changes in legal, the Lithuanian statutes were effective source of law. Stability, required at the time of state legal changes, long wars and other events, was ensured as a result of certain efficiency. Thus, the practice of Lithuanian statutes in Ukrainian lands confirmed that a high level of legal technique is a legitimate prerequisite for stability and positive qualitative changes in all spheres of public life.

It is proved that the Lithuanian Statutes distinguished by sufficiently high level of legal technology. However some differences, contradictions impropriety are observed. All that proves the formation of the legal system of Ukrainian lands in the study period.

This historical and legal research suggests that, despite the need for the orientation of modern legislation on international legal standards, it is important to take into account the historical national experience of the development of Ukrainian legislation.

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COMPARATIVE LEGAL ASPECTS OF CIVIL-LAW REGULATION IN KIEVAN RUS' AND HALYCH-VOLHYN' PRINCIPALITY

OLGA DOYONKO, student
ANDRIY KOLBENKO, Associate professor, PhD, (Law)
LILIYA KUZNETSOVA, Associate professor, PhD, (Philology)
Lviv Ivan Franko National University

The relevance of this topic for our present is based on the need of every conscientious citizen of Ukraine to be acquainted with his ancient history, the sources and origins of certain socio-political processes that took place in our country during the last Millennium, and state-legal relations that accompanied them.

The understanding of this peculiarity of science which is called "History of the state and law" gives us the perfect opportunity to use its teaching for the history exploration from the perspective of jurisprudence.

Prior to carry out a comparative analysis of civil regulations in Kievan Rus' and the Halych-Volhyn' Principality, it should be noted that considering time aspect the civil law of these states was highly developed due to intensive development of crafts and trade there.

While comparing the civil law of Kievan Rus' and the Halych-Volhyn' Principality it should emphasized that both law of both states have been highly developed, humanistic and progressive, still possessing common as well as distinctive features.

Right of property. The sources of law of Kievan Rus' and the Halych-Volhyn' Principality did not contain general term to determine the ownership title, taking into account that the content of that title depended on who was the subject of relationships and what was the ownership object. In particular, there have been differentiated "ownership title" and "possession title" to movable and immovable things.

According to the provisions of "Rus'ka Pravda" in the said countries the subjects of ownership were princes, princely and county boyars, warriors, clergy, artisans, merchants, smerds, zakups. Servants and slaves were not entitled to be the ownership subject.

The law of both Kievan Rus' and the Halych-Volhyn' Principality regulated the legal status of the owner authorised to dispose of property, enter into agreements, etc.

Analysis of the law of Kievan Rus' and the Halych-Volhyn' Principality shows that the object of civil law was movable and immovable property, such as land, livestock, clothing, weapons, tools, etc.

After emergence of legal regulation of property relations the land became the main ownership object. Both in Kievan Rus' and the Halych-Volhyn' Principality main ways to acquire the ownership title to the land were: granting of the land for service and for the sake of service, development of vacant lands, direct seizure of communal lands, purchase, gift, exchange and inheritance.

The main forms of land ownership in the above countries were: princely domain boyar patrimony, monastic patrimony, personal patrimony of the church

hierarchy, community lands, individual and family land plot, uninhabited vacant land the supreme owner of which was the Grand Prince.

Contractual law. In Kievan Rus' and the Halych-Volhyn' Principality the obligations arose due to two reasons: as a result of the entered agreement and due to the caused damage.

The agreement was called "riad" and was entered usually orally at the market in presence of witnesses. The written form was mandatory if the subject of the agreement had significant value. In Kievan Rus' and the Halych-Volhyn' Principality the most common were agreements on sale, loan, exchange, baggage, personal employment.

Both in Kievan Rus' and the Halych-Volhyn' Principality the breach of agreement or causing damage resulted in civil liability in a form of princely "uroks". The "uroks" were appointed by princes, considering the caused damage, circumstances of the offense and actual property opportunities of the offender.

Family law. Both in Kievan Rus' and the Halych-Volhyn' Principality the marriage was preceded by matchmaking when the parties concluded an agreement on marriage. Following the matchmaking the people gathered on both sides of the so-called "zmovyny" where the wedding details were agreed. Such arrangements have called "riad" and could be concluded either orally or in writing. During the "riad" the engagement took place, where the brides declared their consent to get married. The church considered marriage a Sacrament, and its legal form was the church wedding.

In order the marriage was declared valid it was necessary the presence of two conditions: brides' marriage ability (this is for 12-13 years for bride and 14-15 years for the groom) and voluntary consent of brides and parents. The maximum allowed number of marriages was two.

In Kievan Rus' divorce was usually executed by the ecclesiastical court. The establishment of Christianity in the Halych-Volhyn' Principality led to a significant complication of the procedure of divorce, which was allowed only basing on the personal permission of metropolitan.

The first violin in the family was played by mother that had a great impact on formation of the children behaviour; in the family there dominated freedom and equality, and legal status of women was quite high, her rights protected by the state.

Inheritance law in Kievan Rus' and the Halych-Volhyn' Principality was characterized by openly ambiguous approach for succession of different population groups. For example, in case of boyars and warriors both sons and daughters were entitled to inherit, while if smerds had no sons their property was assigned to the prince.

Inheritance in the above mentioned states was performed both according to the law and according to the will. The will was mainly in oral form and rarely the written form was used. The will could be valid only if approved by the church and if there have been preserved the mandatory part to be inherited by own children born in the marriage. Disputes over the distribution of heritage were in the competence of ecclesiastical court.

Consequently, after analyzing civil law of Kievan Rus' and the Halych-Volhyn' Principality, we can conclude that civil relations in these countries were settled mainly in "Rus'ka Pravda" at a high level as considering the times.

The Halych-Volhyn' Principality, being the successor of Kievan Rus', adopted its cultural and national as well as legal traditions, still its political and social development was strongly impacted by the relationships existing at that time in Central Europe, that resulted in both common and distinctive features of the civil law of mentioned states.

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DEFINITION AND FUNCTION OF TAXES. PRINCIPLES OF TAXATION.

YURIJ DUDCHAK, 3-rd year student
OLGA KOTSIURUBA,   Associate Professor
LILY KUZNETSOVA,   Associate Professor, PhD (Philology)
The Ivan Franko National University of Lviv, Law faculty.

In the world practice of the national economy problem of taxes is one of the most difficult. As practice shows, there is a dependency ratio of direct and indirect taxes upon such factors as standard of living of the population, the level of culture, tradition existing taxation   .According to Article 6 of the Tax Code of Ukraine tax is a mandatory and unconditional payment to relevant budget that is levied from a taxpayer subject to this Code.

The scientific community distinguishes such main features of taxes:

This is a type of payment which is fixed by an act of competent public authority.

Complimentary for person who pays. This feature is based in one-sided movement of funds from the payer to the state.

Untargeted nature of the tax payment means that tax revenues are accumulated by the state and used to satisfy needs of general public; at the same time there is no binding of funds received from payment of specific tax for funding concrete costs.

An unconditional character of the tax means tax payment without any conditions associated with taxpayer, and any counter-actions or privileges of the public entity.

Payment arrives to the corresponding level of budget or a trust fund.

The mandatory character of tax payment, based on the constitutional obligation to pay tax.

An irreversible character of tax - monies paid by the taxpayer to the budget shall not be returned.

Monetary form.

Function of taxes – it is a manifestation of his nature in action, a way of expressing its main features.

Among scientists there is still plenty of discussion about tax functions. After analyzing the different approaches we identified the following functions:

- Fiscal - This function is decisive for taxes and means that taxes fulfill its main purpose - to fill budget revenues.

- Regulating - this function helps state to regulate the production and consumption in order to the further distribution of funds received for the tasks and functions of the state and municipal authorities;

- Distributive - its task is filling the revenue part of the budget system of the country to further distribution of funds received for the tasks and functions of the state and municipal authorities;

-Stimulating - This function helps to identify targets for the development and deployment of industrial activity.

- Controlling - with her help state regulates financial and economic activities of enterprises and organizations, income citizens, their use of their property and funds observance of financial discipline, etc.

According to the article 4 of the Tax Code the tax legislation of Ukraine is based on the following principles:

1. Universal taxation – each entity is obligated to pay all relevant taxes stipulated in this Code, tax and customs legislation;

2. Equal treatment of all taxpayers by the law, exclusion of all kinds of tax

discrimination, equal treatment of all taxpayers regardless of their property status, social, racial, national, religious identification, type of ownership of a legal entity, citizenship of a natural entity, place of origin of capital;

3. Unavoidability of legally established liability for violating the tax legislation;

4. Presumption of the legitimacy of decisions of a taxpayer if a provision of a law or another regulation issued on the basis of a law, or if provisions of different laws or different regulations provide for the ambiguous (multiple) construction of rights of taxpayers or controlling agencies resulting in the possibility that a decision be made to the benefit of both a taxpayer and a controlling agency

5. Fiscal sufficiency – setting taxes and fees with the view of balancing budget of revenues and expenditures;

6. Social justice – setting taxes and fees in accordance with actual solvency of the taxpayer;

7. Economic sustainability – taxes and fees should be significantly higher than costs of their administration;

8. Neutrality of taxation – setting taxes and fees in a manner that doesn't influence the increase or decrease of taxpayer competitiveness;

9. Stability – changes to any elements of taxes and levies shall not be introduced later than 6 months before the beginning of new budget period in which these changes come into force. During the budget period taxes and fees, rates and tax privileges shall not be changed during the budget year;

10. Convenience and uniformity of payments – setting deadlines for payment of taxes and fees based on timely collection of revenues to budgets in order to adequately make expenditures and on convenience to taxpayers;

11. Unified approach toward setting taxes and levies is the comprehensive legal definition of all elements of the tax.

Regulation of taxation, relating to the most urgent problems of socio-economic and political life of society. It is defined by the fact that in order to perform the functions of the social, economic, political, cultural and other spheres, the state should have adequate money funds. Formation of these funds is possible, mainly due to the timely receipt of funds, which have the form of tax payments.

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THE CONCEPT OF THE METHOD OF THE MURDER FOR ORDER

YULIIA GAVRIKOVA, student
LILIA KUZNEZOVA, Associate Professor, PhD (Philology)
Lviv Ivan FrankoNational Uuniversity

Taking into account the social and political situation in the country today, crimes against life and health of person require special study and research. Among these crimes, murders for order do not win first place in their number, but they always attract public attention.

Unfortunately, there is no unique opinion in science on the definition of "the method of the crime", including the method of the murder for order.

M. Enikeev notes that the method of the crime is a "system of techniques, actions, operating systems, that are predefined with purposes and motives of action, mental and physical qualities of the person, which are physiological and characterological features of the person's knowledge, skills, habits and attitudes to various manifestations of reality".

In return R. Belkin consideres the method of the crime as "a system of actions of preparing, committing and concealing the crime, that are determined by

environmental conditions and physiological properties of the individual that may be associated with selective use of appropriate tools or means, conditions, place and time united by a common criminal idea". To my mind, the second definition reflects the essence of this concept better.

According to V. Konovalova the methods of the murders on order are multifaceted and complex; they do not have a stable character and are adjusted with certain circumstances, allowing using them for a long time. Such methods by their nature are multifaceted, multilevel and difficult, there are no signs of stability and in case of adjustment with certain circumstances, and it is possible to use them for a long time, that is why we explored the concept of "method" of the crime. These methods are numerous and consist of active actions directly aimed to deprive of the victim's life (in return, cases of inaction that lead to the death of the victim, are extremely rare and hardly used).

German criminologist R. Heyndel points that "the method of committing a crime is the surest trace that is abandoned by a criminal. After one unsolved crime committed by professional criminals, we should expect a second similar offense committed by him with the same method as the first."However, this is not always true, because the performer can change the method of crime's committing under the influence of many factors – a new customer wants something specific, new conditions of a murder, improvement and development as a professional killer, a number of external factors.

Also, the method of committing this type of murder reflects the actual psychological profile of a criminal - approximate age, sex, character (temperament), even nationality. The only thing it is necessary to distinguish "handwriting" of the killer from certain features of the murder that are agreed with the customer (for instance, murder with extreme cruelty or quick, humane death).

In the selection of a method of murder for order criminal acts both on his own and forcibly. The will appears in independent election of a criminal deprivation of life of the victim, that course of action by which will be carried out this crime. However, this free choice is determined by several factors, namely, certain factors which are taken to distinguish between the objective (external) and subjective (internal) in the criminalist literature.

On the way the crime significantly affects the objective conditions under which the crime is executed - the object, the subject of the crime and place, time, situation and means of committing the crime affect on the method of the crime significantly. This in its turn means that the character motions, techniques, methods, their sequence and means that are used by killer in the crime, caused primarily by objective circumstances in which the offense takes place, and time, features and terms of the place of its commission, the murder's weapon (firearms, edged weapons, vehicles) conditions and lifestyle of the victim, the presence of certain customer's relationship with the victim. The above circumstances can facilitate the commission of crime and obstruct implementation of plan of the perpetrator both. Therefore, to realize their intentions criminals are forced to resort to the use of additional drugs and tools, and to the constant research and development of these new drugs and tools.

Subjective factors that determine how to commit murders for order, include first of all motive, then purpose of crime is caused by purpose tools, techniques and conditions to achieve this purpose, the guilt and emotions during the crime.

To sum up the foregoing, it is appropriate to define the method of murder for order. So, it is determined by objective and subjective factors set of actions of the perpetrator (customer, intermediary (intermediaries), artist (artist)) in preparation, commission and concealment of the murder for order.

Based on this definition, it is necessary to conduct a small classification of this concept. In terms of the subject of the crime it's possible to allocate such methods of the murder for order that committed:
- by professional;
- by dilettante;
- by criminal organization.

In terms of an instrument of murder for order the methods can be divided into those committed:
- using weapons (cold, fire, explosion)
- using poisons, chemicals;
- using physical force (strangulation);
- through the use of technical tools, the main purpose of which is not murder or causing bodily harm (for instance, vehicle).

So, methods of the murder for order are very diverse and need a deep research and further study.

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THE INSTITUTE OF CITIZENSHIP AND THE MAIN ASPECTS OF THE CITIZENSHIP OF UKRAINE

MARTA HNATIV, Second-Year Law Student
ALLA I. RADU, Associate Professor, PhD (Linguistics)
Ivan Franko National University of Lviv

The understanding of a person as a citizen has an essential significance to defining his/her social nature and legal status. Citizenship allows a person with the status of a citizen to participate in the political, economic, legal, and cultural life of the society and state. The scope of the rights and freedoms that a person can use in a particular country and the amount of duties assigned to him/her by the state directly depends on the person's having or not having the status of a citizen of this state.

Civil, political, economic, social, and cultural rights and freedoms are available to citizens of a sovereign state.

It should be noted that citizens cannot be regarded as all the population residing in the state, for the population of the state includes not only the citizens but also foreigners and stateless persons. It should be noted that population is a demographic, not a legal category. The native citizens unlike the foreign citizens and stateless persons are the subjects to the power of the state and its sovereignty.

Thus, a citizen of Ukraine enjoys the rights and fulfills the duties, has specific legal relations with Ukraine, and all these factors determine the status of the citizenship. The Ukrainian citizens as a considerable part of the population create the Ukrainian people; the latter is a legal category. According to the Constitution of Ukraine the Ukrainian people is the bearer of sovereignty and the only source of power [5: Article 5].

Historically Ukraine is a country with the multi-ethnic structure of the population. The citizens are representatives of different nations and nationalities who live in the cross-cultural environment. Between them and the Ukrainian government there is a legal bond, but, unfortunately, there is no stable spiritual connection between them. At the same time among a significant part of the Ukrainians living outside the state, who are not the citizens of Ukraine, there is a steady spiritual connection though the legal relationships are much weaker.

Thus, the citizenship of Ukraine is a stable, unlimited by space legal relationship of the person with the Ukrainian state, based on the legal recognition of the citizen of Ukraine by the state, resulting in their taking mutual rights and obligations in the amount prescribed by the Constitution and laws of Ukraine.

Thus, the main features of citizenship as a specific individual communication with the state are as follows:

1) it has legal nature:
2) it is unlimited in time and space;
3) it includes reciprocal/mutual rights and obligations [7].

This relationship determines the role of the citizen as a representative of the sovereign power of the state, regardless of the place of residence (in the state or abroad), because the citizenship of Ukraine is a permanent legal connection between the individual and the Ukrainian state, which is manifested in their mutual rights and obligations.

Citizenship should be considered as the basis of the legal status of a person, as a subjective right to a nationality, and as a legal institution of the constitutional law.

Citizenship is a permanent, not temporary legal connection. It manifests itself in space and time. Citizenship presupposes mutual rights and duties of the citizen and the Ukrainian state. Permanent legal connection between the individual and the state arises and exists on the basis of the recognition of a person as a citizen by the state. This relationship is shown in the spread of the sovereign power of the state on the person, even if he/she is abroad. This legal relationship is permanent and sustainable. Accordingly, all the citizens have complex social, personal, and political rights, fulfill all their civil duties under the Constitution and other laws, and protect the sovereignty

and territorial integrity of Ukraine. The state shall protect the rights and freedoms of the citizens, create proper conditions to exercise their rights. Under the Constitution the main duty of the state is to establish and ensure human rights and freedoms [5: Article 3], and Ukraine guarantees care and protection to all the citizens staying abroad [5: Article 25].

Thus, we can say that, the citizenship of Ukraine is an officially recognized legal status of a person due to his/her belonging to our country and people, it results in the emergence of reciprocal rights and duties of both the citizens and the state.

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INSTITUTE OF LUSTRATION IN THE CONSTITUTIONAL LAW OF FOREIGN COUNTRIES

MARKO HOLOVACH, Second-Year Law Student
ALLA I. RADU, Associate Professor, PhD (Linguistics)
Ivan Franko National University of Lviv

Lustration is characterized by the fact that the majority of its procedures is often beyond legal norms that are standard within the legal framework of a state. Laws on lustration provide the possibility of punishment for activities or divergence from activities which under the law of the former political and legal system were not crimes. It concerns the employees of intelligence services, governing bodies, judicial authorities, etc. Thus, the main legal problem of lustration laws is that they have retroactive force.

All the available concepts of lustration display the process of identifying the facts of commission offenses committed by the officials for the purpose of their further occupation of the state positions.

The **significance** of this paper is determined by the fact that the institute of lustration is being formed in Ukraine, and it is aimed at clearing our state bodies from dishonest employees. The problem of lustration has been analyzed in the works of both Ukrainian and foreign scholars, among them are the works by N.E. Minenkova [5], S.V. Poltavets [7], G. Schwartz [4], and others.

The **goal** of the research is to identify the shortcomings and difficulties encountered in the Ukrainian and foreign legislations during the process of making lustration laws.

Lustration can be defined as a ban for the governmental figures of higher ranks, who have compromised themselves, to: 1) hold positions in government; 2) stand for representative bodies; 3) be judges, etc. for a certain period of time or for life.

Lustration laws establish special requirements which regulate the access and staying in public service and define the procedure of checking if a person who holds a certain state position or intends to hold such a position cooperated with the repressive bodies of the dumped authoritarian regime [2]. Such laws have no relation to the area of the criminal law. By their legal nature lustration laws are aimed at the reorganization of the state officialdom and attraction to the work in state structures the people whose devotion to a new democratic regime is beyond any doubt.

However, lustration can be considered also as the establishment of a presumption of the collective fault [1]. Moreover, lustration can serve as a tool of political struggle. On the other hand, as the history of the states of the Central Europe testifies, the lack of the lustration legislation can also cause considerable abuses of power.

As far as the transition from authoritarian regimes to democracy in many countries of the Central and Eastern Europe was followed by lustration processes that were rather contradictory, the Parliamentary Assembly of the Council of Europe adopted Resolution 1096 in 1996, it was entitled "About Actions Concerning Overcoming of Consequences of the Last Communistic Totalitarian Systems" [6]. This resolution includes the approved instructions on ensuring the control over the implementation of the lustration laws and similar administrative activities according to the requirements of the constitutional state.

Lustration took place in the majority of the post-communist countries of Eastern Europe in the 80-s of the 20th century. The experience of many countries in the implementation of lustration proves that considerable positive results in this sphere are possible. Let's consider the achievements of the Czech Republic, Poland, Hungary, and Baltic states.

The Czech Republic [3]. On July 9, 1993, the Czech Parliament passed the law on the illegitimacy of the Communist regime and resistance to it. The law declared the former Communist Party "illegitimate" and "criminal," and attempted to honor those persons who "on the basis of democratic, moral or religious conviction" fought against the Communist Party.

Poland [8]**.** When the state power from the communists passed to the opposition ("Solidarity"), the new government guaranteed inviolability to the former communists. But the society insisted on lustration in 1997. The law was applied to ministers, deputies, senators, judges and officials, the former employees or agents of the bodies of state security of the PPR.

Hungary [8]**.** The Law of Zeten-Takach of 1992 established criminal responsibility without limitation period up to life imprisonment for persons who within the period of December, 1944 – May, 1990 made treason to the Motherland. It

was the first stage of lustration (1992-1994). The second stage of lustration (1994-2001) aimed only at achieving a high level of informing the public on the activities of the representatives of public power. On May 30, 2005 the parliament opened broad access to the documents on the agents of intelligence services that used to be confidential. Lustration in Hungary lost its repressive character.

The Baltic States. Here the question of lustration was raised for the first time in 1990. In Estonia they adopted the law on extrajudicial mass repressions in the Soviet Estonia in 1940-1950 according to which the Estonian Soviet Socialist Republic was entrusted to prosecutor's office to consider the starting of criminal cases and attraction to criminal responsibility the persons guilty of massacre and other crimes against humanity.

The Latvian Law on elections of 1992 [9] demanded from all the candidates to parliament to submit a written statement about the existence of connections with the Soviet or other secret services or the lack of such connections. Since 1995 the law on elections forbids the election of persons who were members of the Communist Party and co-operated with it after January 13, 1991, and it also concerns the officers and agents of the KGB. A similar ban is imposed on naturalization by the Law 'On Nationality' of 1994.

In Lithuania [10] the law on the verification of mandates of the deputies suspected of conscious cooperation with the secrete services of the USSR or other states was adopted.

Summing up, we should note that the legal aspects of lustration are widely examined by foreign scholars, while in Ukraine this problem is mostly discussed only in mass media. Thus, this issue requires further analysis, since the problem of the institute of lustration is very important and the national legislation needs further development of this sphere of law.

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ELECTIONS AND ELECTORAL SYSTEMS OF FOREIGN STATES: TYPOLOGY AND CHARACTERISTICS

LIDIYA HOLUBKO, Second-Year Law Student
ALLA I. RADU, Associate Professor, PhD (Linguistics)
Ivan Franko National University of Lviv

The institute of elections plays an important role in the political life of democratic states. An election is a formal decision-making process by which a population chooses an individual to hold public office.

There are many different types of electoral systems in use around the world, and even within individual countries, different electoral systems may be found in different regions and at different levels of government (e.g., for elections to school boards, city councils, state legislatures, governorships, etc.) [1]. All types of elections are characterizes by the following general criteria:

1)   territorial limits – (a) **national elections** that are held nationwide in order to choose the members of the national parliament or a candidate to presidency; (b) **regional elections** that are held in a certain administrative part of a state to vote for local authorities;

2)   the number of seats to be taken or replaced – (a) **uninominal elections** when only one member is selected from each district and (b) **polynomial elections** when few members are selected from each district;

3)   the mode of voting – (a) **direct elections** when people vote themselves and (b) **indirect elections** when voters delegate their votes to the elected representatives who are to express the will of the citizens and vote for the local council, parliament or one of its chamber.

Electoral system is a method of calculating the election results to guarantee proper distribution of seats among the candidates [2]. There are three types of electoral systems: majority, proportional, and mixed system.

The majority system is the oldest among electoral systems. Its name comes from the French "*majorite*" that means "*most*". Majoritarian electoral system stipulates that the winner is the candidate who gets the majority of votes from the number of people who take part in the vote. The majority system is used in 83 countries, including the USA, France, UK, and Canada.

The main characteristics of majority systems are as follows [3]:

●   it is based on the principle that an elected representative should be elected only if she or he has the support of more than half of the voters;

●   it may require preferential voting or more than one round of voting if there are more than two candidates, or if there is no natural majority;

●   candidates are elected with a majority (i.e. more than 50%) of votes cast;

●   its main models include: *Alternative Vote* and *Two-Round Vote*.

The proportional electoral system is a procedure for determining the results of voting when the seats are allocated strictly in proportion to the number of votes cast. This system is widespread. For example, in Latin America elections are held

only on a proportional basis.

The main characteristics of proportional systems include:

● the counting and seat determination processes that are generally complex and not immediately transparent;

● the principle that candidates are elected based on the total percentage of votes cast for their party.

The mixed electoral system combines the elements of both majority and proportional systems. A classic example of a mixed electoral system is that of Germany, where one half of the Bundestag deputies is elected by party lists, and the other half is elected under plurality/majority system.

The main characteristics of mixed systems comprise the following ones:

● creating a professional parliament with the membership reflecting the balance of the political forces in the society;

● strengthening of the political parties due to the fact that the seats in the parliament are distributed on a proportional basis;

● maintaining the continuity of the old and new political systems, supporting political traditions, since the use of the majority electoral system keeps on the chances of creating a stable one-party government;

In conclusion it is necessary to emphasize that there are no good or bad electoral systems. Each system has both advantages and disadvantages over the other types. Further research of electoral systems is important for defining the main tendencies in the development of the institute of elections and working out the most effective forms of running elections.

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PUBLIC-PRIVATE PARTNERSHIP

Kilimnik Inna, associate professor, PhD (Law)
O. M. Beketov National University of Urban Economy in Kharkiv,

Public-private partnership in Ukraine is a form of collaboration between the state of Ukraine, territorial communities in the person of relevant state authorities and local government bodies (public partners) and legal persons other than public and communal enterprises or physical persons - entrepreneurs (private partners) implemented on the basis of the agreement. The cooperation is provided in accordance with the procedures established by the Law "On Public-Private Partnership" and other legal acts of Ukraine.

A private partner in the agreement concluded under the public-private partnership may be presented by several persons, who may act as private partners in

compliance with this Law. Such persons share the responsibility and obligations specified by the agreement concluded under the public-private partnership.

Features of the public-private partnership include:

- manifestation of better technical and economic indicators of the effective activities as compared to implementation of the same activity by the public partner without involvement of the private partner;

- long-term relations (from 5 to 50 years);

- transfer of a part of risks to the private partner while implementing the public-private partnership;

- investments of the private partner into the partnership objects from the sources not forbidden by the law.

The basic principles of the public-private partnership implementation will include:

- equality of the public and private partners before law;

- prohibition of any discrimination of the rights of public or private partners;

- accommodation of interests of the public and private partners in order to receive mutual benefit;

- invariance of the targeted designation and ownership category of the objects transferred to the private partner but owned by the public or communal sector;

- recognition by the public and private partners rights and obligations specified by the law of Ukraine and stipulated by the conditions of the agreement concluded under the public-private partnership;

- fair sharing between the public and private partners of risks associated with implementation of the agreements concluded under the public-private partnership;

- identification of the private partner on the competitive basis except for cases specified by the law.

The public-private partnership will be applied in the following spheres:

- prospecting and extraction of mineral resources;

- production, transportation and supply of heat;

- distribution and supply of natural gas;

- construction and/or exploitation of highways, roads, railways, airport runways, bridges, overhead roads, tunnels and undergrounds, sea and river ports and their infrastructure;

- machine building;

- water collection, purification and distribution;

- health care;

- tourism, recreation, culture and sport;

- provision of functioning of irrigation and drainage systems;

- waste disposal;

- production, distribution and supply of electric energy;

- real estate management.

The public-private partnership may be applied in other spheres of economic activities with the exception of those legally permitted and assigned exclusively to the public enterprises, institutions and organizations. The public-private partnership is

applied with a due respect to legal regulation of specific objects and activities stipulated in the law.

ON THE QUESTION OF THE RESALE RIGHT AND RIGHT TO REMUNERATION AS PROPERTY COPYRIGHTS

SOPHIA KLYMCHUK, 2[d] year student
MYKOLA OPRYSKO, Associate professor, PhD (Law)
LILY KUZNETSOVA, Associate professor, PhD (Philology)
Lviv Ivan Franko National University

In most cases, the creators of copyrighted works create their works to obtain certain benefits for themselves or their loved ones. Therefore, the state should provide an opportunity for authors to receive this benefit. To do this, law recognizes author's economic rights, important in its significance. But the current legislation does not provide an exhaustive list of property rights, therefore also may be some ambiguity.

The relevance of this research is that the property rights of the author guarantee for creator not only the possibility of obtaining economic benefits of the work, but also guard intellectual and personal relationship with the work that is essential to protect the rights of the author in a modern democratic society.

The main objective of the research is to analyze the legislative norms that regulate the scope of the property rights of the author, as well as the interpretation of these rules in the light of theoretical research.

Author's property rights are realized in the exclusive rights to the product. The exclusive right means that any person other than the one that owns the copyright or related right shall not use work, not having a permit, except as prescribed by law. According to Article 440 of the Civil Code of Ukraine (hereinafter - CCU) author has the exclusive right to use the work in any form and in any manner that does not conflict with applicable law. Exclusive property rights allow the author or the author's heirs control the use of works by third parties.

To understand what rights belong to the author's property rights, we propose to apply to classifications of intellectual property rights, which are found in legislation and in the national literature. Under Article 440 of the Civil Code proprietary copyrights shall be:

1) the right to use the work;
2) the exclusive right to permit to use the work;
3) the right to prevent unlawful use of the work, including prohibition of such use;
4) other proprietary rights of intellectual property established by the law.

It remains an open question as to "other proprietary rights of intellectual property" because the law does not provide exclusive list of them. Art. 445 and Art. 448 CCU points to such intellectual property rights as the author's right to reimbursement for his work use (hereinafter - the right to remuneration for the use) and the author's right in the sales share of the work's original(hereinafter - the resale

right). This legislative position does not exclude the inclusion of these rights to "other proprietary rights of intellectual property established by law."

In the scientific literature, we are also seeing quite controversial opinions regarding the classification of intellectual property rights. Authors Hridochkin, Hridochkina and Leonova all property rights which belong to the author call exclusive and divide into two groups: general (property rights arising out of use) and special (right of access to the product, resale right). Authors Kulinich and Romanadze isolate from exclusive property rights specific property rights (the resale right, the right of access) as the property rights of authors of works of art. Instead Ivanyuk shares all intellectual property rights into 3 groups:
- moral rights (right of authorship, the right to name author's, the right to immunity);
- exclusive property rights (the right to use intellectual creations in its sole discretion, the right to allow (forbid) other persons to use the result of intellectual activity);
- other intellectual property rights (right to remuneration for official result of intellectual activity, the right to obtain security document, resale right, the right of access in relation to works of art).

The same classification give Cherevko and Bondarenko.

As we see the distinction between those rights are ambiguous. Article 15 of the Law of Ukraine "On Copyright and Related Rights" indicates that the property rights of the author are exclusive. But can we assert about exclusiveness of property rights as resale right or right to remuneration? We propose to consider the legal nature of these rights to find a comprehensive list of property rights of the author for further study.

The required signs of exclusive rights are: first, the material nature, secondly, all rights belong only to the author or his assignee, thirdly, the ability to transfer those rights to other subject of copyright, fourthly, they are limited for a period prescribed by law.

In fact, the resale right has a material nature. But it cannot be alienated by the author himself or by his heirs to others. Also in literature has repeatedly emphasized that the exclusive property rights are absolute. Agreeing with this position, it should be emphasized that intellectual property rights under Article 440 of the Civil Code, are absolute, because directed on indefinite range of subjects (one and all). Is it possible to say that the author's right to remuneration also applies to everyone and therefore is absolute? Obviously, is not. Thus, these differences indicate that the right to remuneration and the resale right cannot be considered as one of the rights referred to in paragraph 4 of Article 440 of the Civil Code of Ukraine.

Summing up the research of this topic we can conclude that Ukraine has the necessary legal base corresponding, in general, the latest international standards. (For example, the resale right implemented by Release Right Directive .This right, often known by its French name *droit de suite*, appears in the Berne Convention for the Protection of Literary and Artistic Works.) However, the interpretation of legislative norms needs further study, because it will provide adequate security and protection of

copyrights and legally possibility to get some wealth through exclusive use of results of intellectual activity.

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LIABILITIES FOR ENDANGERING INDIVIDUAL PROPERTY OR LEGAL ENTITY PROPERTY

OLEG KORNAT, 3-rd year student

LILY KYZNETSOVA, Associate Professor of the Foreign Languages Department

Lviv National University after Ivan Franko

The relevance of the chosen topic confirmed that after the proclamation of independence Ukraine faced the task of bringing national legislation into the line with the social relations that are in the process of reform. The main role in these transformations was given to the civil law, the purpose of which is to determine the legal status of the individual in society, establishing bases of its relations with the state regulation of property relations, that is all that is the foundation of civil society and the rule of law.

Therefore, the adoption of 16 January 2003 of the Civil Code of Ukraine was another step towards the construction of Ukrainian democratic, social state of law. Civil Code ranks among codes a special place because it is based on a fundamentally

new - private law - the concept of moral regulation and property relations based on legal equality, free will, property independence of their participants.

According to Article 1164 Civil Code of Ukraine in case of failure to eliminate the threat to life, health, property or property of an individual legal person concerned has the right to demand:

1) taking urgent measures to eliminate the threat;

2) compensation for damages;

3) prohibit activities that pose a threat.

This article provides a list of tools encouraging someone who poses a threat to property or property of an individual entity, to ensure that it removed the danger.

In case of failure to eliminate the threat of an individual or legal person property concerned may use several options are proposed to her behavior. In particular, it may require taking urgent measures to eliminate such a threat. Actually, it duplicated the provisions of Article 1163 CC, but if it was it rather the very possibility of the relevant obligations, in Art. 1164 CC already secured subjective right of the person concerned to take measures to protect their civil rights.

Damage is a necessary condition of civil liability for failure to eliminate the threat of natural person or legal person property. Another essential condition such liability is wrongful act. Terms persons liable for the failure to eliminate the threat of injury, is also, firstly, the causal relationship between the action (or inaction) and the risk of injury, and secondly, the causal link established between the danger and the damage that occurred. In addition, the condition of responsibility of the person who created the threat of natural persons or legal entities property is the presence of fault in making the threat, and therefore in non-compliance to eliminate this threat. However, we conclude that this category of cases is the most important proof of a threat of natural or legal person as the basis of the relevant obligations between the parties is in fact the greatest difficulty.

To sum up, liabilities arising from endangering property or property of an individual legal entity belonging to non-contractual obligations. However, they are not tortious liabilities in the strict sense of the word, and can be evaluated as alleged tort liability because the differences are of legal tort for varieties subject composition, the grounds and conditions of, the nature of the legal consequences, etc.

DEVELOPMENT OF CITY'S SOCIALITY AS AN IMPERATIVE OF CREATION A DEMOCRATIC CITY COMMUNITY

ANNA KOROTEIEIVA, student
LYUDMILA RADIONOVA, Associate professor, PhD (Philosophy)
OLENA ILIENKO, Associate professor, PhD (Linguistics)
O. M. Beketov National University of Urban Economy in Kharkiv

One of the most important concepts for characterization of urban changes is urban space. The space has become an important topic in sociology and philosophy in the latest decades. The urban space as a complex reality is something that differs the

city from the rural area. However, the space as it is seen by modern researchers is not simply a sum of material landscapes. Scientists distinguish at least three types of space: "real" space (physical space that includes buildings, roads and other tangible objects), "imaginary" space (invented by a person and constructed in the minds) and " real-and-imaginary" space where local residents live using it (lived space of ideas or the "third space" as it is called by Edward Soja.)

The idea is to form the city community through the concept of lived space. According to French urbanist Lefebvre each society makes its own space and the modern society is an urbanistic one in relation to the lived space it creates. Urban space differs from the two other types of space (rural and industrial), which are also determined by Lefebvre.

The urban space is defined as a differentiated one, which is counter positive to the homogeneity and rational unity of the previous types of space in the industrial cities. This space is controversial because it is multilevel, multivoiced and multilived.

Differential urban space is created by the local population, which is its participant. It can be the space of democracy, which is created and managed by the people who inhabit it. Described by Lefebvre " the right for the town" is the right of the local citizens to own it and take part in its development. The examples of such actions in the created and adopted space are known around the world. The most prominent illustrations are the "Arabic spring", the "Capture Wall Movement" and the "Maidan" in Ukraine.

According to Zimmel, space is an accumulation of "rotation points". A citizen "rotates in different circles" and contacts different social and cultural worlds. Availability of a common space means that previously independent elements have contacted each other. Space is the place of integration of various spiritual elements: attitudes, values, meanings, etc.

In our opinion, the reason for pessimism in connection to urban public spaces is often a reduction in the intensity of specific forms of social life, disappearance of certain types of social activities that correspond to the classic definition of publicity. At the same time the real processes taking place in the cities, including emergence of new social forms go unnoticed and an appropriate unbiased analysis is not used. Probably, it is necessary to look for new ways of organizing the public life in the cities, in particular, a new definition, a new vision, a new understanding of the recent social processes are needed as well as the criteria which allow to see the new public space. In our opinion, the philosophy of the city should become the theoretical and methodological basis for this development.

Formation of the social space, where a philosophical "gathering" of the man in the relationship with the objects takes place, is a fundamental philosophical problem.

To solve this problem, a research is needed on two levels: on the theoretical level that represents a philosophical dimension and the value scale of the phenomena as well as on the applied level, which assumes programs and projects for development of public spaces having important influence on the transformation of cities' social life and formation of the urban community.

Public spaces created by man show that a person is an active, pragmatic human

beings having an inclination to purposefully transform the habitat as well as a social being. The concept of the human being philosophical "gathering" is intended to mark a unique, personality-filled body of culture texts bound together by the information space of "cultural nests" (a city being considered here as a "cultural nest").

A city as a "cultural nest" is the result and the object of the creative activity of the human being. It covers practically all kinds of activities. Since the activity is of the cooperative character and is practically a co-activity, a "cultural nest" is a quintessence of sociality.

Thus, culture as a system of values associated with a place and history, it penetrates all the fields of human activities, connects a human being with the space of residence, determines relationships with other people. However, the "expansion of culture" discussed today not only by philosophers and researchers of culture studies but also by economists, political scientists, sociologists, managers, is not just a metaphor reflecting a growing importance of culture in the modern world. The concept means formation of a new environment of values, communication, sources, in which consumption of cultural products and services recedes into background, and providing opportunities for creative self-expression and self-realization steps forward. This is not only a process of technologies and communications development and emergence of new genre systems in art but also a political and macroeconomic processes described by modern researchers as development of a creative economy.

THE RIGHT OF RESIDENCE OF INTERNALLY DISPLACED PERSONS

TANYA KOTYK, second year student
NATALYA KWIT, Associated Professor, PhD (Law)
LILIYA KUZNETSOVA, Associated Professor, PhD (Philology)
Lviv Ivan Franko National University

Political and economic life of Ukraine, social values and orientations has changed lately. Human rights are among social priorities in Ukraine. Everyone knows why human rights are important. They are important because without them there could be no human dignity. Life without them, many people think, would not be worth living. In the words of the preamble to the Universal Declaration of Human Rights "recognition of the inherent dignity and of the equal and inalienable rights of all members of human family is the foundation of freedom, justice and peace in the world".

Ukrainian scientists such as V.M. Kossak, I.A. Biryukov and Z.V. Romovska have made significant contribution to the development of the doctrine of human rights. In our work, we want to pay more attention to the right of residence.

According to the article 310 of the Civil Code of Ukraine "An individual has the right of residence". Its aim is to protect, first of all, homeless people. This rule should stimulate public authorities and local governments to provide orphans by hostels and to give them credits for housing.

Today we have war in Ukraine. That is why appeared another category of citizens that need legal assistance on the right of residence. After the beginning of anti-terror operation in Ukraine, our government should ensure the rights and freedoms of internally displaced persons, in other words - refugees.

War is the number one problem in Ukraine. But we should not perceive only its negative points. For Ukraine it is an opportunity to update legal system and to get rid of the old Soviet influence. We are convinced that Ukrainians are on the path of democracy and liberty. To make positive changes possible Ukrainian authorities should take care of its citizens. In the first place, this applies to those, who left homeless because of Russian aggression in the Eastern Ukraine.

Law of Ukraine "On ensuring of rights and freedoms of internally displaced persons" was adopted on the 10.102014. It tells that internally displaced person is citizen of Ukraine, permanently residing at the territory of Ukraine, that was forced or voluntarily left one's residence place as a result of or in order to avoid negative impact of armed conflict, temporary occupation, situations of generalized violence, mass violations of human rights and disasters of natural or human-made origin.

Owing to the fact that refugees had lost their jobs, authorities provided them with financial support: 884 UAH per person for pensioners, the disabled and children; 442 UAH per person for all others. So that people can pay for rent of accommodation in new cities.

Today, unfortunately, we can observe a negative trend. Tenants in large cities, such as Kyiv, Kharkiv, Dnipropetrovsk, refuse to rent housing for refugees. With the purpose of finding the reasons for this phenomenon, we have made some research. We found out that homeowners are worried about the solvency of internally displaced persons. Also, there are some rumors that government will adopt a law which would prohibit eviction of refugees without giving them other living quarters. This information shows the low legal awareness of Ukrainians.

We want to give some advice on how to solve those misunderstandings. Firstly, public authorities should explain to the citizens that refugees have not only financial support but also exemptions in employment. So, there are no reasons to worry about their ability to pay.

Secondly, there are unfinished houses in Ukrainian regions. Ukraine shall cooperate with other states, international organizations with a view to renovate those buildings. When all will be done, authorities will allocate housing accommodation for refugees. Similar projects have already been successfully implemented in some regions of Ukraine. Of course this proposal needs further improvement, but it can be considered as an option.

In conclusion, Ukraine is strong and independent country. And if Ukrainian authorities ensure fundamental rights and freedoms of all citizens, Ukraine also will be truly democratic.

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THE PRINCIPLES OF THE CONSTITUTIONAL STATUS OF THE PERSON AND CITIZEN

DIANA KOVAL, Second-Year Law Student
ALLA I. RADU, Associate Professor, PhD (Linguistics)
Ivan Franko National University of Lviv

The modern constitutional state is a democratic state in which the rights and freedoms of its citizens as well as their participation in implementation of power are provided.

Human rights are considered to be the basis of constitutionalism, for the purpose of the constitution is to ensure freedom and safety of the person. Therefore, human rights have become the most important institute of the constitutional law. Constitutional rights and freedoms belong to each individual. The rights and freedoms of the citizen belong only to those persons who are citizens of this state. Constitutional rights of the person are natural and inaliennable.

The Constitution is the fundamental act of the country [1]. The position of the individual in the society, reflected and fixed in the basic law, is defined as the constitutional status of a person. Its content is primarily manifested in the institute of citizenship, principles, constitutional rights, and freedoms. The legal status of the person depends first of all on his/her social status, for instance: a citizen, foreigner, stateless person, or a person with dual citizenship. Refugees can have a special status.

Citizenship is defined as the status of a person as an official member of the state recognized under the customs or laws of this state [5]. A person may have multiple citizenships and a person who does not have citizenship of any state is considered to be stateless.

Citizens have the following rights: 1) right to vote; 2) right to a get a passport; 3) right to apply to consulate assistance overseas; 4) right to re-enter their native country at any time without any immigration restrictions; 5) right to immunity from deportation; 6) right to register overseas their born children as citizens by descent; 7) right to seek employment by the government; 8) right to serve in the armed forces (where citizenship is normally required) [2]. On the other hand, the fact that the citizens enjoy a number of rights presupposes that they have certain civil duties too, namely: obey the law, pay taxes, provide for national defense, etc.

Foreigners, stateless persons, and persons with dual citizenship must know and

observe the laws of the country of their residence as well as the citizens of the country [3].

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MODERN DEMOCRACY AND DEVELOPMENT PROSPECTS

MARYNA KROT
National law University by Yaroslav the Wise

One of the main criterion of formation society is level of democracy. Political players see the purpose condition, effective means of public life and the transformation of the political system. So, democracy is the most effective way to implement and improve social contradictions.

Economist Intelligence Unit gives the most informed assessment of democracy in the world. 25 countries of the world named completely democratic. Flawed democracy is in 53 countries in the world. 37 countries have hybrid mode. Authoritarian regime has 52 countries. The researches studied the situation in 165 independent states and mentioned in the report, that:

"Public trust has fallen to political system in the world. There was many riots, which jeopardized democratic governments in many countries.

Level of democracy decreased in 12 countries of Eastern Europe and 7 countries of Western Europe.

The United States of America found itself at the end of the list of states with a "full democracy", as the negative influence did political instability and constant brinkmaking and bankruptcy.

Violence, drug trafficking and high crime rates had a negative influence on democracy in Latin America.

The situation in Europe is a concern because the political system of the EU should survive unusual economy, high unemployment and low economic growth"

So, we should define more level of democracy in different parts of the world".

Among the countries in Africa and the Arab World "The Economist" identified only one country with "full democracy" (island of Mauritius), 9 of "defective democracies", 11 countries of "hybrid government" and 23 of "authoritarian". This reduced some signs of democracy in Africa. For example, 30 of the ruling parties and leaders were displaced after the elections of 1991, according to another report "The Economist".

The report stresses that an unexpected democratization in the Arab world

destroyed many stereotypes about the Middle East and North Africa. Recent events have shown that people who want to have credible leaders.

People can not for fear of radical Islam to abandon support for young democracies. The public should not be exposed to the conviction of tyrants, who believe that the only way to support radical Islam dictatorships. There is a better way and that his chosen people around the Arab world.

When Indonesia, the largest Muslim democracy, held parliamentary elections in 2009, support for extremist parties decreased. Elections in Malaysia most of the votes voted for the party that promised to lead the country in the interests of its citizens in 2008.

Europe and democracy.

"The Economist" notes that in Central and Eastern Europe and the Balkans, there is the decrease support democratic regime, but it recognizes that it is not likely reflects a desire to return to authoritarianism and exhaustion modern political systems and general disillusionment and apathy. However, people are more inclined to democratic change in the former Soviet Union.

The persons of muslims religion mass arrive to the European countries. This tendency is anxious enough from the point of view of future western democracy. Anymore 40% muslims already own rights for citizenship in France and Great Britain, about 2,5 million muslims will be citizens and electors in the nearest years in Germany .

Russia and democracy.

Vladimir Putin won the last election for the president, but Russian and international observers noted serious irregularities in the vote count. Citizens voted for him mainly in the Urals, Siberia and other places tend to support the idea of order and national pride. But residents of Moscow and St. Petersburg would like to see a new leader.

Jeremy Kinsmen, Canadian Ambassador in Moscow in 1991 and director of the Community of Democracies, after recently returning from Russia, said: "The mass demonstrations against Putin finally can see the democratic features of today". ("The Economist Intelligence")

Honorary President of the Foundation for Peace Pouline Baker spoke about the state of democracy in fragile states. She passed that toppled some dictators in North Africa and the Middle East, people`s participation in political life, as opposed to military coups and assassinations is the main method of overthrowing the unpopular leaders in many parts of the world. She agrees with the fact that elections are a key element of democracy.

In terms of Baker, creation of democratic governance is the best way to avoid the occurrence of potential problems, such as civil and religious conflicts and national conflicts. This includes writing the new constitution, human rights and fundamental freedoms, free and fair elections and establishing or reforming the main institutions of the state. She believes that the most revealing and practical example is Tunisia, where it was held a constituent assembly to write a new constitution and appointed an interim government.

Residents voluntarily gave the government the right to rule the country in countries with multi-party democracy, but they should be involved in the political process to monitor good governance. The aim is to provide all citizens full life and social justice and to the social, religious and national sphere there is harmony.

Today democracy exists in all regions of the world. The desire of mankind to have a caring government, to value the dignity of every life and ensure the rule of law is such a driving force of democracy.

World democracy will progress. New Democracy will occasionally occur sometimes due to the death of the old dictator or spontaneou scollapse illiberal regime. Authoritarian states that are most successful in socio-economic terms, perhaps in the next decade will move to world democracy, a measure of how their citizens gaining increasing prosperity, will require greater political freedoms.

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PERSONAL INCOME TAX IN UKRAINE: CONSIDERATION OF THE WORLD EXERIENCE

ANNA LYULYUK, 3-rd year student
VALENTYNA MAKSYMUK, Associate Professor of the Foreign Languages Department
The Ivan Franko National University of Lviv, Law faculty

Taxes are financial category which affects economic phenomena and processes of social development of the country. They are mandatory attribute of the state, regardless of model and policy of its development. This is a very dangerous tool at the disposal of the state and without scientific concept of tax policy they can slow down its economic development of the country.

There are two types of tax payers in Ukraine: residents of Ukraine and non-residents. Individuals who are tax residents of Ukraine are subjected to personal income tax on their worldwide income. Non-resident individuals are taxed only on income from Ukrainian sources.

The Tax Service of Ukraine notes that the object of taxation (for both residents and non-residents) is, in particular, the total monthly (annual) taxable income consisting of the sum of taxable income accrued (paid or provided) for a tax reporting period.

The Tax Code also introduces a number of significant amendments to the way individual taxpayers are taxed. Since January 1, 2015 Ukrainian legislation provides

new personal income tax rates.

Currently personal income tax rates are as follows: 15% - for monthly amount of income not exceeding 10 minimum salaries, namely UAH 12 180;20% - for income that exceeds 10 minimum salaries (i.e. UAH 12 180).

Till December 31, 2014 personal income tax rate for the income exceeding UAH 12 180 was 17%. Tax rate for passive income of individuals, namely interests, investment income, royalty has been increased from 15% to 20%.

Analysis of the international tax practice shows that the multiscale tax reforms of the tax system were held in most countries during the last 20 years.

The problem of tax reform in Ukraine is not new, it is constantly debated in the scientific community, also among experts, by the media and even by ordinary citizens. It's time to make some innovation in this area which will create conditions for further effective development of Ukrainian society, modernization of the economy, establishing new priorities of social and economic development.

There are few possible directions of modernization of the existent tax mechanism in Ukraine: 1. Expanding the tax base: it will help to tax all income, exept of target-taxes that are paid from the state funds, or received as compensation, reimbursement of certain costs. Settlement of tax revenues from intellectual property and independent professional activity that leads to significant budget spending. 2. Tax rates: establishment of progressive taxation received as salary from using moderate rates with reducing the tax burden on taxpayers with low and moderate incomes, and higher for high-income taxpayers to ensure compliance with the principle of vertical equity and increase revenues budget.

For example, in Australia five tax rates operates. People whose income for the year is less than $ 6,000 are exempt from tax. Citizens whose incomes exceed 180 thousand dollars give 45% of theirs revenue to the state budget. In Canada, there is no taxable income up to 10.4 thousand Canadian dollars. But those who have received more than 128 thousand are required to pay 29% of their earnings to the treasury. 3. Preferential policies: streamlining benefits to vulnerable citizens and persons with service to the state.

For example, important type of tax incentives used in developed countries is a discount taxable income based on the number of children. 4. The mechanism of collecting taxes on other income: improving the taxation of income from financial investments, real property, passive income and control after them in order to eliminate the abuse in this area and increase tax revenues from these revenues. 5. Improving the efficiency of tax control: it will contribute to overcome the abuse that discredits the simplified taxation mechanism and use it for tax evasion. Streamlining the system of collecting taxes on passive income in order to stimulate investment.

For example, the main document serves as an informational basis for paying the tax in Austria is the tax declaration which the payer fills in by himself. This tax is paid in advance every quarter. The taxes must be paid by the 10th of March, June, September and December. 6. Involvement of shadow income: inventory tracking cash flow should be generated in the simplified tax system, control after using cash incomes should be done, legalization of unregistered economic activities should be

performed. 7. Mobilization the reserves of increasing tax revenue from personal income tax: personal income growth, increasing the number of employees, reducing migration of the working population, increased direct investment in the economy.

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DEMOCRACY AS THE FOUNDATION OF THE UKRAINIAN STATE SYSTEM

SOFIYA MALANCHUK, senior student
ANETTA ARTSYSHEVSKA, Associate Professor, PhD (Linguistic)
DANYLO LESCHUK, Senior Teacher (Law)

In the Constitution of Ukraine the foundation for the overall development of direct democracy is laid. Articles 1 and 5 of the Constitution stipulate that people of Ukraine perform original and supreme power in the country, is the bearer of sovereignty and the only statement of authority in the state. This defines the right of people to exercise the power directly and through the state and local authorities.

Among the forms of direct democracy, besides the election of representative bodies, the Constitution of Ukraine provides for the participation in national and local referendums and also the right of citizens to file individual or collective petitions, or personally appeal to the state and local authorities. These constitutional provisions are consistent with the requirements of Art. 21 of the Universal Declaration of Human Rights, which proclaims the right of everyone to take part in the government of his/her country, directly or through freely elected representatives. Some feature of Ukrainian constitutionalism is providing a high legal status for public, defining them as an important tool for the functioning of a democratic society, and increases the responsibilities of the state and local governments to the citizens.

The Constitution of Ukraine also enshrines the right of citizens to assemble peacefully and hold rallies and demonstrations. This form of direct participation involves discussion at a public meeting of important social and political issues in different areas, as well as issues related to elections, laws and individual state decisions.

However, the current political situation in our country clearly demonstrates the

fragility and vulnerability of the young democracy, which is sometimes defenceless to challenges of totalitarianism and authoritarianism.

The following key issues inhibit the development of democracy in Ukraine. They are as follows:
- strengthening of government institutions confrontation and conflict in the political system of the state;
- isolation of public authorities and officials from the voters, resulting in substantial seclusion from urgent needs of the state and social development;
- the destruction of the traditional type of communication between voters and elected deputies to the Verkhovna Rada of Ukraine and local council members;
- withdrawal from the provisions of election programs by political parties, whose representatives occupied their posts;
- lack of transparency in the preparation and decision-making procedures by elected public bodies;
- adoption of laws, regulations and local regulatory acts that directly or indirectly impede or cancel procedures aimed at maximizing the involvement of citizens in to decision-making processes;
- actual absence of political responsibility of deputies to their constituents;
- the rapid decline of confidence in representative government and public apathy.

The main reasons for these trends are:

a) lack of modern state elite, whose members would have a common vision of national interests of Ukraine and fundamental principles, major tasks and prospects of its political development;

b) low level of democratic political culture and social awareness of citizens;

c) inadequacy and inconsistency of certain provisions of the Constitution of Ukraine and other applicable state regulatory acts;

d) underdevelopment of public access mechanisms to the preparation and decision-making procedures by state and local governments and public control over their implementation;

d) inadequate to present requirements system of state and local governments;

e) absence of an effective judiciary power in the state that does not allow citizens to protect their rights efficiently and quickly;

g) absence of effective social and economic reforms.

The current situation of democratic transformations in Ukraine requires strengthening of mechanisms for direct citizen participation in social and political processes as the inefficiency of fundamental political system institutions is largely agreed upon the lack of public control over their activities in the period between elections and the restriction of citizens political participation only by electoral processes. Further development of the direct democracy forms in Ukraine causes, above all, the necessity of improving the constitutional principles of realization direct citizen participation in public affairs mechanism.

This task is fully consistent with the basic principles of democratic government, which, in particular, envisages exercising citizens power both by

electing the representative bodies, and by its direct involvement. Representation and direct participation are the different forms of democracy and complement each other in the process of ensuring the effective development of the political system. The realization of direct democracy mechanisms promote:

- realization of the national sovereignty principle, which is the principle in constraction of a democratic state;
- increase public participation in public policy decision-making and monitoring their implementation;
- legitimization of power, government, individual activities of state and local governments and also certain social and political decisions;
- ensuring permanent relation between government and society;
- creating effective measures of citizens influence on the policy in the interim-election period.

It is important to spread the demand for democratic procedures with the aim of their influence on political parties and their leaders, bodies of the executive branch for establishing equal and mutually beneficial dialogue between the society and authorities. This strategy of strengthening the system of social links will help every social institution reinforce its ability to uphold the interests of a certain social group.

A special place in the distribution of public demand for democracy designed to take the media. They must take the mission of fair and neutral partner in social structures. Media, like anyone else, have an impact on public conscience, therefore, they must be trustworthy partners of the society. Democracy of authority is the key to their own independent existence.

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FORFEIT IN ENSURING THE FULFILLMENT OF OBLIGATIONS

VICTORIYA MELNYCHUK, Second-Year Law Student
ALLA I. RADU, Associate Professor, PhD (Linguistics)
Ivan Franko National University of Lviv

The implementation of legal obligations is important both for the efficient functioning of the economy and the society in general. In the doctrine of law civic duty means the requirement to the subject of civil law to perform certain activities (performing or non-performing of actions) that ensure the possibility of legal

motivation to proper conduct. Actually it determines respect to the requirements of legislation, rights, and interests of both citizens and organizations.

The Civil Code of Ukraine suggests the following definition of 'obligation': "An obligation shall be a legal relation where one party (a debtor) shall be obliged to perform an action (to transfer property, to do a job, to render service, to pay money, etc.) to the benefit of the other party (a creditor) or to abstain from a certain action, while the creditor shall have the right to claim from the debtor to fulfill his obligation" [1: 123].

Types of ensuring implementation of obligations occupy a special place among the legal means of exerting influence on the subjects of civil relations. Under Article 546 of the Civil Code of Ukraine the fulfillment of legal obligations may be ensured by forfeit, bailment, guarantee, collateral/pledge, retention, or deposit. The most widespread is forfeit. Under Article 529 of the Civil Code of Ukraine, forfeit is the amount of money or another property, which the debtor is obliged to deliver to the creditor in case the debtor violates his/her obligation. It is difficult to overestimate its functionality in a market economy.

Forfeit is one of the oldest legal institutions of civil law. However, at present, there are a great number of issues concerning its functioning and the doctrine of civil law has no single approach to their regulation. The most complicated is the legal nature of the forfeit.

Some scientists, among them C.N. Azimov, V.V. Vitryanskyy, A.B. Lutz, believe that forfeit is the only way to ensure fulfillment of obligations, the others, T.V. Bodnar, J.M. Shevchenko, say that it no longer performs a providing function, and can be only a measure of civil liability. But the most widespread is the opinion of the dual nature of a forfeit.

The subject of forfeit is determined in the Civil Code of Ukraine. It shall be a sum of money, movable and immovable property. If a sum of money is the subject of forfeit, its amount shall be established by the agreement or the regulation of civil law. The amount of the forfeit established by the law may be increased in the agreement. The parties may agree upon a decrease of the forfeit amount established by the civil law act except for the cases specified by the law. The amount of the forfeit may be decreased by the court decision if it significantly exceeds the amount of losses or for some other essential reasons.

The main legal principles of the forfeit are as follows:
1) the breach of contract is the basis of the payment of forfeit;
2) the payment (transfer) of the forfeit shall not release the debtor from the fulfillment of his/her obligations;
3) the amount of a forfeit is determined by a contract or by law;
4) the payment (transfer) of the forfeit shall not release the creditor from the right for the compensation of losses inflicted by failure to fulfill the obligations or by their unduly fulfillment (Article 552 of the Civil Code of Ukraine).

To sum up, the forfeit has always been a popular type of ensuring the fulfillment of obligations, especially in a contractual relationship. It is an effective way of ensuring implementation of obligations.

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PUBLIC AND LEGAL NATURE OF PRICING

MARY MOTYKA, 3[d] year student
OLGA KOTSYURUBA, Assistant of the Department of Administrative and Financial Law
LILY KUZNETSOVA, Associate Professor PhD (Phylology)
Lviv Ivan Franko National University

The issue of pricing has always attracted lawyers and economists. Experience in establishing state regulation of prices is quite rich. The actuality of research is that the previous procedure of pricing was unable to respond to changing of external factors in terms of a fundamental change in the approach and understanding of property relations, the development of competition. That is why it is urgently needed to use different approaches to formation of prices today.

Price is the quantity of payment or compensation given by one party to another in return for goods or services and pricing is the process of establishing prices of goods and services.

Price sometimes refers to the quantity of payment requested by a seller of goods or services, rather than the eventual payment amount. This requested amount is often called the asking price or selling price, while the actual payment may be called the transaction price or traded price. Likewise, the bid price or buying price is the quantity of payment offered by a buyer of goods or services, although this meaning is more common in asset or financial markets than in consumer markets

Price formation is a part of the overall economic and social policy of Ukraine. It is carried out in accordance with Art. 4 of the Law of Ukraine "On Prices and Pricing". Price fixing is aimed at the development of national economy and

entrepreneurship, combating the abuse of monopoly (dominant) position in pricing, expanding the scope of available price, targeting domestic prices of goods on the world market level.

The necessity of state influence on pricing is linked to the public interest, which is determined by the formation of compared sides of the budget, financial support of public tasks and functions, guarantees for incapacitated people.

State regulation of prices can not be regarded as a form of arbitrary government interference in the organization of market relations. It is performed through the implementation of mechanisms enshrined and regulated by law and aimed at compliance with standards of objective pricing, the ratio of prices of different species. According to Article 3 of the Law of Ukraine "On Prices and Pricing" legislation is based on the Constitution of Ukraine and consists of the Civil Code of Ukraine, the Economic Code of Ukraine, the Tax Code of Ukraine, Laws of Ukraine "On natural monopolies", "On Protection of Economic Competition", etc.

The essence of price is most accurately manifested through its functions. Thus, the distribution function is that the level of prices depends on the available resources. The function of balancing provides the ratio between the volume of demand and supply in the market. It contributes to the elimination of excess and shortages of goods. Information function is expressed in distributing important operational data on the availability of goods, their scarcity and cost, competition, commodity markets, where it is desirable to increase participation. Stimulating function helps to create economic interest in the business of innovation and investment. The function of ensuring profitability appears depending on the size of the income for the travel price and quantity of sold product. Prices regulate the exchange of goods and services by performing common functions and conduct it in a certain system with the relationship of different types. They can not be fixed separately, independently of each other, out they have to operate under economically reasonable value. It is possible to create proportional development of certain industries and forecasting of economic and social processes only under these conditions.

Public regulation of this sector is vitally important, as the ratio between various types of prices, the implementation of certain goods and services by government fixed prices is part of a state guarantee for socially disadvantaged groups.

The implementation of price policy is based on a system of competent authorities. These include the Cabinet of Ministers of Ukraine, Ministry of Economic Development and Trade of Ukraine and local authorities to ensure implementation of this policy. Also pricing governance is impossible without an effective system of price controls. The system of management of state control and monitor the prices includes State Inspection on Price Control and its regional offices.

Consequently, the price is analyzed as an attribute of the contractual relationship, the condition of contract, an individualization the relations of exchange. In this respect, the price specifies the obligations of contractors; represents funds of additional approval of conditions on the number of alienated property; expresses the degree of performance of the contract, modifies or terminates the right of creditor's claims and the legal obligations of the debtor. Thus, the price becomes the subject of

legal regulation.

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THE BUDGET OFFENSES IN UKRAINE

VIRA PANKIV, 3-rd year student
OLGA KOTSIURUBA, Associate Professor
LILY KYZNETSOVA, Associate Professor of the Foreign Languages Department
The Ivan Franko National University of Lviv, Law faculty

This year, prosecutors revealed the results of violations of the law in the public sector initiated 563 criminal proceedings in every fifth - indictments submitted to the court.

Abuse and theft budget officials led to lack of financial resources in the state. We understand that it identify budget violations and imposing sanctions for such actions could partially solve the situation. However, not all types of offenses are provided by Criminal Code of Ukraine.

Changes in legislation have caused different approaches to the problem of professionals in the financial responsibility law. The issue of responsibility for violations of budget legislation closely related to the scientific debate about the possibility of allocating financial and legal responsibilities in an independent kind of legal liability and financial nature of the offense as of the financial liability.

Thus, the Budget Code of Ukraine clearly specifies the types of violations budget legislation and appropriate penalties (sanctions) for such violations. However, the codified legal act does not provide for sanctions of a fine or restriction of liberty or imprisonment.

These types of responsibilities inherent in the Code of Ukraine on Administrative Offences and the Criminal Code of Ukraine. And it is these legal acts refers Budget Code of Ukraine, noting that officials guilty of violation of budget legislation bear civil, disciplinary, administrative or criminal liability under the law.

Changes in legislation have caused different approaches to the problem of professionals in the financial responsibility law. The issue of responsibility for violations of budget legislation closely related to the scientific debate about the

possibility of allocating financial and legal responsibilities in an independent kind of legal liability and financial nature of the offense as of the financial liability.

The Criminal Code of Ukraine sets responsibility for:

- Publication of legal acts that reduce revenues or increase expenses Budget Budget contrary to law;
- Evasion of taxes and duties (mandatory payments);
- Avoid paying a single fee for obligatory state social insurance and premiums for obligatory state pension insurance.

It should be noted that the subject of these crimes can only be official.

The largest number of budget violations regulated in the Code of Administrative Offences. Tangential to those offenses listed in the Criminal Code of Ukraine are:

- Violation of the law on the collection and accounting of a single fee for obligatory state social insurance and compulsory state pension insurance;
- Failure or late submission of orders for transfer due to the payment of taxes and duties (mandatory payments);
- Breach of retention and transfer tax on personal income and submitting data on income paid
- Violation of the law on financial issues;
- Violations of budget legislation;
- Violation of legislation on procurement of goods, works and services for public funds.

The subjects of these offenses may be both officials and citizens. Some of these offenses establish responsibility for the wrong organization fundraiser order to the State budget. It Code of Administrative Offences provides a definition what "violations of budget legislation." Thus, the term "budget offense" and "violations of budget legislation" are not identical.

In summary, to say that despite the high prevalence of these offenses (at high latency) and their great public danger this issue in the legal literature has not been given much attention.

On my mind, the establishment of the cases of budget violations provide a real opportunity to object to fix this kind of responsibility and protect the economy from illegal encroachments.

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TRANSFORMATION OF THE SUBJECT OF THE ADMINISTRATIVE LAW

CHRYSTYNA POGORETSKA, 2nd year student
TRUSH M.I., Associate professor
KUZNETSOVA L.R., Associate professor

- Among other legal sciences administrative law is the branch that the most has been subjected to transformation, radical revisions of postulates, numerous changes of approaches defining conceptual bases. Determination of the subject of the administrative law due to realities of contemporary state building process has to become an important step of renovation some of administrative institutions.

- Changing the existing conditions and reforming the branch of administrative law may be possible only considering progressive achievements of the previous scientific researches. In history of establishment of the administrative law and accordingly its subject it is necessary to differentiate the main stages:
  1. Foundation of the science called "Kameralistyka"
  2. Its transformation into police law
  3. Development of the administrative law
  4. New conception of the science

- The scientists, who research the phenomena of the subject of the administrative law, don't limit themselves enrolling to it only management relations.

- Exploring the place of management component in the structure of the administrative law professor V.B Averianov noticed that it has 2 components-management and "non management", what can be called "dichotomy of the administrative law".

- Integral feature of the components of administrative laws is its public focus since the administrative law regulates public relations content of which is public interest.

- "Non management" component is made up of mixed group relations which are devided into "public-service relations", that in fact are aimed at "service" interest of citizens and other private persons and also the 2nd component related to administrative jurisdiction.

- Many researchers retain leading positions of management relations that means nothing else except preservation traditions of the soviet administrative science. Area of administrative regulations without any reasonable grounds was proclaimed as "management" even in part when administrative law regulates relations between management and citizens "it determines rights and obligations of citizens but only concerning management or "sphere of management ".

- Any actions of executive organs or self-governmental organs can not be reduced only to management because the required role of these organs on realization a number of the citizens' rights or application means of coercion don't indicate the presence of management.

- Retaining its public nature coercion as a manifestation of power stops to

be the main determinative feature of public management, it must be oriented to public service.

• In conclusion, modern doctrine of administrative law some emphasis in public-administrative relations are replaced in favor of needs and interest of an ordinary person, whose legal status significantly increases.

• Additionally, the theory of public administration is implemented in modern legal system as methodological basis of the administrative law. Today scientific understanding and further operation on the theory of public administration are the basic directions in innovation of administrative law of Ukraine, an important ground its transformation into modern branch of European law.

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LEGAL PROTECTION OF THE SUBSOIL

OLENA POKHALSKA, 3rd year student of the law faculty
NATALYA BARABASH, Associate Professor
LILIYA KUZNETSOVA, Associate Professor, Phd (English)
Lviv Ivan Franko National University

A 'Mineral Resource' is a concentration or occurrence of material of intrinsic economic interest in or on the earth's crust in such form, quality and quantity that there are reasonable prospects for eventual economic extraction.

The subsoil is a layer of earth beneath the topsoil (or bottom of the water reservoirs) containing mineral resources and accessible for geological survey, exploration and production. Legal entities and individuals may be granted special permits for subsoil use (the "special permits") which entitle their holders to carry out exploration and production of the mineral resources within the established boundaries of the subsoil plot.

The subsoil is the exclusive property of the people of Ukraine and are provided only for use. Users of the subsoil can be enterprises, institutions, organizations, citizens of Ukraine and foreigners and stateless persons, foreign legal entities.

Types of royalty of subsoil are in use for:

- Geological study, including research and industrial development of mineral deposits of national importance
- Mining
- Construction and operation of underground structures not related to mining operations, including facilities for underground storage of petroleum, gas and other substances and materials, disposal of hazardous substances and wastes, sewage discharge
- Establishment of geological sites ad objects, which have important scientific, cultural, health and environmental protection value (scientific grounds, geological reserves, game reserves, nature monuments, medical recreational facilities, etc…)
- Implementation of works provided production-sharing agreement;
- other needs.

The principal legislative acts governing mining activities in Ukraine are:

(1) the Code of Ukraine on the Subsoil (the "Subsoil Code");

(2) the Law of Ukraine "On Production Sharing Agreements" dated 14 September 1999 (the "PSA Law");

(3) the Mining Law of Ukraine (the "Mining Law") dated 6 October 1999;

(4) the Law of Ukraine "On the State Geological Service of Ukraine" dated 4 November 1999;

(5) Resolution No. 615 of the Cabinet of Ministers of Ukraine ("CMU") "On Approval of the Procedure for Issuance of the Special Permits for Subsoil Use" dated 30 May 2011; and

(6) the CMU Resolution No. 594 "On Approval of the Procedure for Holding Auctions for the Sale of the Special Permits for Subsoil Use" dated 30 May 2011.

The mineral resources are classified in two groups: (1) those of State importance (for example oil, gas, coal, metallic ores, etc.); and (2) those of local importance (for example gypsum, chalk stone, sand, etc.), according to the CMU Resolution No. 827 dated 12 December 1994. The deposits are also classified as those containing: (1) non-significant reserves; and (2) significant reserves, according to the quantitative criteria established by the CMU Resolution No. 1257 dated 11 August 2000.

Competence of the main State authorities:

(1) the Verknovna Rada, the Parliament of Ukraine – which passes primary legislation;

(2) the Cabinet of Ministers of Ukraine ("CMU") – which passes secondary legislation implementing the primary legislation;

(3) the Ministry of Energy and Coal Industry – which is responsible for State policy in the mining sector;

(4) the State Service for Mining Supervision and Industrial Safety of Ukraine (the "State Service for Industrial Safety") – which is responsible for State policy in the sphere of the industrial safety and labour protection;

(5) the Ministry for Ecology and Natural Resources – which is responsible for

the State environmental policy and supervision with respect to the rational use of the mineral resources; and

(6) the State Service for Geology and Subsoil of Ukraine (the "State Geology Service") – which issues special permits to subsoil users.

Conclusion

The future of Ukraine is closely linked with environmental safety which is the most important component of national security. There is need to create a legal mechanism by which damage to subsoil, overuse of mineral resources would be unprofitable for subsoil users. We have a goal to improve the mechanism for the implementation of environmental legislation. In order to improve that mechanism we need to financially encourage perfect use of mineral resources, increase legal responsibility for their failure or violation, establish a system of ecological education.

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LEGAL FRAMEWORK OF FINANCIAL CONTROL

IRYNA PORODKO, 3-rd year student
OLGA KOTSIURUBA, Associate Professor
LILY KUZNETSOVA, Associate Professor, PhD (Philology)
The Ivan Franko National University of Lviv, Law faculty.

The concept and establishment of audit is inherent in public financial administration as the management of public funds represents a trust. Audit is not an end in itself but an indispensable part of a regulatory system whose aim is to reveal deviations from accepted standards and violations of the principles of legality, efficiency, effectiveness and economy of financial management early enough to make it possible to take corrective action in individual cases, to make those accountable accept responsibility, to obtain compensation, or to take steps to prevent or at least render more difficult – such breaches.

One of elements of the legal state, basic principles of construction which is incorporated in the Constitution of Ukraine, acting State Control, part of which is financial control. Qualitative transformation taking place in Ukraine, require substantial financial resources that ensure the full and timely implementation of tasks and functions of the state. Plenitude and timeliness of receipt of monetary resources in state funds, the observances of current legislation during their distribution and use depend on organization and realization of financial control.

Nowadays in Ukraine under the current conditions of market economy

development, accompanied by the processes of distribution of forms, values and consequences of fraud in the sphere of budget funds and public property, the crucial need is to provide efficient public financial control, which will contribute to legal and effective expenditures of public funds and property.

Financial control is the inalienable constituent of financial activity, due to that material basis necessary for functioning of the state is created. Financial control it follows to examine as a system of warning and verifications by the supervisory organs of implementation of requirements of current legislation for the acceptance of administrative decisions and for providing of systematic public recreation and effective development.

Any displays of indifference and thriftlessness, other abuses, in the field of financial activity inflict considerable material harm, that is why the question of warning, exposure of these violations, acceptance of measures of caution occupies an important place in financial activity of the state.

It is important to note that instruments for providing the financial security are the types, methods, elements, forms and principles of organization of the system of the state financial control which is directed to the comprehensive protection of the financial and property interests of the state.

The current system of public financial control consists of the basic key elements, which determine the activity effect of such a system:

1.**Types:**
- Depending on the relationship between subject and object of control: external, internal;
- In the field of competence: general, specialized
- In relation to the branches of government: legislative, executive, judicial
- In relation to the nature of activities: planned, unplanned
- In relation to the nature of certain requirements: financial assessing the effectiveness

2. **Methods:**
- Inventory;
- Examination;
- Control of raw materials in the production run;
- Control measurements;
- Arithmetic recalculation.

3. **Form:**
- Public audit;

Public financial audit shall be a type of the public financial control. It shall consist in examination and analysis of the actual state of affairs concerning legal and efficient use of public or municipal funds and property, other assets, accounting accuracy and financial reporting credibility, internal control system operation. It shall be carried out by the body of the public financial control. Results of public financial audit and their assessment shall be formulized in a report.

- Revision (inspection);

Inspection shall be carried out by the body of the state financial control in a

form of revision and shall consist in documentary and factual examination of a certain set or separate issues concerning financial and economic activity of a controlled institution. It shall ensure detection of any facts of violation of law and ascertainment of officials or materially liable persons guilty of having committed them. Results of revision shall be formulized in an act.

- Control of public procurement;

Check of public procurement shall consist in documentary and factual analysis of adherence to law on public procurement by the controlled institutions and shall be carried out by the body of the public financial control at all stages of public procurement. Results of check of public procurement shall be formulized in an act

4. **Subjects:**
- Departments of State Financial Inspection (SFI);
- Accounting Chamber of Ukraine;
- Tax authorities;
- Ministry of Finance of Ukraine;
- State Treasury of Ukraine;
- Control and revision units of ministries and departments.

Central authority authorized by the President of Ukraine to realize the state policy in the sphere of the public financial control (the body of the public financial control hereinafter) ensures exercising the public financial control.

The main task of the body of the public financial control shall be exercising the public financial control over use and preservation of public financial resources, non-negotiable and other assets, accuracy of defined needs for budget funds and for undertaking obligations, efficient use of funds and property, state and credibility of accounting and financial reporting in the ministries and other state authorities, in public funds, funds of compulsory social insurance, in budget institutions and in public sector economic agents as well as in enterprises and institutions, which receive (received in the checking-up period) funds from budgets of all levels and from public funds and funds of compulsory social insurance or use (used in the checking-up period) public or municipal property (controlled institutions hereafter), compliance with the law on the state and local budgets at all stages of budget process, compliance with the law on public procurement; activities of economic agents regardless of ownership, that are not included to controlled entities by the legislation, under the court decision, made on the basis of the suggestion of prosecutor or investigator in order to investigate criminal case.

The body of the public financial control shall:
1) exercise the public financial control and control over:
performing functions on management of the objects of the state ownership;
proper use of funds of the state and local budgets;
proper use and timely return of loans received by the state (local) guarantee;
drawing up budget reporting, passports of budget programs and reports on their execution (in the case of program target-oriented method in the budget process), cost estimates and other documents used in the budget execution process;
state of internal control and internal audit in the budget funds administrators;

elimination of exposed flaws and breaches;

2) make proposals on elimination of any revealed flaws and breaches and on their prevention in future;

3) take measures for elimination of detected breaches of the law during the public financial control and bringing of guilty persons to responsibility as required by law;

4) perform other functions set by the laws of Ukraine and assigned to it by the President of Ukraine.

Thus, each element of public financial control has its own drawbacks and is far from being perfect. The existing list of shortcomings should be supplemented by common drawbacks that can not be attributed to a specific element:

1. PFC system exists as a combination of separated units and does not operate as a united system.

2. PFC system does not meet European requirements for a number of reasons, such as the prevalence of follow-up control over the previous and current.

3. PFC system is not based on thorough theoretical foundation. Most of the key concepts are even enshrined in law that hinders the development of PFC and create difficulties for furthers reforms.

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DEMOCRACY IN THE UKRAINIAN LEGISLATION: ACTUAL ISSUES

PAVLO POTICHNYI, a second-year law student
DOVHAN HALYNA, Scientific Superviser
NATALY HRYNYA, Assistant Professor (Philology)
Ivan Franko National University of Lviv

"The government of the people, by the people and for the people"
Abraham Lincoln

Democracy is a system of government by the whole population or all the eligible members of a state, typically through elected representatives. Due to this principle the aristocracy, the land lords and politicians have to work according to the wishes of a common man. The main object of their political activities is thus the welfare, betterment and amelioration of the poor masses of the country who elect them as their representatives and to whom they are answerable for their duties and responsibilities.

Under the Art. 1 of the fundamental law: Ukraine is a sovereign and

independent, democratic, social, law-based state.

Proclamation of the Art. 1 of the Ukrainian constitution means that it is based on the implementation of the real democracy, respect of the rights and freedoms of its citizens, their active participation in the formation of the state apparatus, controlling of its activity through elections and representative institutions. According to these requirements Ukrainian state should create conditions for effective civil society.

The next manifestation of the democracy in Ukraine is a local government. The Art. 2 of the law of Ukraine "On Local Government" states that: "Local government in Ukraine –it is guaranteed by the state law and real ability of the territorial community - residents of a village or a voluntary association of rural community of several villages, towns, cities - independently or under the responsibility of authorities solve different issues of the local importance within the Constitution and laws of Ukraine".

It is interesting that some countries do not use the term such as "local government". For example, in the UK, Japan, Israel, which are decentralized unitary states, there are no local governments, as these functions are carried out exclusively by residents of administrative units and public authorities on the ground are missing.

But despite this fact, Ukraine also has local public administrations that perform the same functions as local government does.

In this matter we have created principle of dual-power on the local level. To solve this problem, we have to use the European experience of decentralization of the public power and adopt this principle in the Ukrainian legislation, too.

Decentralization is very important for Ukraine at the moment. The concept of decentralization is mentioned in Art. 132 of the Constitution of Ukraine, according to which, Ukraine territorial system is based on the principles of unity and territorial integrity, combination of centralization and decentralization in exercising of government power.

Specificity of decentralization as an alienation of government necessitates division socially important needs and interests to those which are performed only by the state, and those practical implementation of which may be transferred to other entities.

Using the conception of the decentralization of public power adopted by Cabinet of Ministers, first of all we have to adopt the law: "On Local Government" in the new version. The second task is to change different laws such as: "On Administrative-territorial Structure", "On Local State Administrations", "Tax Code of Ukraine" and many others.

One more problem of the democracy in Ukraine is an issue of the local referendum. There was an attempt to adopt the law "On Local Referendum", but, unfortunately, it was failed.

An integral part of the democracy is a right of the people to solve their problems, relating to the local jurisdiction, by voting on the local level. It will make the life of the citizens much easier for them, because everybody would be able to choose what he/she wants and what doesn't want. Accordingly, the desire of the citizens will be adopted on the legislation level.

Summing up the results of our research, we can conclude that, despite the fact of the imperfection of the Ukrainian legislation, we can state such a young country as Ukraine is going in the right direction. Since its independence we have done an incredible step forward to the real democracy.

We have to do the next steps:

- To adopt new version of the law "On Local Government".
- To change other laws that are connected with the subjects, which perform local power.
- To adopt a law "On Local Referendum".
- To implement other EU laws which proclaim a real democracy for Ukrainian citizens.

Particularly, the last Ukrainian events in the winter 2013-2014 show us that we are ready for the democracy, which we deserve, and we won't stop on this difficult, but noble path.

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WAYS OF IMPROVING THE PROCESS OF RATIFICATION AND IMPLEMENTATION OF INTERNATIONAL INSTRUMENTS INTO NATIONAL LABOUR LEGISLATION OF UKRAINE

YARYNA PRYNDAK, 2d year student
DANYLO LESHCHUKH, Associate professor, PhD (Law)
LILY KUZNETSOVA, Associate professor, PhD (Philology)
Lviv Ivan Franko National University

Democratization of Ukrainian society - the basic component of Ukraine's accession to the European space. Ukraine's active participation in the life of the world community attracts increased interest in the labour regulation as well as in its interaction with various international organizations and intergovernmental associations. Any regulation of the corresponding relations involves understanding of the legal instruments under which it is carried out. International legal regulation of labour is not an exception, so the issue of the sources of international legal labour regulation draws attention.

Implementation of international legal norms in the field of labour consists of two stages: 1) statutory form of the Ukraine's consent to be bound by international treaty; 2) implementation of undertaken international obligations. Ukraine, under the Agreement on Partnership and Cooperation with the European Union, signed June 14, 1994, headed for the Ukraine's integration into the European Union. Moreover, the Article 2 of the Agreement on Partnership and Cooperation between Ukraine and the European Communities and their Member States declares that respect for democratic

principles and human rights, as well as the principles of market economy is the foundation of internal and external policies of the Parties and constitute an essential element of the partnership and this Agreement.

International labour standards are a prerequisite for their implementation into national legislation. This is because labour law should be stable to ensure effective implementation of democratic legal rules, and be dynamic to meet relations development requirements and reflect the changes taking place in society. It must respond to any changes occurring in the international legal regulation of labour, in order to gain experience and improve the working conditions of employees. International legal acts regulating labour should not lag behind the needs of society, since their ratification in itself would not be required, and should not be artificially ahead of the labour relations development in a certain country.

Consequently, improvement of the current state of ratification and implementation of international norms regulating labour relations depends on many factors. However, the efficiency and effectiveness of the implementation and ratification of international standards in this area depend on the state.

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CONSTITUTIONAL-AND-PROCEDURAL LAW: APPOINTMENT/ ELECTION TO OFFICE AND DISMISSAL FROM OFFICE

ROMANA PYVOVAR, Second-Year Law Student
ALLA I. RADU, Associate Professor, PhD (Linguistics)
Ivan Franko National University of Lviv

The procedure of appointing a person to certain position usually depends on several factors, among them: the form of government, historical type of the state, territorial organization, political regime, and others. Therefore, taking into consideration these factors the following four models of the organization of public service are generally recognized, namely: the French, German, British, and American models.

The French model provides a competitive system of the personnel selection for public service but it has a strictly centralized character. **The German model** is also based on the competitive principle of the personnel selection but it is, on the contrary, a decentralized one. **The British model** involves a combination of competitive principles in forming the membership of the government and public service; it is based on contract that is used in executive agencies. And **the American model** of the public service organization is based on an open competition to important positions.

The so-called system of qualification purposes is used for appointments of public servants and state officials. According to this system the replacement of positions is mostly based on the competitive principles. Competition serves as an effective method of evaluation of the candidates' business skills, professionalism, and moral qualities.

Besides a competitive principle of appointment to the position some countries provide non-competitive appointments to government positions. It means that there is no need for a person that is to be appointed to the position to pass certain professional exams. He/she is appointed by the order of the head of the office.

The procedure of appointment to the position consists of several stages. Let's consider them in details:

1) **the first stage** is used to inform the public on the available vacancy in state bodies and the requirements to applicants; it is provided by publishing such information in the official media of the state body that needs employers, including the official websites of state bodies;

2) **the second stage** includes the work of the applicants on the documents, submission of the application sets, and review of the latter by a competition commission;

3) **the third stage** is the competition itself that may be held in a form of a written/oral exam, test, or interview; the main task of the competition is to evaluate objectively the professional and personal qualities of an applicant, the level of his/her general and professional training, the ability to perform a certain amount of tasks in public service;

4) **the final fourth stage** consists of decision-making on the winner who will be appointed to the position.

A person is appointed to the position in public office by a special statement of the authorized body or by a contract. Under inauguration legislation of many countries a new civil servant takes an oath. In some countries the oath of a public servant is obligatory.

As far as the dismissal from the position is concerned most of scientists consider that the premature termination of powers is the most effective and at the same time the most radical way to influence the activities of the parliament, government, and president. The reasons for premature termination of powers include: 1) resignation by a personal statement; 2) demission; termination of citizenship; 3) breach of oath or violation of the laws of Ukraine; 4) death; 5) inability to perform duties.

Thus, the institution of premature termination of powers is an essential element of the system of checks and balances meant to prevent violations of constitutional laws.

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RIGHTS AND LEGAL INTERESTS PROTECTION IN THE PROCESS OF INTERROGATION AS A DEMOCRATIC INSTITUTE OF CRIMINAL PROCEDURE

SHINGAROV DENYS, post-graduate student
Yaroslav Mudryi National Law University

Ukraine proclaimed itself as a democratic state. This status can be confirmed only in the process of implementation of democratic norms in the sphere of criminal proceedings. Democracy requires clear and definite order in criminal prosecution and interrogation in particular. And this order was provided for by the Criminal Procedure Code of Ukraine in 2012 year, but there are some problematic aspects of its implementation.

Article 3 of the Constitution of Ukraine contains the general rule – human rights and freedoms and their guarantees determine the essence and guidelines of the

State activities. The State is answerable to the individual for its activity. The main duty of the State is to affirm and ensure human rights and freedoms.

Interrogation is one of the most important parts of criminal proceedings and that is why the probability of rights violations is very high. The new Criminal Procedure Code provides for the new norms in our legal system which require deep scientific understanding of their proper practical application.

The first problematic aspect in the process of interrogation during pre-trial investigation is the time period of interrogation. According to Article 224 of the Criminal Procedure Code of Ukraine, interrogation may not last more than two hours without breaks, and in total should not exceed eight hours per day. The previous legislation did not contain such demand. At the same time, Article 226 sets features of the interrogation of minors: the length of the interrogation period of a child or an underage may not last more than one hour without breaks, in total, more than two hours per day. The time period certainty is very effective guarantee of ensuring rights and legal interests because it sets the limited period in which persons can be interrogated.

Next novel of the Criminal Procedure Code of Ukraine is the interrogation which is held by an investigating judge. On the exceptional basis, when it is necessary to obtain testimonies from a witness or a victim during pre-trial investigation, a party to criminal proceedings may file a motion to the investigating judge, if, there is a threat to witness's or victim's life and health, his/her serious illness, the existence of other circumstances that may make interviewing them in court impossible or affect the completeness or reliability of testimony. This rule is a very effective method of ensuring the principle of immediacy of evidence research, but it has some problematic moments. First of all, only witnesses or victims may be interrogated by the investigating judge. That is why, the rights of suspects and experts can be limited, because they cannot give testimony which will have the value of evidence in the similar circumstances. Therefore it is necessary to add a suspect and an expert to the list of subjects who can be interrogated by the investigating judge at the stage of pre-trial investigation.

Next controversial issue of interrogation during pre-trial investigation is synchronous interrogation. Article 224 of the Criminal Procedure Code of Ukraine envisages the possibility of participation of two or more persons. But this rule is wrong, because the amount of these persons becomes unlimited. It contradicts the essence of this type of interrogation. The significant disadvantage of the new procedure of interrogation during pre-trial investigation is that the rule of separate interrogation of persons applies only to witnesses. Article 224 says that "each witness shall be interrogated separately and in absence of other witnesses". But there is no information about interrogation of suspects and victims. This problem should be eliminated as soon as possible because it gives opportunity to the investigators to abuse their powers in the process of interrogation. That is why this part of Article 224 should be changed into "each person shall be interrogated separately and in absence of other persons".

Nowadays such sphere of criminal proceeding as international assistance

became important and popular. That is why videoconference is an effective method of ensuring the rights and legal interests of persons in the process of interrogation. This type of interrogation contributes to realization of the rights of persons who cannot give their testimonies, because they are far from the place of pre-trial investigation or can be endangered. The electronic database for the videoconference is the computer program Skype.

All these types of interrogation have their faults because of the imperfect legislation. Unfortunately, the officials of law-enforcement bodies do not realize the necessity of the changes.

So the research into all these complicated problems is very important for the development of Ukraine as a democratic state, which considers legal rights of persons as a highest social value.

DIFFERENCE BETWEEN ILLEGAL DEPRIVATION OF LIBERTY OR KIDNAPPING AND HOSTAGE-TAKING

IRYNA SHKILIUK, 3-rd year student
VOLODYMYR YASENYTSKYY, Assistant
LILIA KYZNETSOVA, Associate Professor, PhD (Philology)
Ivan Franko National University of Lviv, Law faculty

The Universal Declaration of Human Rights, 1948, and the International Covenant on Civil and Political Rights, 1966, enshrined the key provisions according to which "everyone has the right to liberty and security of person" [2] and "no one shall be deprived of his liberty except on such grounds and in accordance with such procedure as are established by law" [3]. Similar provisions are provided by the Constitution of Ukraine (art. 29). Moreover according to the Constitution (art. 33) everyone is guaranteed freedom of movement, free choice of residence, and the right to freely leave the territory of Ukraine except restrictions established by law [1].

Criminal law protection of these rights is provided by the Criminal Code of Ukraine, establishing liability for illegal deprivation of liberty or kidnapping (art. 146) and for hostage-taking (art. 147) [4].

The main object of the crime provided by art. 146 of the Criminal Code are protected by criminal law social relations, ensuring personal freedom, which includes free choice of person behavior and freedom of movement. Facultative objects can be life of a person, health, property, education and normal development of a child etc.

Illegal deprivation of liberty and kidnapping should be considered as separate crimes, because they differ in the peculiarities of actus reus and the degree of social danger. Illegal deprivation of liberty consists in the illicit restriction of free choice of residence or freedom of movement. It can have its expression in the detention a victim in a place where he/she does not want to stay longer or which he/she is unable to leave freely.

Kidnapping can be committed only in the form of active behavior and provides a set of consistently exerted actions: open or secret capture of a person, moving a

victim from the place of his/her permanent or temporary residence and possible further illegal detaining a person against his/her will [6, c. 12]. Thus, there is a proposal to separate in the Criminal Code the norms on illegal deprivation of liberty and kidnapping and to establish different punishment for committing these crimes in different articles of Criminal Law.

The main object of hostage-taking is social relations that provide personal freedom and personal security. Its facultative objects can be public safety, life and health, property, order of administration, public order etc.

This crime can be committed in two forms: capturing a person as a hostage or holding a person as a hostage. Capturing a hostage is the active behavior that consists in taking possession of another person against his/her will with the use or threat of violence. And holding a hostage should be regarded as illegal active or passive behavior that consists in obstructing another person to change his/her residence and can be accompanied by the use or threat of violence. In contradistinction to the crime provided by art. 146, the obligatory element of hostage-taking is a special purpose.

Thus the norms of art. 146 and 147 of the Criminal Code are in competition with each other, namely competition of general and special norms. The difference between hostage-taking and deprivation of liberty or kidnapping is in a specific purpose – to motivate relatives of the detainee, state or another institution, enterprise or organization, natural or legal person or official to take an action or refrain from any action as a condition for release of the hostage. So the offender connects the release of the hostage with satisfaction of his demands, which may be a ransom, provision of vehicles, weapons, release of a person who is serving a sentence.

Some scientists point out other distinguishing features of the crimes provided by art. 146 and 147. For example, M.O. Akimov notes that in case of hostage-taking the offender is interested in publicity of his demands (usually the place of holding hostages are not secret, threats against them are pronounced publicly). And in cases of kidnapping or deprivation of liberty whereabouts of the abducted person is kept secret (a condition of the release of the victim is often requirement to the relatives to refrain from going to the police) [7, p. 15]. V.P. Emelyanov names one more distinguishing feature of the aforementioned crimes which is the personality of the victim. The scientist explains that the guilty of hostage-taking is not mostly interested in the victim, his/her fate, which is almost always decided in advance, but he is interested in possibility of using the victim as a means of influencing the addressee of his requirements. In the case of illegal deprivation of liberty or kidnapping the victim is personified, and the offender is interested directly in him/her [5, p. 144]. The above-mentioned views of scientists are certainly noteworthy, but at the same time are quite contradictory, because they are not foreseen by the legislator in the dispositions of criminal norms. Thus the authors interpret the criminal law too broadly. These ideas can serve as some guidance for both theory and practice, but in any case cannot be used as compulsory in law enforcement, because they are not provided for in the criminal law as the features of a particular crime.

In practice, there is often the problem of correct qualification of kidnapping for mercenary motives and taking-hostages for the same motives. This issue should be

decided according to the addressee of the property requirements. The offence should be qualified under art. 146 of the Criminal Code if the requirement is addressed directly to the victim. And in the case, when this requirement is addressed not to the victim, but to the third person, the actions of illegal deprivation of liberty or kidnapping for ransom should be considered as hostage-taking.

In conclusion, it should be underlined that the difference between illegal deprivation of liberty, kidnapping and taking hostages is essential issue of criminal law. The correct distinguishing of these offenses has not only theoretical but primarily great practical importance for proper criminal law qualification.

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THE NOTION OF REAL BURDEN

OLHA SHOLOK, under-graduate student
MARIIA VASHCHYSHYN, Associate Professor (Law)
ANETTA ARTSYSHEVSKA, Associate Professor
Lviv National University of Ivan Franko

Today while speaking about subjective (individual) proprietary rights we use the term «burden» both in legal doctrine and legislation. Despite the importance of this institution neither legislation nor legal doctrine defines the term comprehensively and discloses its legal nature. The lack of understanding of the real burden essence reduces the effectiveness of land relations regulation, makes it difficult and sometimes even impossible to apply this institute in practice.

The term "burden" originally comes from civil law that gives a definition of this concept which is as follows: «Burden is a prohibition to dispose and/or use immovable property (real estate), which can be set either by law or by acts of public authorities and their officials or under the contracts.

In other words, due to the civil law the buden (real burden) means the

circumstances of individual (personal) nature and narrow limits to freedom of a subjective right carrier. The thing is that a burden can be installed only relevantly separate objects. While burdening certain object such burdens narrows the powers of a subjective right carrier. The plot of land is an immovable thing under the Civil Code of Ukraine, so that the regulation of real burdens (burdens concerning a plot of land) and other burdens (concerning immovable property) are the same. Therefore real burdens are regulated by the provision of Civil Code of Ukraine, Land Code of Ukraine and the Law "On State Registration of Proprietary Rights and Their Burdens".

Until quite recently, Ukrainian legislator did not singled out the concept of "real burdens." This is because of the fact that the soviet ideology denied the existence of private property, so there was no need for such an institute of land law. Thus the concept of real burdens in Ukrainian legislation had not existed before the Land Code adoption in 2001.

Under the Land Code of Ukraine, a land plot ownership can be burdened with the rights of other people. Real burdens are installed by law or act of public authority, official or contract by banning to use it and/or disposing of it. Real burdens (except those ones that are directly set up by law) are to be registered in the State Register of Proprietary Rights and Their Burdens.

It is obvious that legal regulation of real burden in the Land Code of Ukraine is not comprehensive. There is no definition of the real burden and its types in the Land Code of Ukraine. There are different conceptions of the real burden definition, its legal nature and types given by different researchers of Civil law.

There is an approach due to which burdens are any rights for land plots other than ownership.

Some researchers consider that real burden is the right that is further established to object, other than property right. However, such additional rights burden both the object and the property right.

In legal doctrine there is a conception that recognizes the real burden as a temporary or permanent additional duties of the owner to consider certain circumstances while committing deeds with immovable property.

But the most comprehensive and substantiated is the definition of real burden as public relations regulated by law that are related to the narrowing of the owner's rights (or the user's rights), that can be established by law, administrative act, contract or court's decision in favour of third parties to use the land.

The essence of real burden can be disclosed through its characteristic features:

1. the real burden charges the powers of a subjective right carrier (of an owner/user of the land plot)

2. the real burden is a proprietary right to another person's property;

3. the real burden is a separate legal phenomenon, and it differs from the limitation of the title;

4. the real burden can be installed only individually concerning separate object;

5. the real burden is interconnected with the burdened plot of land, and follow it in case of ownership transfer of such land plot to another person;

6. state registration of real burden is obligatory;

A special feature of different types of real burdens is their dual legal nature (dualistic nature of real burden), because while limiting the authority of the owner of burdened land plot they simultaneously create rights of third parties concerning burdened land plot.

Having analyzed and summarized the above mentioned, we can conclude that the Ukrainian legislator did the right thing having provided the institution of real burden into the legislation. The real burden is the charging (narrowing) of the owner's rights (or the user's rights), that can be established by law, administrative act, contract or court's decision in favour of third parties to use the land.

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CRIMINAL LIABILITY FOR THE VIOLENT DONATION

DMYTRO SILVANCHUK, a 3rd year law student
NATALY HRYNYA, Assistant Professor (Philology)
VOLODYMYR YASENYTSKYY, Senior Teacher
Ivan Franko National University of L'viv

With development of Ukraine as the independent legal state there is a revision of the system of values that existed before. Person's life, health, honour, dignity, integrity and security are the highest values in Ukrainian society; it is envisaged at constitutional level. Therefore criminal protection of life and health gains special significance.

There is a necessity of modern medicine in donor blood because of rapid medicine development, appearance of new treatment methods, including the use of person's blood, its components. Blood donation is always associated with the violation of bodily integrity donor and the risk of harm to his health and the spread of

infectious diseases. On June 23, 1995 the Law of Ukraine "On Donation of Blood and Blood Components" was adopted which regulated the procedure for extracting, processing, storage and use of blood, its components and preparations to prevent abuse in this field, the protection of life and health of donors and people who need this kind of medical care [1].

Law of Ukraine " On Donation of Blood and Blood Components " defines the responsibility of persons guilty in violating the donors rights, order of taking, processing, storage, realization and application of donated blood components and preparations, order of monitoring the safety and quality of blood and its components , preserving agents and appropriate solutions, the exchange of donor blood and its components and drugs and export them outside Ukraine, order of medical examination before the donation of blood and (or) its components by law disciplinary, administrative, civil or criminal liability [1].

Donation is a matter of dignity and honour, a manifestation of humanism.

Donation of blood and its components is the voluntary act of the person's will. It means that a capable natural person of age shall have the right to be the donor of blood, its components, as well as organs, other anatomic materials and reproductive cells. Donation of blood and its components, organs and other anatomic materials, reproductive sells shall be conducted under the law [2].

Taking blood and /or its components from the donor should be made only on condition that the health of the donor has not suffered.

Violent donation is a criminal offence and is punished under Art. 144 of the Ukrainian Criminal Code

If we need to understand the composition of the crime, we must describe each of its components. The doctrine of the object of the crime is one of the central problems in the science of criminal law and its research has an important value for establishment of character and degree of public unconcern of criminal trespass, its faithful qualification, dissociation from other syllables of crimes. The object of crime determines essence of act, character crime method, its other objective and subjective features.

The object of the crime is not any public relations, but only those who are under the protection of the law on criminal responsibility. The general object of the crime is not a permanent system of joint relations, it depends on the law on criminal liability (for example, due to the criminalization or decriminalization of socially dangerous acts, the whole system of social relations changes and it creates a common object of criminal protection) [6].

Considering of crime object of the violent donation, O.V. Sapronov considers that theory of crime as an object of social relations which is developed by the science of criminal law, in the current situation remains the most convincing. As a lineal object of violent donation, the scientist considers social relations that provide an inherent benefit of man, exactly his health. However, the basic obligatory direct object of violent donation is such type of corporal inviolability of person, as his/her corporal integrity and public relations that provide free realization of the donation of blood right come forward as an additional obligatory direct object [3, c. 9].

Actus reus is the outer side (the outward expression) of crime, characterized by socially dangerous act (action or omission) and socially dangerous consequences, causal link between the act and a socially dangerous consequences, place, time, situation, method, and the means of committing a crime. Actus reus becomes apparent in act, extracting blood from a living person. M.I Havronyuk deems that the term "violence" in relation to blood donation should be considered as causing the wrongful acts to the victim (beating, easy bodily harm, fastening and other similar actions) [4, с. 338].

An offender of this crime is general. As a rule, offenders can be the medical workers of the specialized establishments and establishments of blood, establishments of health protection transfusion [5, с. 345].

Mens rea is the internal aspect of the crime, that individual mental activity, reflecting the attitude of mind and will to a socially dangerous act, which is committed, and to its consequences. The subjective side of the offence can be described by certain legal characteristics. There is guilt, motive and purpose of the crime. [7]. Mens rea is characterized by direct intention and specific purpose. Specific purpose means that crime offender uses withdrawn blood for treating other people, receiving blood components or manufacturing of drugs [5, с. 345].

Statistics of offences, posted on the website of the Prosecutor General of Ukraine, states that the criminal offences under Art. 144 of the Criminal Code of Ukraine, have a very small percentage compared to other criminal offences. We can see the absence of criminal proceedings under Art. 144 of the Criminal Code of Ukraine.

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THE INSTITUTE OF SUMMARY CRIMES: DETERMINATION OF NOTION

INESSA SUVARYAN, Second-Year Law Student
ALLA I. RADU, Associate Professor, PhD (Linguistics)
Ivan Franko National University of Lviv

The summary crime is when a person has committed several crimes, and at least two of them have their own penal value. The term '*institute of summary crimes*' has been used in the Ukrainian and foreign legal literature since the late 1960-s as a generic term denoting a relatively independent criminal-and-legal phenomenon when one person or a group of people commits several crimes.

It is important to state that not every criminal code of the Europeans countries uses the term 'summary crimes'. Thus, this term needs further determination in the theory of law, though legal practice confirms that the institute of summary crimes is provided by every legal system.

As far as the characteristics of the summary crimes are concerned, the scientists suggest different classifications. For instance, I.O. Zinchenko considers two types of such characteristics: quantitative and qualitative ones. The quantitative characteristics mean that a person or a group of people has committed several crimes [1]. The qualitative characteristics demand that: 1) every illegal action committed by a person/group of people has to be considered by the Criminal Code as a single crime; 2) illegal actions in the summary crimes have to be legally significant; 3) the accused person should be brought to justice without procedural obstacles [2]. The statistics proves that almost every criminal has committed more than two crimes. Moreover, every third crime is committed by a recidivist. The recidivists often commit serious crimes and sometimes they can create a group of people that commit such crimes in complicity.

To have a proper knowledge of a summary crime it is necessary to understand the meaning of a single crime. Under the Criminal Code a single crime is a crime that is included in a group of other crimes committed by a person or a group of people. The Criminal Code of Ukraine gives us the classification of the summary crimes and the theory of criminal law of Ukraine suggests the classification of a single crime [3]. These statements help judges to make decisions when considering cases in court.

Thus, the summary crime is one of the most complicated institutes in criminal law. Unfortunately, the Criminal Code does not determine the term 'summary crime', and despite the fact that many scientists have analyzed this institute, there are still a lot of theoretical problems to be further investigated in the theory of criminal law.

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NATURAL PERSON AS A SUBJECT OF CIVIL LAW RIGHTS

ULIANA TOLUBIAK
NATALIYA KVIT , Associate Professor, PhD (Law)
KUZNETSOVA L.R., Associate Professor, PhD (Philology)

In any democratic formation rights, freedoms and obligations establish an important socio-political institute which acts as an objective determination of social achievements, an indicator of social maturity and refinement.

Coordinated decision of natural person as a subject of law legal status regulation is a determining factor of observance of lawfulness, obviousness and stability of civil relations.

Natural person is one of the most important participants in legal relations. Concept content of "natural person" is defined according to Article 24 of Civil Code of Ukraine. Natural person is a person as a subject of civil relations.

According to prevailing Civil Code of Ukraine the concept "natural person" covers citizens of Ukraine as well as foreigners and apatrides. Citizens of Ukraine as well as foreigners and apatrides have equal rights in civil relations.

Natural person as a subject of civil relations is distinguished by several attributes which identify and impersonify it. These attributes include a name of natural person, citizenship, age, gender, family status, etc.

Civil code of Ukraine establishes rights directing on natural person individualization such as right to name, right to change of name, right to usage of name, right to preserve the identity, rights to respect honor, dignity and business reputation.

Legal capacity plays an important role in civil law. According to Article 25 of Civil Code of Ukraine legal capacity is natural person's ability to have rights and obligations. The concept "legal capacity" is applied properly and generally. Generally natural person's legal capacity is his or her ability to have rights and obligations is presented in all the branches of law such as public law, administrative law, employment law, family law etc. while properly it is civil legal capacity that is ability to have rights to the extent of civil law.

Legal capacity is of practical importance to if natural person is not able to acquire rights and incur obligations, he or she cannot be legally bound that is they cannot be eligible person and person entitled. For that matter question of legal capacity emergence instant becomes relevant. Settlement of this question is referred to in Article 25 of Civil Code of Ukraine according to which civil capacity emerges in the point of birth and is discontinued at brain death. For the duration of the institute of fathered but unborn feti protection discussion about their legal capacity has been existed in legal doctrine.

Termination of legal capacity instant is defined in the Article 25 of Civil Code of Ukraine. According to this provision, civil capacity of natural person is discontinued in the article of death. Natural person's death is a devastative fact of legal capacity.

Natural person's rights include not only that are established by Ukrainian Constitution, Civil Code of Ukraine and other laws. Natural person may have other rights which do not contravene the law and moral principles of the society.

Civic capacity of natural person is defined as factual ability of a person to perform legal acts referring to creation, change and termination of civil rights and obligation. Civic capacity consists of following elements: a person acknowledges his or her acts; administers his or her acts; acts in his or her individual capacity and establishes legal consequences for themselves.

In contradistinction from civil capacity that is considered to be a static occurrence, civic capacity is constantly developing. Depending on natural person's age that describes his or her psychological and mental maturity, Civil Code of Ukraine forms differentiated approach to measures of civic capacity. Civil Code of Ukraine establishes following levels of civic capacity: particulate, incomplete and full civic capacity. In addition, depending on individual cases, natural person may be deprived of civic capacity.

In this manner, there is no uniqueness in natural person's legal nature and measures of civil capacity research. This is precisely why regarding question remains relevant and requires additional theoretical underpinning. Curious inquiry of natural person's legal nature is of prime importance for efficient citizens' rights and freedoms protection and following improvement of effective legislation.

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FORMATION OF FEUDAL STATE IN FRANCE, STAGES OF ITS DEVELOPMENT. SOCIAL AND STATE STRUCTURE OF FEUDAL FRANCE IN IX-XVIII CENTURIES

ROKSOLIANA TURKO, first-year law student
ANDRIY KOLBENKO, docent, Candidate of Legal Sciences
LILY KUZNETSOVA, Associate Professor, PhD (Phylology)
Ivan Franko National University of Lviv

With the fall of the Western Roman Empire many feudal states had formed (the barbarian kingdoms), as a result, in Western Europe appeared a large number of states. Since that time in history began an era of the Middle Ages, and during this period there were the prerequisites for the emergence of feudal France, which was formed in the ninth century due to the collapse of the Frankish Empire.

The relevance of this research is that feudal France became an impetus of the further development of the state. Because of it France is a state which has a strong cultural, economic, political influence on the EU and the whole world.

The aim of this paper is to study and analyze the formation of feudal state in France and investigate three stages of its development.

The formation of the feudal state in France:
- A slave type gradually was replaced by a feudal state. The old tribal organization did not implement its goals.
- There was a development of the feudal land ownership, so the transition to feudalism took place in a relatively low level of development of the productive forces and the predominance of agriculture.
- The main classes of feudal society were feudals and feudal-dependent peasantry. Feudal exploitation influenced not only farmers, but also artisans who lived in cities.
- In 753, took place a coup that gave Franks a new dynasty, called Carolingian.
- Empire, which emerged from the wars of conquest, like other similar empires didn't have its economic base and was a temporary and precarious military and administrative entity. There was no economic relations between the nations and nationalities
- The main reason for the collapse of the empire was the natural tendency tribes conquered by force, to liberation from the power of the conquerors, because every empire is doomed to collapse.
- In 843 between Charles the Great's grandchildren Treaty of Verdun was signed, under which Charles Bald, the first French king, fell to the ground which was called France.

The social system and political structure if France in a period of liege monarchy :

- The social division of the previous era was eliminated (free, semi-free and slaves), but established a new division - the nobility, clergy and ordinary people.
- Tradesmen, farmers and traders belonged to ordinary people. These categories were mixed in composition, and were divided into groups, there was a difference between them.
- Nobility was divided into ranks that were different in legal status. Belonging to a particular rank was usually hereditary, but sometimes it was granted by king.
- King and his family (in the male line) headed the hierarchy.
- The lower (second) rank was occupied by peers, dukes, margraves, counts. The third rank occupied vitsehrafies, viscounts, barons and others. The lowest rank – knights (chevaliers).
- Clergy formed in connection with the development of church land ownership, increased due to the award of the king and nobles, barons.
- The legal status of the middle class was not universal, it was associated with a particular city association.
- A layer of feudal serfs gradually emerged from various elements such as former slaves, former Roman columns.
- Prevost concentrated local government in the royal domain.

Estate-representative monarchy in France:
- The emergence of estate-representative monarchy led King's alliance with the nobility and commoners.
- There have been considerable changes in the legal status of different populations, and then in the state and the political system in France.
- Clergy had to live by the laws of the kingdom and was the part of the French nation.
- A title of nobility inherited at birth from father.
- Pettiness got economic and political importance due to the development of crafts and domestic trade.
- Feudals continued to charge certain levies by nature, required to perform certain duties.
- Thus, in this period ended a legal registration of conditions. The entire population of the country was divided into three classes: first - clergy, the second - the nobility, all the others were free third state, representing mainly urban patricians. The first two were considered privileged, they were free from taxes and duties that were assigned to the third estate. The third condition - only petty bourgeoisie, but later also free peasants.
- In XIII century- XIVcentury began a process of gradual strengthening of royal power and expansion of royal possessions. This was an example of the power of law and order in the country.
- The clergy and nobility didn't pay taxes (had "tax immunity").
- In 1302 took place first meeting of all states. They were known as the

General States in contrast to the states in some provinces.General States were representing all three free states. Each condition was presented in a separate chamber.

The absolute monarchy in France:
- Formation of absolutism was the inevitable result of the formation of capitalism and the collapse of feudalism.
- There have developed a strong political and personal ties between the two states that had previously profound contradictions.
- The third state, which became increasingly heterogeneous: it increased social and economic differentiation was the vast bulk of the population in France.
- The competence and organization of the Royal Council were ordered.
- Local control was characterized by existing some posts from the past era, but their role was reduced.

To sum up, we can confidently assert that feudal France had a difficult historical path. But despite this, the formation and development of the state has left an important mark in the history of France, serving a certain stage in the development of the independent French state on the path of economic and political development.

Nowadays, the study of feudalism will enable us to find out how society has developed, and this information will make it easy for us to understand what is happening in our world today.

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THE REALIZATION OF FINANCIAL CONTROL OVER THE ACTIVITIES OF THE CABINET OF MINISTERS OF UKRAINE

KATE VITER, student
OLGA KOTSURUBA, assistant
LILY KUZNETSOVA, Associate Professor, PhD (Phylology)
Lviv Ivan Franko National University

Actuality of research topic. Financial control – it's a control over the legality and advisability of action in the branch of formation, allocation and using the state's and municipalities money funds on purpose to make effective socio-economical

development of the country and its regions.

The object of study - public relations which have been formed in connection with financial control. Financial control – is activity of state, local, municipal, public bodies and organization persons, which is regulated by law and concerns the audit of timeliness and accuracy of financial planning, reasonableness and fullness of revenue of incomes to the relevant funds of cash resources, accuracy and effectiveness of their use. Financial control, as a form of control in general can be represented as a system. The system of financial control can be presented as a set of elements:

- subjects of financial monitoring, among which should be selected subjects of monitoring, which include control subjects, that are authorized by financial legislation bodies to monitor the compliance requirements of financial legislation.(the controlling subjects of compliance with legal regulations in the area of costs (expenses) provided by the Cabinet of Ministers of Ukraine are: Parliament of Ukraine, the Accounting Chamber of Ukraine, the State Treasury Service of Ukraine.);

- the object of control – controlled entities, namely persons, which financial activities are subject of control (The Cabinet of Ministers of Ukraine as controlled body);

- topic of control– it's current financial activity of participants in concern of taking actions, provided by financial legislation, so it is properly financial activity.

Financial activities of Cabinet of Ministers of Ukraine include:

- drafting the project of Law on State Budget of Ukraine and providing realization of approved by Parliament State Budget of Ukraine.

- presentation of a report on its implementation, directing and coordinating work of ministries.

- Implementation of other powers in the field of financial relationships defined by Constitution and laws of Ukraine.

Thus, the above listed actions – are the subject of financial control and at the same time the activity of Cabinet of Ministers of Ukraine in the financial sector.

Having analyzed the Constitution of Ukraine, the Budget Code of Ukraine, the Law of Ukraine "On main principles of state financial control in Ukraine" from January 26, 1993 № 2939-XII and the Law of Ukraine "On the Accounting Chamber" from July 11, 1996 №315/96-ВР, we have made a conclusion that the controlling entity for compliance of legal requirements in the area of spendings by Cabinet of Ministers of Ukraine is the Parliament of Ukraine, Accounting Chamber of Ukraine, State Treasury Service of Ukraine. The approval of State Budget of Ukraine and introducing amendments to it; monitoring the implementation of State Budget of Ukraine; taking the decisions about reporting on its performance; the realisation of deputy investigation and examination of infringement of financial legislation, including budget legislation belongs to the power of Parliament of Ukraine in area of state financial control. The decision of Parliament of Ukraine on state financial control is mandatory as well as the subjects of state control to controlled objects under the law.

Control on behalf of Parliament of Ukraine over the flow of funds to the State

Budget and their use is carried by the Accounting Chamber. The Chamber has unlimited access to all documents, which are related to the management of financial and material resources and has the right to ask controlled object about any information it needs.

State Treasury Service of Ukraine administers public funds and is the main body that monitors state budget. The purpose of financial control that carried out by the State Treasury Service is the reduction of the number and volume of violations on budget legislation and prevention of budget funds using for other purposes. The State Treasury Service of Ukraine carries out accounting of all incomes and expenses of the State Budget.

Depending on the time of realization of financial control measures in the activity the Cabinet of Ministers of Ukraine propose to allocate:

- preliminary financial control (called to perform preventive function, carried out before the adoption of appropriate decision or actions of controlled object, that is Cabinet of Ministers of Ukraine – the example of previous financial control over the activities of Cabinet of Ministers of Ukraine is the annual adoption of Law of Ukraine "On Budget");

- current financial control (carried in the process of supervision of the functioning control object, as an the example is cited the activity of Accounting Chamber about the control over the activity of spending state budget by Cabinet of Ministers of Ukraine or State Treasury Service over public costs.

Consequently, the range of interpretations of the content of financial control is very wide. Financial control is a type of state's financial activity concerning verification of using established by law methods of control activity, legality and rationality of entities actions in the formation, distribution and use of State funds. The preliminary financial control performed by Parliament of Ukraine, and the current - Accounting Chamber and State Treasury Service.

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THE VALUE OF FORMING QUESTIONS DURING THE JUDICIAL INTERROGATION FOR THE FULLEST TESTIMONY

OKSANA YATSIUK, a 4th year law student
NATALY HRYNYA, Language Advisor
Lviv National University named after Ivan Franko

The interrogation in criminal proceedings is an investigative action that is performed in order to establish the actual circumstances of the criminal proceedings. This investigative action can be done either during the preliminary investigation or during the trial. The interrogation conducted during the trial can be named a "judicial interrogation". It is difficult to overstate the importance of judicial interrogation for the case as through a number of its features, testimony got from such judicial interrogation may be crucial for sentencing.

To get the most complete evidence, the person that will conduct the interrogation has to follow certain tactical recommendations. Such recommendations can be divided into:

- tactic of preparing of judicial interrogation;
- tactic value of sequence of people during interrogation;
- interrogation tactics, depending on the procedural status of interrogatee;
- tactic of forming questions during judicial interrogation;
- features of tactic depending on the type of judicial interrogation.

Not the least important tactical significance in the judicial interrogation has a way of forming and asking questions to interrogatee. After all, accuracy, truthfulness and informative of testimony depend on how clearly and legally correctly questions are formulated by the person conducting the interrogation. It is worth remembering the basic recommendations for the formulation of questions.

There are some tactical requirements for the formulation of questions:

1. Any question of the interrogation must be connected with the case, referred to the material of the case and be interested to the trial.

2. Questions should be brief, clear and those that do not allow ambiguous interpretation, but such as encourage to complete the answer. The first question should encourage the person to give as much information as it is possible.

3. Questions should be asked straight forward.

4. Questions should not be suggestive and should not contain the information needed to answer.

5. Questions cannot be unethical.

6. In formulating the question the level of mental and cultural development of interrogatee should be taken into account.

The success of the interrogation largely depends on the choice of the best sequences of questions. Practice shows that firstly it is best to ask questions about the circumstances that characterize good features of interrogatee, then about the neutral characterized circumstances. In this way a psychological contact is established with the interrogatee, it reduces his/her mental stress, which is inevitable while bringing a person into a dialogue on the events that are interested to the court. At least there are asked questions that affect the interests of the interrogatee.

Scientists propose to use "group method" of asking questions, according to which there are three blocks of questions. The first block contains questions that encourage a questioned person to give all information in the form of free story. The second set of questions aimed at demonstrating to interrogatee inaccuracies and discrepancies in his words. The third block involves a direct reference to the errors in the interrogatee's testimony, referring to specific evidence. This group method means logical and effective influence on the person and helps to expose lies.

We have to remember that the pre-trial interrogation has the searching character. The judicial interrogation is not as search, but test-convincing, and therefore the questions should be mainly aimed at verifying the gained knowledge.

That's why simple recommendation connected with main rules of psychology and criminalistics tactic can much rise the level of gained testimony.

DIFFERENT VIEWS ON DEMOCRACY AT PRESENT TIME

JULIA ZABIAKA
National law University by Yaroslav the Wise

The word 'democracy' has its origins in the Greek language. It combines two shorter words: 'demos' meaning whole citizen living within a particular city-state and 'kratos' meaning power or rule.

Democracy also means a belief in the individual: since the individual is believed to be both moral and rational;

a belief in reason and progress: based on the belief that growth and development is the natural condition of mankind and politics the art of compromise;

a belief in a society that is consensual: based on a desire for order and co-operation not disorder and conflict;

a belief in shared power: based on a suspicion of concentrated power (whether by individuals, groups or governments).

Liberal democracy (that is, one that champions the development and well-being of the individual) is organised in such a way as to define and limit power so as to promote legitimate government within a framework of justice and freedom. There are four critical elements to the framework:
• legitimacy;
• justice;
• freedom; and
• power.

I believe that democracy is a certain type of freedom.

If freedom is to exist, there must be:

• self-determination such that citizens may make decisions, learn from them and accept responsibility for them;

• the capacity to choose between alternatives;

• the autonomy to do what the law does not forbid; and where prohibitions do exist, they should be for the common good; and

• respect for political and civil liberties. For example, government intervention in political, economic and moral matters affecting the citizenry is limited or regulated; and the scope for religious, political and intellectual freedom of citizens is not limited.

What follows is a short list of definitions provided by field experts.

Jim Kilcullen (economist) puts the question about what democracy means. He speculates that in ancient Greece some cities were democracies, others were oligarchies. Democracy meant rule by the people, oligarchy meant rule by the few. So a city was a democracy if: city affairs were subject to an Assembly; to which all male citizens belonged; and in which decisions were made by simple majority vote.

http://www.humanities.mq.edu.au/Ockham/y67xa.html

To Andrew Heywood (politician)democracy is :

Rule by the people. Democracy implies both popular participation and government in the public interest, and can take a wide variety of forms.

Palgrave Macmillan, Political Ideologies: An Introduction, Third edition, 2003, p.330.

Dr John Hirst (historian) defines democracy as a society in which the citizens are sovereign and control the government.

Papers on Parliament Number 42, The Distinctiveness of Australian Democracy, p.10/13

Joseph Schumpeter (economist and political scientist) sees

the democratic method as that institutional arrangement for arriving at political decisions in which individuals acquire the power to decide by means of a competitive struggle for the people's vote.

Schumpeter adds that 'the classical theory of democracy attributed to the electorate an altogether unrealistic degree of initiative which practically amounted to ignoring leadership.' Further, Schumpeter claimed that

the purpose of democratic method [is] not to select representatives who carry out the will of the people, but to choose individuals who [will] govern on their behalf.

http://www.cric.ac.uk/cric/events/schumpeter/papers/27.pdf

There is a growing sentiment across democracies worldwide about vulnerability to a diverse range of threats – from violent extremism to economic, technological, environmental and geopolitical risks. This acute public awareness – particularly the fear generated by violent attacks driven by ideology – can accentuate societal divides, sharpen latent conflicts, and destabilise society. The growing tension between the concern for safety and the protection of freedoms is one of the key challenges facing democracies today.

ON THE QUESTION OF DETERMINE THE LEGAL STATUS OF FULL AND LIMITED PARTNERSHIP

NATALIA ZELISKO, 2[d] year student
SVITLANA LEPEH, Associate professor, PhD (Law)
LILY KUZNETSOVA, Associate professor, PhD (Philology)
Lviv Ivan Franko National University

Interest in the topic turns out that the legal status of business companies governed by the national legislation in many areas: civil law (conclusion of the constituent documents and statutes); economic and business law (basic legal framework of the institution); criminal and administrative law (liability of the members, founders and officers of the Company); economic and procedural law (order transition contribution to the ownership of members of society to other participants) and other branches of law. Determining the legal status of full and limited partnership is a hot topic, as activity data companies has been developed recently and are still young. Especially today this form of organization is rapidly developing in Ukraine. A small number of full and limited partnerships for other types of business partnerships give grounds for a more detailed study of the topic. That is why in our time is a necessary and complete study of the partnership, determination and justification of their main advantages and drawbacks status in the Ukrainian legislation.

The subject of research is the general and specific laws the creation, operation and liquidation full and limited partnerships in Ukraine.

Object is business relationships that arise in the organization of economic partnerships, including full and limited partnerships.

Today in our country are full and limited partnerships for which the law provides for full responsibility of all or part of the founders (participants) recorded very rarely, the choice of legal forms of entities caused by the requirement to state more, not desire entity. Why? The answer to these and other questions can be found only by examining international experience. Please note that such undertakings successfully used to for small and medium business, especially the production, trade, and financial advisory services. Full company as legal form used to make short-term joint ventures, and in the UK and the US in some cases it is a preparatory stage in the creation of the corporation. Experience in pre-revolutionary Russia also indicates that this type of societies was very convenient to do small, medium and family businesses in various industries. Many Russian "trading houses" existed in the form of a full responsibility.

The legislation should be amended to support general partnerships, this primarily relates to the Law of Ukraine "On Economic partnerships". Requires simplify the procedure of state registration of a general partnership. The emphasis should be placed on the inclusion of the company in the state register and taking it into account, instead of checking compliance with constituent documents letter of recommendation ministries and departments.

The result of the implementation of these proposals can be a law of Ukraine on the full and limited partnerships, which should better regulate the creation, operation and liquidation of the Company, and include measures for the development and promotion of these types of business entities. The adoption of such a law should be preceded by broad public discussion among scientists, representatives of SMEs, public authorities and local governments, NGOs, unions, associations of entrepreneurs.

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THE LEGAL REGULATION OF PROBATION AT EMPLOYMENT

VALERIYA ZHYVCHYK, second-year student
LILIYA KUZNETSOVA, Associate Professor, PhD
Lviv Ivan Franko National University

People have the right for employment and choice of working place by appealing to the enterprise, institution, organization, individual farming, to any other employer or with the help of the free assistance of the State Employment Service.

Foreigners and stateless persons who arrived in Ukraine for a specified period, are entitled to labor activity only if they have a work permit issued by the State Employment Service of Ukraine, unless otherwise provided by international treaties of Ukraine.

Nowadays the theme of probation is becoming more urgent in Ukraine. Especially in the context of widespread negative practices: hiring workers and immediately after the trial period firing them, as ones that did not pass probation or ones that do not correspond to the post. It allows individual companies and organizations use virtually free labor of usually young workers who can be fired with

the minimum compensation from the side of the employer.

Probation at employment is established in order to verify accordance of the worker to the job he is employed for. Condition of probationary period should be specified in an order or instruction of admission to employment. This condition allows the employer to check whether the employee can perform the job he is hired for in correct, efficient way, abide internal labor regulations.

However, the legislation of Ukraine provides a list of categories of workers who cannot be established with probation (for example, people under 18 years old; disabled, who were sent for this job in accordance with the recommendations of medical and social expertise; people, who were hired by the results of competition, etc.).

The initiative of establishing probation usually comes from the employer or his authorized body. However, the final decision on the inclusion of this condition to the employment contract depends on the agreement of the parties. If the parties agreed on the establishment of probation, they also have to agree about its specific period. The duration of the trial period depends on the type of work which is being performed and usually lasts from 30 to 90 days, although in some cases it may be continued up to 6 month.

If the employee during the trial was absent due to his temporary incapacity for work or for other valid reasons, probation may be extended by the corresponding number of days he was absent.

When the trial period has expired and the employee continues to work, he is considered to have passed the test and the following termination of employment contract is permitted only on a general basis.

If during this period was established the discrepancy of the worker to the job he is applied for, the employer or his authorized body within this period may terminate the employment contract.

However, termination of the employment contract on these grounds may be appealed by the employee in the order established for the consideration of labor disputes in matters of exemption.

Thus, the employee, who is being tested, fully applies to the norms of labor legislation, internal labor regulations, terms of collective agreement, provisions on wages and more. Therefore, the employee on probation period undertakes to perform a job and to follow work rules and the employer - to pay wages and provide working conditions necessary to perform specific work provided by labor legislation, collective agreement and agreement of the parties.

During probation the employee is subject to all the requirements and guarantees provided by labor legislation for all employees of specific enterprise, institution, organization, etc., including salary. Therefore, any restrictions of their rights or worsening of the situation in comparison with other workers are prohibited.

In conclusion, we should not forget that probation period is advantageous not only for the employer, but for employee. During this period he can take a closer look on working conditions and facilities, production technologies, the staff, etc., and figure out whether he wants to stay at the enterprise or not.

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THE CONSTITUTION - MAIN SOURSE OF LABOUR LAW

OKSANA ZHOLYNSKA,2-s year student
OKSANA STASIV, Associate professor, PhD(law)
LILY KUZNETSOVA, Associate professor, PhD(Philology)
Lviv Ivan Franko National University

The most important law of our country - the Constitution, also called the Basic Law. It has the highest legal force and its norms are directly applicable.

The most important Chapter of the new Constitution of Ukraine, which defines its democratic principles, is Chapter II "Human and civil rights and freedoms". It is no coincidence that constitutional recognition of the rights, freedoms and guarantees is paid such great attention, as in the Art. 3 it is declared that the adoption and protection of human rights and freedoms is the main duty of the state.

Enshrined in Part 1 of the Art. 43 the right to work is formulated in accordance with the Art. 23 of the Universal Declaration of Human Rights. Everyone has an opportunity to earn his living by work which he freely chooses or freely agrees to. An individual alone disposes of their abilities to work and chooses a particular type of activity, occupation, and can choose not to get involved in any labour activity.

Particular attention is paid to ensuring economic and social rights. Thus, in the Part 2, Art. 43 there is the State's duty to create conditions for the full exercise of the citizens' right to work, to guarantee equal opportunities in the choice of profession and types of occupation, implementation of programs of vocational education, training and retraining of personnel according to the needs of society. The norm contained in the Part 3 Art. 43 on the prohibition of forced labor corresponds to the Art. 8 of the International Covenant on Civil and Political Rights. In the Art. 44 of the Constitution the right of workers to strike to protect their economic and social interests was enshrined for the first time, which corresponds to the Art. 8 of the International Covenant on Economic, Social and Cultural Rights. The Chapter 2, Art. 44 stipulates that the exercise of the right to strike is established by the law taking

into consideration the need to ensure national security, healthcare, rights and freedoms of others.

The Art. 45 of the Constitution establishes the right of each worker to rest. This rule was proclaimed in the Art. 24 of the Universal Declaration of Human Rights and follows the requirements of the Art. 7 of the International Covenant on Economic, Social and Cultural Rights.

According to the Part. 3 Art. 36 of the Constitution, citizens have the right to participate in trade unions to protect their labor and socio-economic rights and interests. Trade unions are public organizations that unite citizens bound by common interests by virtue of their professional activities. This article of the Ukrainian Constitution reveals and specifies the provisions in Article 20 of the Universal Declaration of Human Rights and Article 22 of the International Covenant on Civil and Political Rights concerning freedom of association and provides that the right to freedom of association is an inalienable right of citizens of Ukraine, which is guaranteed by the Constitution of Ukraine.

The principle of social justice is the basis for social protection. The Art. 46 declares that the state provides social protection to those categories of citizens who really need it. It is about the right of citizens to social protection in elderly age, in case of complete, partial or temporary loss of capacity to labour, loss of breadwinner, unemployment for any reasons independent from individual.

Thus, the main source of labour law is the Constitution of Ukraine adopted June 28, 1996, which establishes the most important labour human and civil rights as well as guarantees their implementation.

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2. INNOVATIVE TRENDS OF MANAGEMENT AND TOURISM DEVELOPMENT

VALUE OF QUALITY IN PROJECTS FOR PUBLIC PASSENGER TRANSPORT

NATALIA DAVIDICH, post-graduate student
O. M. Beketov National University of Urban Economy in Kharkiv

Public passenger transport of general use is a part of an integrated transport system of Ukraine. The main task of public passenger transport consists in a complete and timely satisfaction of population needs in transportation. Rational organization of the process of passenger transportation is needed to achieve the necessary level of passenger service quality, maximal efficiency of using transport vehicles and other resources. Solving of this task is not possible without improvement of all elements of the transport process and rational management of the transportation quality.

Quality is one of the major parameters of the project along with cost and resources [1]. It is an economic category that reflects totality of the properties of products or services and determines the degree of their suitability for satisfaction of the human needs. It characterizes the degree of suitability of the totality of service characteristics to the requirements of the project [2].

Transport service quality is a very important social and economic task, both for single settlements and for the society. Efficiency of functioning of all economic subjects and population depends on it. At the present time, researchers identify estimation of transport services quality with estimation of the level of passengers and luggage transportation as well as supply of other services during the stay of passengers in transport vehicles and on stop points of the route [3]. Thus, the problems of a transport service quality are the following [4]:

- absence of indices estimating quality of service, absence of competition mechanism between carriers that create conditions for equal competitive activities;

- absence of functions in municipal structures realizing monitoring of the quality indices for transport service;

- absence of economic sanctions and penalties for carriers for violating the standards of transport services quality.

Concept "quality" should correspond to the needs of people. At the same time public passenger transport should be flexible enough to react on changes in the needs of population. Thus, the aim of public transport functioning should be service upgrading. It requires a clear understanding of the passenger's behavior, the consumer needs and expectations. Hereupon, there is a necessity for forming of requirements to quality in contracts between carriers and city governments. Existing methods of quality management in the projects of public passenger transport do not fully take into account evaluation of the transport process, namely, indices of quality by passengers. The factors determining the quality of public passenger transport

functioning require determination of all the totality of criteria that passengers use comparing the quality of the routes of transportation. It should be noted that the meaningfulness of the criteria can be influenced by the kind of transportation, namely, work or cultural and general transportation.

To decide the set problem questioning of passengers was conducted and the respondents were asked to specify the criteria they use for evaluation of the public passenger transport quality. For estimation of experts' opinions coordination the Kendall concordance rank coefficient was used as well as the value of its statistical significance [5].

It was discovered that passengers evaluate the quality of public passenger transport mostly on the basis of travel time. The second meaningful factor is time of waiting for transport. The third top characteristic for passengers is safety of transportation. Less meaningful criteria are amount of vehicles' changes, time needed to get to the stop, the degree of crowding of transport vehicle, the quality of road pavement, appearance of transport vehicle and cleanness of salon, information support of the trip, outfit of stop points, structural characteristics of transport vehicle, system of collection of payment for transportation.

The suggested criteria for transportation quality evaluation can be used in future for development of a complex index of projects' quality for public passenger transport. It will allow to fully satisfy all transport needs of the population and provide economic, ecological and personal benefits.

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HISTORICAL ASPECTS OF THE RESTAURANT BUSINESS DEVELOPMENT

ANASTASIYA GAVRILOVA, student
ALISA OMELCHENKO, Senior Teacher
O.M. Beketov National University of Urban Economy in Kharkiv

Human beings have always eaten, but the business of selling food to customers who order off a menu is a phenomenon dating back to the French Revolution. So let's learn more about the development of the industry, which today enables people not

just to the process of eating, but also to the cultural spending time.

Historians tell us that the genesis of food service dates back to ancient times. Street vendors and public cooks (caterers) were readily available in Ancient Rome. Medieval travelers dined at inns, taverns, monasteries and hostelries. The restaurant, as we know it today, is a byproduct of the French Revolution. Modern food service is a product of the Industrial Revolution. Advances in technology made possible mass production of foodstuffs, quick distribution of goods, safer storage facilities, and more efficient cooking appliances. Advances in transportation also created a huge demand for public dining venues. Today's restaurants are characterized by their capacity to create a space and a dining experience. They also usually offer customers a choice of menu options. Upscale restaurants offering fixed price menus are an exception but they focus on the dining experience.

The business of offering food in exchange for money dates back at least to medieval times. Travelers could grab something to eat at a roadside inn, and street vendors offered quick and simple fare in public marketplaces. Medieval inns differed from modern restaurants as they offered very limited eating options. Everyone ate the same thing, and they often ate it at the same time.

During the French Revolution, independent chefs began establishing eating houses where customers could come and choose food selections from a menu. They added touches of the upper class to their establishments. Guests did not have to take their meals at a common table, as was typical of taverns and roadside inns. Instead they had private tables, sometimes- held by reservations. They dined with fine china and cutlery, and tablecloths- all trademarks of modern day fine dining. Menus were framed and at the end of the meal guests were presented with a check. This had not been possible in France until the time of the revolution because the guild system severely limited the offerings that any artisan could prepare. Restaurants were named for a simple restorative broth that was popular in the earliest modern eating establishments.

Savvier restaurateurs adapted their eateries to include such amenities as bathrooms- for which there were a charge to use. Before the Revolution, there were less than 50 restaurants in Paris. By 1814 3,000 restaurants were listed in (the Almanach des Gourmands) a popular travel guide.

During the 19th Century, the number of restaurants in Paris continued to rise. Wealthy Europeans flocked Paris to partake in the many gourmet dining options. The 19th Century also marked the rise of Cafes, a style of restaurant t which does not offer table service. Customers order their food from a counter and serve themselves. Soup kitchens and dairy shops offered home-style cooking for cheap, attracting members of the lower working class.

By the end of the 19th Century, advancement in transportation brought about a change in travel. Luxury tourism grew and with it a new precedent of eating well away from home. Eating while traveling became an art. Part of the travel experience was dining at famous Parisian cafes and restaurants having a solid reputation for excellent food and service.

The 20th Century saw the French Restaurant go global. In Spain it was a

restaurant. In Italy it was called a "ristorante". In Great Britain and the United States it remained restaurant, but would soon evolve to fit the demands of changing consumers. By the end of that century, restaurants in the United States would evolve further, introducing the world to restaurant chains and the rise of modern-day fast food.

The American restaurant business started off emulating the French restaurant business. But American restaurants always focused on ingredients that were in abundance in the United States. As it was fitting for a nation of immigrants, American food quickly began to diversify, with Chinese, Italian, Greek and other immigrants offering. In the latter half of the twentieth century, the United States led the way in the consolidation of industrialization of restaurant and family dining franchises.

The modern restaurant industry encompasses a wide variety of eating establishments ranging from upscale artisan eateries to chains and franchises with thousands of locations. On one end of the spectrum, passionate chefs with skills and knowledge pay close attention to quality ingredients and sophisticated preparation techniques. On the other end of the spectrum, restaurants with multiple locations buy pre-made menu items from food service warehouses, hiring chefs to prepare these dishes using the systems that leave little to chance.

So nowadays it is evident that the restaurant business is a huge industry, dynamically developing to meet changing needs of various customers.

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MODERN MARKETING STRATEGIES FOR RESTAURANT BUSINESSES

ANNA GELMEL, student
NATALIIA VLASHCHENKO, Associate Professor, PhD (Economics)
SVITLANA BUCHKOVSKA, Senior Teacher
O.M.Beketov National University of Urban Economy in Kharkiv

To gain customers' loyalty under tough competition restaurant establishments in Ukraine are constantly using various marketing tools. However, due to lack of experience in developing corresponding services marketing strategies, not all restaurant companies in Ukraine have made a significant progress in this field.

Because of the development of market relations, the restaurant business in Ukraine is not a monopoly any more. Nowadays the domestic restaurant market is highly competitive and only the company that considers marketing to be the most

crucial element of management can be the leader and obtains customers' loyalty. If a restaurant marketing is effective, the establishment remains competitive with other businesses, its brand is recognizable and the services provided meet all customers' expectations, the customers stay loyal to the restaurant company and maintain long-term relationships actively consuming goods and services.

The issues related to the restaurant business development have been elucidated by a number of Ukrainian (V. Borodina, I. Zolkovoy, L. Efimova, L. Kucher, L. Shkuratova) and foreign researchers (L. Berry, E. Gamesson, Grenroos K., C. Lovelock, L. Shostak). The analysis of recent scientific papers has proved the lack of proper attention to marketing strategies role and, therefore, the problem needs further investigation.

The aim of this research is to analyse the innovative trends in the development of product strategies and pricing policy for modern restaurant establishments.

With respect to customers' decreasing solvency in Ukraine a new pricing policy inseparably connected with the main product strategies has become of special importance.

One of the latest trends, the food ration with small potions, is caused by the following:

- the cost of the ingredients

The main ingredients of most courses at high-end restaurants are usually the same as in decent but far less expensive restaurants. As caviar and truffles are extremely hard to get, they are reasonably quite expensive. The extremely expensive ingredients are used as seasoning and are not included in all entrees. In this way, high cost of ingredients explains to some extent the popularity of small potions.

- small is elegant

Most people do not go to high-end places very often. They mainly make restaurant reservations to celebrate some special occasions, to have business meetings or romantic dinners.

- menu tasting

While most restaurants offer 3- or 4-course meals, fancy restaurants start at 3 but serve them twice. The portions are so small that it makes possible only to enjoy the full spectrum of tastes on offer or at least to judge about the quality of a dish.

- the design and art of dishes

How the food looks like should be of great care. Some dishes are 'works of art'. For instance, decorative leaves and drops of sauce are placed so, that it makes the plate visually appealing. In this way, preparing and serving a small portion sometimes takes just about the same amount of time and care as a larger portion does. The arrangement of food on the plate must be aesthetic.

- perceptual contrast

High-end restaurants offer an experience that differs significantly from that of low-end eating establishments like fast food outlets. The interiors are fancier, the cutlery is refined and the waiters are helpful and highly trained. Customers usually associate big portions with cheap food at fast food places. While serving small portions, absolutely different image is created in mind and it makes the meal unusual

and memorable.
- scarcity increases attractiveness

We are always attracted to products of real scarcity. The same effect works for food. Usually when we order something special, we imagine a small portion of it arranged on a very beautiful plate. It draws our attention more and we rate the dish even much higher.
- Amuse-Bouche creating a home-style atmosphere

Amuse-Bouche or Amuse-Gueule are small savoury items of food served as an appetizer before a meal or between courses. While in smaller restaurants they can seem to be strange or even insulting, in expensive establishments they fit perfectly with the image.
- menu stereotype.

Currently the image of an expensive restaurant with the minuscule dishes has become our stereotype. Most people going to a fancy restaurant expect to be served traditionally little morsels, and can feel deceived if they are not. In most cases to meet customers' expectations restaurants try to avoid serving anything different. Quite often visitors of restaurants cannot make a choice between several dishes if they want to try different culinary delights. In this case they can be offered some special tasting menu with tiny portions. This will enable the restaurant guests to get familiar with the best restaurant dishes in one visit.

Recently the owners of restaurant businesses pay more attention to the extra service strategy. It seems that technology has completely changed the way of dining out from modern application software for your meal pre-ordering to tablets that let you pay tableside. Getting orders out faster and turning tables quicker can make dining out more pleasant for both restaurant owners and patrons. IT is one of the primary modern trends.

The product strategies development deserves special attention as well. Fashion for a healthy lifestyle has also influenced food culture, defining another tendency in the restaurant business. Healthy food is supposed to be high-quality products that have passed a minimum of processing. The growing interest in healthy and delicious food has caused the appearance of other popular areas of the restaurant business. One of new formats gaining popularity is when customers want to see how and what is being prepared for them. Another one is based on eating slow-cooked tasty and healthy food, upbringing the taste and returning respect for the food. The ingredients are processed to minimum as customers want to enjoy the product taste, instead of numerous spices. Dishes from vegetables and fruits are common in restaurant menus. Vegetables in Europe is now the most popular product. It has stimulated the opening of new soup bars, salad bars, and a number of vegetarian restaurants.

It is worth mentioning how the concept of the restaurant business in Ukraine differs from the European concept.

Ukrainian restaurants differ from European drastically, above all, with their attention to the interior. The most significant feature is that a European restaurant pays more attention to the cuisine rather than to the interior. In Ukraine, the situation is opposite. Therefore, the places with attractive interior very often offer less quality

food. This phenomenon is called 'the edible interior.'

Most restaurants in Europe are private ownerships, where the owners are responsible for their businesses and invest into their development and promotion. This approach contributes greatly to the restaurant services quality. As the result, the quality of services is much higher. There are no other significant differences between restaurants in Ukraine and Europe. In general, restaurants are becoming more democratic, restaurateurs are more professional and the competition is extremely tough. Under these conditions, the leader on the market is the most competitive company. Restaurant chains enter the competition for their customers' loyalty. Prices often stimulate the competition. A lot of trendy, elegant restaurants have been opened in Ukraine these days, but most of them will not be in operation for a long time. Fashion is changeable and it is worth keeping in mind that tasty food is more important than fashion. No doubt, that the restaurant market in Ukraine definitely has a lot of perspectives and gaining international experience is the first step towards the top class restaurant business combining domestic and international peculiarities.

To sum up, it should be noted, that nowadays in the restaurant business the role of pricing policy and advertising strategies is steadily increasing. To attract clients a number of new techniques with different tools are widely used. All the strategies mentioned above are interconnected. The development of product strategies and pricing policy is the priority being the guide to how to organize the operation and to take short and long-term decisions.

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MODERN TREND IN SPORTS INDUSTRY

ELENA GOLOVKO, 1 year student
YAROSLAV LEONOV Associate Professor, Ph. D. (Economics)
Kharkiv State Academy of Physical Culture
LIUDMYLA PYSARENKO, Teacher
O.M. Beketov National University of Urban Economy in Kharkiv

Sport is becoming an important sector of the economy of many developed countries. The mass and professional sports can be found in all spheres of life of people, it forms relationships with the country, creates a specific area of business. The sports industry is a sector which foresees the development of the working population, improves demographic situation, promotes healthy lifestyles.

There is a reduce in the population, life expectancy, Ukraine is among the leading countries by the number of alcohol consumption and the number of smokers.

A lot of children and adolescents suffer from physical inactivity, number of people doing sports is constantly reducing. Thus, in 1990 in Ukraine 11 million people (21.2% of the population) were going sports, but in 2009 only every tenth Ukrainian was engaged in physical exercise (in Scandinavia - 75-80% to compare) [2].

Recent studies show that people, who are regularly engaged in physical culture and sport, show higher labor productivity compared to those not involved in sports. In addition, turnover among active athletes is much lower than among those who do not play sports, and labor discipline is much higher that is beneficial to productivity and production in general. In addition to improving the quality of the productive forces of society, sport as a means of social and economic strengthening of the country can be found in many other spheres of human activity.

Prospects for the global sports industry from 2011 to 2015: The second edition of sports market review titled "Changing the rules: Prospects of the global sports industry 2015» (Changing the game. Outlook for the global sports market to 2015), prepared by PwC, contains forecast figures for revenues at the global and regional levels from 2011 to 2015, as well as data on four key market segments. In the period from 2011 to 2015 inclusively global sports industry revenues will grow to 145.3 billion US dollars in cumulative annual growth rate at 3.7%. This happens due to more favorable economic conditions, recovery in television advertising, the increased use of paid-TV to show sports competitions and restoring of sponsorship from financial and automobile companies.

Julie Clark, Head of Sport and Leisure, PwC, and chief editor of the review, says: " North American sport market is still the largest in the world and its growth rate significantly exceeds market growth in Asia- Pacific region and Europe, Middle East and Africa. Despite the fact that the distribution of forces in the global economy shifts towards countries with growing market economies, and which will be a hosts of world-class sporting events in the nearest future, growth opportunities in traditionally developed markets is far from exhausted "[2, 3].

The highest cumulative annual growth rate (4.9%) were shown by Latin America, partly due to the World Cup (FIFA) 2014, held in Brazil. In second place is North America with annual growth rate at 4%. Lowest income growth (2.9%) remains in Europe, Middle East and Africa, partly due to current economic conditions. However, there can be seen separate burst of activity: in 2012, when London hosted the Olympic Games and Ukraine and Poland hosted the European football championship, and in 2014, when its contribution to the development of the industry will be made by winter Olympic and Paralympic Games 2014 in Sochi and Commonwealth Games in Glasgow. During the period of economic instability it becomes increasingly clear that the distribution of forces in the world economy is shifting towards the East. Revenues from ticket sales will amount to 32.6% of total revenue sports industry (44.7 billion US dollars in 2015), while they remain the largest component of the global sports market, but in countries where visiting of sport events are an 'integral part of the culture, this is the main source of income from sport events. However, the pace of growth in this mature market will be the lowest among all segments of the global sports industry.

The share of sponsorship accounts 28.8% of total sports market, and by 2015 the average growth of this component will be 5.3%, while revenues in the global market will reach 45.3 billion US dollars, equally distributed among all regions. The rights to broadcast, the third profitable segment of the market, accounts 24.1% of the global sports industry revenues and it is the second in terms of annual growth rate (3.8%). Revenue growth of the world market from the sale of broadcasting rights will be stable enough - from 29.2 billion US dollars in 2010 to 35.2 billion US dollars in 2015. However, these figures hide significant traditional fluctuations from year to year, resulting from major international competitions held in even years, such as the Olympic Games and the World Cup (FIFA). Merchandising is the smallest component of the global sports industry. It accounts only 14.5% of the world market. At the same time in North America its share is 25.2% of revenues. Rising revenues from merchandising are closely related to the structure of consumer spending and overall growth rate in this segment (2.6%) is close to the growth rate of revenue from ticket sales, which will lead to an increase in merchandising revenue in the segment from 17.6 billion US dollars in 2010 to 20.1 billion US dollars in 2015 [4, 5].

Physical education and sport is the most important area of business activity, which provides, on the one hand, the employment to many people in the fields of sports industry and, on the other hand, mentioned industries bring money to the state budgets through tax revenues, allowing the state to solve social problems of the population.

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TWO BASED APPROACH TO MEASURE SOCIAL AND ECONOMICAL SYSTEM PERFOMANCE

ROMAN GULIAK, PhD student
Technical University of Ostrava

It is generally known that appropriate managerial influence in the frame of complex social and economic systems can be made only after carrying out certain evaluation procedures. The ability to improve a firm, regional or country performance depends on the conception of benchmarking analysis underlying estimation process. Ordinarily it is sorted out several composite performance indicators, such as, for example, index of development, of competitiveness, of efficiency. Due to the

complexity of a set of indices a decision maker gets access to points of growth or weaknesses. Here we are inclined to reveal the double based approach to a system performance evaluation.

The main idea of the double based approach is that researcher's attention is focused on three parts of a «control cycle» in its classical understanding considering resources, processes, results. To start with, we would like first to touch and define such spread interdisciplinary term as potential. Adhering to the structural principle «rise from abstract to concrete», the process of potential essence opening in all its displays becomes more objective and logically successive. In the process of rise the potential is reproduced as a difficult dialectical dismembered system where all parts are mutually causal and occupy the certain place (figure 1).
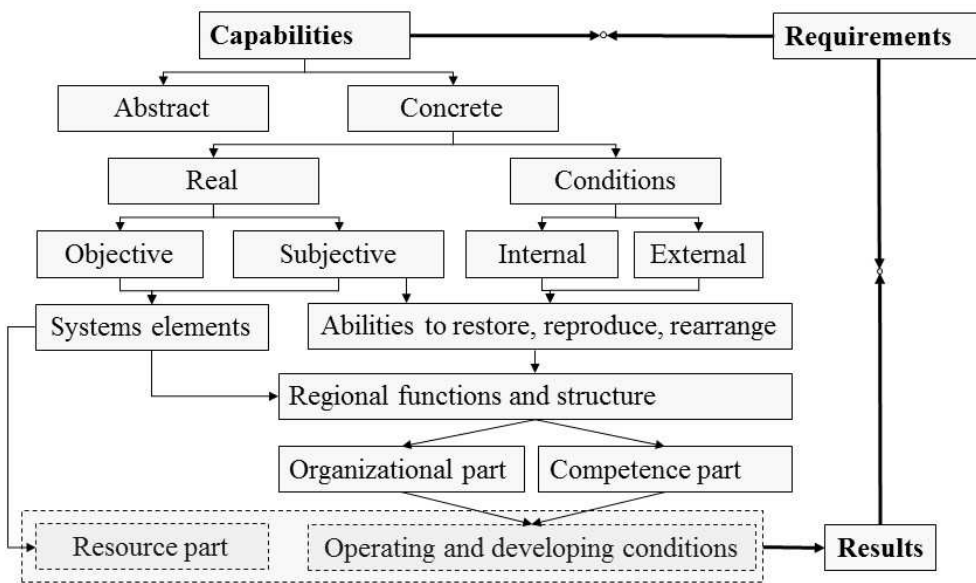
Fig. 1. Conceptual model of potential components [own elaboration]

As we can see from the fig.1 a potential characterizing and underlying possible system performance directly depends on two integrated factors: resources' amount and quality (inputs – I) and on the terms of their usage (operating and developing conditions divided into organizational and competence part, OP and CP respectively). The latest one predetermines an efficiency of inputs usage. Theoretically having embedded the derived component model in the main control cycle (figure 2) we roughly highlighted essential relationships between elements in a cybernetic system.

The composition and functional description of a control cycle are presented below:

1. adaptor – an active element that makes attempts to regulate a system perfomance (control object) and includes the following constituents: sensor as the mechanism reading feedback (d) values of controlled variables; target setter which defines the etalon being compared with findings; etalon is defined basing on benchmarking; discriminator which implements the comparisons mentioned above; decision making unit which receives differences between needed and actual values and elaborates actions (programme of actions) have to be executed by sequent one;

effector carrying out all the established actions.
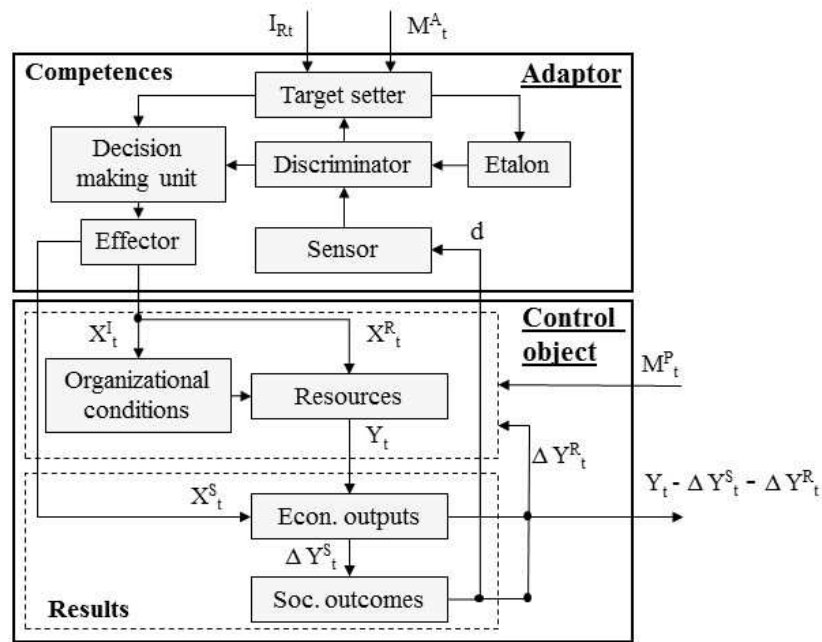
Fig. 2. The control cycle in a system functioning and development
[own elaboration]

2. control object – an element being submitted to the influence of an adaptor and encloses: potential components such as resources and organizational conditions; outputs which are arise from a regulated system performance and underpin social outcomes.

The thing that needs to be portrayed further is the set of variables and parameters:

1. input parameters: $X = \{X_i\} = \{X_1, X_2, \ldots, X_k\}$, $M = \{M_i\} = \{M_1, M_2, \ldots, M_n, M^A_i, M^P_t\}$, I_R. Where: X – regulating actions expressed in commands, resources, information etc.; M – disturbing effects originated from outside (a political situation, a global economic crises) as well as inside (sharp and unpredictable changes in a planned system functioning); I_R – the control action from a system of a higher hierarchical level.

2. output parameters: $Y = \{Y_i\} = \{Y_1, Y_2, \ldots, Y_p\}$ – a system reaction (results) on disturbing effects and regulating actions;

3. state variables: $m = \{m_1, m_2, \ldots, m_q\}$ – a resource part (inputs) description allowing comparison of different systems in the terms of particular qualitative and quantitative characteristics.

Summing up output parameter Y_t can be expressed in the following way:
$$Y_t = F(f(I_{Rt}, M^A_{nt}), M^P_t, m_t),$$
where F – an operator, which characterizes in a nonlinear way features of a system performance and a potential usage; f – an operator characterizing features of an adaptor.

Considering the above expression a system performance (SP) can be described by following expression including 3 systemic characteristics: $SP = (I, OP, CP)$. For

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the purpose of simplifying, generalization of managerial levers needs to be applied; so firstly seeming separated OP and CP can be combined into one element being evaluated as efficiency of resource usage and as consequence we get two managerial dimensions (fig. 3).
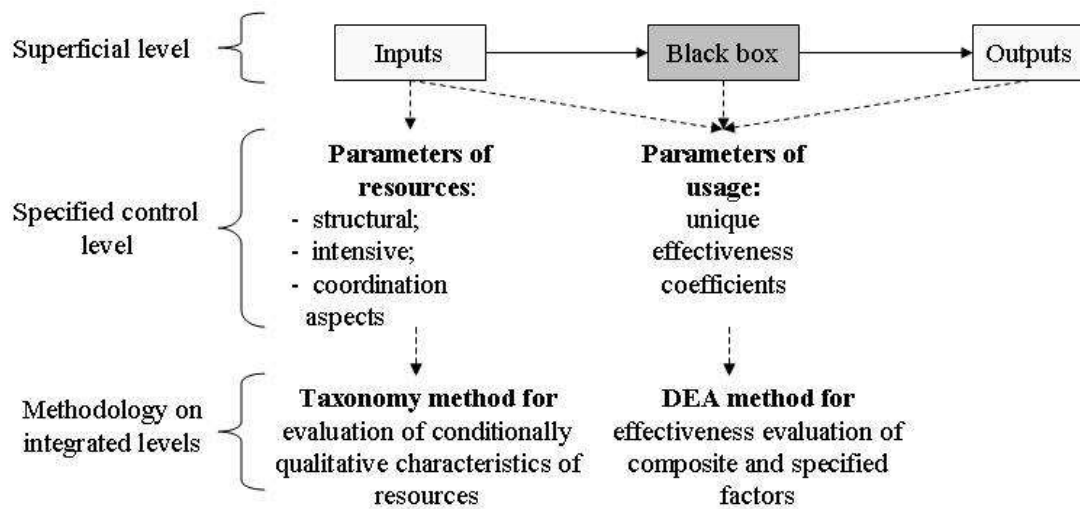
Fig. 3. Peculiarities of managerial dimensions [own elaboration]

To sum up we can conclude that estimation platform does not need three elements to be evaluated because both first (resources) and third ones (outputs) are used for efficiency estimation do define in what way a system uses its resources. Thus, instead of usual concentration just on an efficiency, outputs or inputs estimation, we basically propose two levers to improve system performance. Namely the first one is to raise a level of resources' quality and the second one is to enhance an efficiency of particular resources' usage. The first way can be realized through, for example, the Taxonomy method (for aggregating of particular indices in a composite one describing level of resources' development) and the second one can be based on applying of such nonparametric method in operations research and economics as data envelopment analysis (DEA). As a result basing on a benchmarking and getting relative estimations, manager becomes to be able to define character of the system performance. Having the type of performance (which could be completely negative, partly resource negative, partly effectiveness negative or completely positive), manager knows what should be enhanced, in particular resource part needs positive changes to be applied or effectiveness should be increased, or even both parts have to bear necessary influence.

INNOVATIVE AREAS OF URBAN ECONOMY MANAGEMENT

CHRISTINA KALASHNIKOVA, Senior Teacher, PhD (Economics)

Intensive development of modern cities, megapolises formation in the latest decades have focused attention on the problem of optimizing of the municipal economy management, creating favorable conditions for the life of the citizens living

on the territory.

Urban economy is a complex of city enterprises, organizations and institutions located on the territory that serve the material and cultural needs of the inhabitants.

Management of urban economy is an incorporation of various functions to solve the problems of the urban complex development. The range of problems to be solved as the result of managerial activities includes solving specific development goals, identifying their priority, order and sequence of their implementation. On this basis management objectives are developed and certain tasks necessary to achieve these goals are substantiated.

The process of urban management consists of the following functions:
• setting goals and ways to implement them;
• planning and organization;
• taking managerial decisions;
• coordination and regulation;
• management and activities control.

To develop effective management decisions it is necessary to create an adequate organizational structure and management mechanism considering the level of the market relations development. Promising organizational structures possess the following characteristics: firstly, they easily and actively respond to the changing conditions of social development created by local government bodies and controlling units; secondly, they provide a real breakthrough in technological, social, economic and political development of the society; thirdly, they have fundamentally new forms of relationship between business partners that ensure competition.

Effective management of urban economy should provide a balance of functioning and development of the city infrastructure. It should be noted that the problem of balance will always exist. Its peculiarity is that it has a specific historical characteristic. Understanding functioning as a form of life depends on the specific conditions, the level of scientific and technological progress, stability of the society, etc. Both development and operation are dynamic processes as both the factors and resources of development and functioning vary. The factor of human resources is becoming more important, in particularly, indices related to formation and development of intellectual potential.

Notable place among innovative ways of increasing the efficiency of the urban economy management takes rational use of assets of urban economy enterprises, use of innovative technologies, formation of investment attractiveness, quality of housing services.

Moreover, innovative urban management as management of the activities for development and implementation of managerial decisions in real time in the field of city life support should be able to solve the following tasks:
• to overcome the crisis of the urban infrastructure caused by a mismatch of its capabilities and the requirements of the environment;
• to ensure life activities of the municipal sector in this field;
• to create conditions for long-term development of urban economy considering internal and external opportunities.

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PROSPECTS OF EXTREME TOURISM IN UKRAINE

DARIYA KOKHANOVSKAYA, 3rd year student
TATYANA SMOLYANAYA, post-graduate
Simeon Kuznets Kharkiv National Economic University

Ukraine with its resource potential is a country of almost unlimited possibilities for the organization of active and extreme rest. Entertainment extreme - a new competitive advantage for any tourist place or route. In Ukraine there are many places for the development of such areas, but today they are mostly in a state of advanced development. That is why the study of the problems of extreme tourism and forecasting further development require detailed study.

Species diversity of adventure tourism in our time really thrills. Each comes up with something new especially to attract tourists and only a thrill. Tourist are competing with nature, overcomes mountain rivers, staying in dangerous caves wins waters of the oceans and seas, learns about the sky through a variety of devices and can fly for several days in space.

Extreme tourism - the kind of tourism that is associated with some risk, extremely high or physical or mental exertion in super heavy conditions. This kind of tourism opens most beautiful parts of the world, offers incredible opportunities, but always associated with danger, and therefore requires good physical and psychological preparation.

The most popular kinds of extreme tourism: speleotourism, rafting, mountaineering and rock climbing [2, p. 42].

Considering the extreme tourism in Ukraine scale, we should mention some regional aspects. According to many authors, promising areas for the development of extreme tourism in connection with suitable natural conditions, climate and topography are the Ukrainian Carpathians and Precarpathians. The place of Safari (photography) in the region are: Vyzhnytsya national park, national parks

Huzulschyna and CBR. Aeronautics is promising to develop near the canyon valley of the middle reaches of the Dniester River with beautiful views of historic sites Khotyn and Kamenets-Podolsk fortresys.

In Ukraine there are enough resources and favorable conditions for the development of extreme relaxation. But the low level of development of tourism infrastructure and social standards of the population has led to the fact that extreme tourism here in its development lags behind global trends. According Pyrozhkov GP [3, p. 56] there is great potential for development of adventure tourism, which can reveal with the overall socio-economic development of the state.

In organizing and conducting extreme tours there are significant potential danger to life and health of participants. An important problem of extreme recreation is providing this type of highly qualified professionals with previous experience. It would be advisable to engage in this type of business organization of former athletes and military personnel in order to reduce the risks that inevitably arise in any of these species to a minimum [1, p. 87].

Tourism impact on key industries such as transport and communications, construction, agriculture, consumer goods and others, that acts as a catalyst of socio - economic development. Tourism has become one of the most profitable businesses in the world. According to the World Tourism Organization (UNWTO), it uses about 7% of world capital associated with him every 16th job, it has 11% of global consumer spending and it provides 5% of all tax revenues. These figures characterize the direct economic impact of the tourism industry functioning. Develop tourism called one of the major phenomena of XX century [5, p. 12].

In recent years and in the Ukraine started to pay more attention to the development of tourism. Prospects for the development of tourist industry of Ukraine is largely dependent on increased state regulation of tourist areas at the national level that should be combined with the current strategy of promoting regional tourism products.

Sports and adventure tourism have become an integral part of the national system of physical culture and sports and aimed at improving the health, development of physical, moral and volitional and intellectual abilities through its involvement in sports hikes of varying complexity and competition technology sports tourism, and in training his body in extreme situations. Sports and extreme tourism are important means of promoting social and labor activity of people meet their moral, aesthetic and creative queries vital needs mutual communication, development of friendly relations between nations and strengthening peace.

Adventure Tourism provides a variety of sports, recreation, recreational, informative, educational, economic and other functions, but a number of factors on the level of implementation does not meet the potential of tourism and sports movement in Ukraine.

The main feature of extreme tourism is that he, unlike most other sports do not require relatively high material costs, since, firstly, developing the existing environment and do not require significant investment to prepare and conduct turystsko- sporting events and the construction of special facilities for their conduct,

and secondly, logistical and organizational support for these measures is largely carried out by agents and tourists themselves, thirdly, already developed and operates the public system of training and personnel, which has minimal expenditures from the state can continue to function effectively. But as adventure tourism, if transitions to a higher level and more extreme, would require material investments as equipment and travel to the place - not cheap entertainment [4, p. 147].

However, to date, despite the potentially great opportunities available, its social and economic importance, extreme sports and tourism in Ukraine underdeveloped. Difficulties encountered in the development and extreme sports tourism, especially related to economic problems of society, as well as the almost complete absence of the state and public support of the sport, imperfection and, in some cases, lack of modern regulatory -legal, methodological and information base, which would take into account its realities, as well as internal organizational problems in the tourism and sports movement that accumulated over the years.

And despite this, the most promising regions of extreme tourism in Ukraine is the Ukrainian Carpathians, Dniester and Dnieper with their rapid waters and lush valleys and big cities, the development of new, modern forms of extreme tourism. Such as base-jumping and free ride.

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REGIONAL INDUSTRIAL COMPLEX MANAGEMENT: VISTAS AND CHALLENGES

Luganskaya E.D., post-graduate student,
Kondratenko N.O., Professor, Doctor of Science (Economics)
Ilienko O.L., associate professor, PhD (Linguistics)

New challenges that Ukraine faces demand new approaches including immediate empowerment of regions, forming conscious regional policy as well as legal framework and appropriate mechanisms for its implementation. The efficiency of operation and development of the regional management mechanism is defined by an adequate system of strategic frameworks for regional development, which takes into account the complexity and a high dynamics of the processes that occur inside and outside the region as an economic system, and provides participation of all interested sides in the strategic process.

Development of competitive, efficient and economic forms of management within the framework of regional economic systems is a general trend of the world and, what is even more important, of the European economic and social development. Therefore, the trend requires forming conceptual approaches for a sustainable development, based on the main provisions of the European Charter for Regional Development. The transition to the market economy requires structure improving for the region's economic environment aimed at their comprehensive development, rational use of economic potential and effective interaction in the national economy. Each economic region is an indivisible territorial economic system in which the main role belongs to the market sectors.

The current state of the Ukraine's economy is a differentiated environment that is characterized by a clear delineation of three major groups, which include various industrial enterprises of the country. The first group is represented by the enterprises that were able to adapt to the changes in the dynamic external environment and are currently developing; the second group includes those enterprises that lag behind the first group, but have already stabilized their position; and the third group covers the enterprises which have neither funds nor a desire to change something in order to survive, therefore, those are the enterprises on the verge of bankruptcy.

A constant turnover of the competitive advantages requires a change in the management system, primarily by implementation of strategic approaches introduction to the industrial complexes management in various regions of Ukraine. Deepening of the market transformation processes in Ukraine strengthens the dependence of the enterprises' efficiency on determining of long-term goals and strategies for achieving and progressively introducing of the proportions for resources allocation into the economy of the regions as well as the dynamics of their long-term balance .The development of industrial enterprises is defined as an irreversible directed and appropriate change of the system based on implementation of the inherent mechanisms of self-organization. Development of the system means its ability to transform while maintaining relative stability and resistance to change.

Formation of goals is seen as the process of establishing parameters for the most appropriate expected condition of the enterprise at a fixed point of time during its development taking into account the dynamics of the external environment and the productive capacity of the enterprise. All activities of the company both in internal and external areas should be systematically and continuously improved in accordance with the established goal, which can be described by means of specific targets (indicators).

Achieving the enterprise development goal, as opposed to the functional goal, for example, an increase in production is usually associated with significant changes in the parameters of the internal environment and organizational transformations. The main goal of the enterprise's existence is the business mission, which determines a choice of the field in the economy, an assortment and a range of products, areas of profits and investments distribution, a system of subordinate goals to achieve the main purpose. The requirements to the industrial enterprises' products quality are

constantly increasing under the conditions of market economy that requires a scientific support and a technological renewal of the production.

The current state of the economy development in Ukraine is marked by a lack of unity of theory and practice that frequently develop separately. This fact can be explained by a relatively short period of time that a new in essence economic system exists which does not give an opportunity to trace the action of the economic laws and, therefore, determine the mathematic expectations of the prognosticated results with a high level of probability.

Apart from the general principles for the approaches' selection for Ukrainian economy stabilization a great attention has been put on the methods for improving the efficiency of management of the regional industrial complexes to increase the quality of life for the regional community.

The efficiency of the regional management mechanism functioning and development is marked by an adequate system of strategic bases for the regional development which considers the complexity and a high dynamics of the processes happening inside and outside of the region as an economic system and guarantees an involvement of all interested sides into the strategic process.

It should be noted that a constant change of competitive advantages requires a change of the management system using, first of all, strategic approaches to management of the regional industrial complexes of Ukraine. Intensification of the market transformation processes in Ukraine increases the dependence of their results from setting goals, strategies for the goals' achievement, sequence of the goals' implementation, proportions of the resources distribution in the region' economies, dynamics of their long-term balance.

The current state of the Ukrainian producers is complicated. A long-term development under the conditions of the centrally planned economy, a slow transformation of the economic relationships, a slow tempo of the market institutions' reformation, a low level of business ethics and organizational culture, strained relations of production, specific market requirements related to a solvent demand stand in the way of the process of new management concepts adaption.

As the result of lack of attention to the importance of the adaption process, the instrument of the strategy realization, namely, the industrial enterprise policy, has been also isolated from the reality in many cases and used one-sidedly.

The integrated goal of the organizational industrial structures activities is finally to provide an economic balance of the chain of values of separate structural elements within the framework of the selected economic policy. The chain of values for any enterprise or a production complex involved in any activities is an approved set of activities, which produce values, starting from the sources of raw materials for components suppliers up to the finished product delivered to the consumer. In this case, the processes are highlighted which happen outside any economic object and any economic object is considered in the context of the general chain of the activities which produce a value as well as one of the elements of this chain running from the raw material to the consumer.

In this connection, the production process should be modelled both for ordinary and critical situations from the position of an optimal economic policy for all the participants of the process. Every member of the organizational and productive structures of the productive system and system overall is secured to get an optimal benefit (profit) for the conditions of the current market in case of a correct modelling and implementation of the decisions. Such an optimization is provided by a complex minimization of expenditures on stocks in the production system, a more intensified accounting and control over the production process at all levels, strengthening of the dependence of the final results and the labor cost which results in the motivation increase of the production personnel.

Therefore, if a situational economic management for regional industrial complexes development is considered, the priority should be marked as an expedient use of resources which secures the production process, namely, material, labor and informational resources.

INNOVATION AND SPECIALIZATION IN THE TOURISM INDUSTRY

HELEN MALKO, student
HELEN ANISENKO, Lecturer
O.M. Beketov Kharkiv National University of Urban Economy

In recent years, the tourism industry has brought in significant changes to adapt to the development and use of new technologies. Several important aspects related to location, such as specialization, diversity and competition levels present in the area where the tourism industry is located, may determine the greater or lesser technological development of the tourism industry. Nevertheless, firms are the last agents to decide whether to innovate, and as such, it is interesting to study how innovations affect firm profitability.

The capacity to innovate, that is, the potential to adopt and use new technologies in the productive and management process [1], is increasingly seen as a factor in determining competitiveness. The service industry and in particular the tourism industry also participates in innovative development but in a rather peculiar way given the specific characteristics of the tourism industry (intangibility, interactivity, value systems and diversity, among others). These characteristics have several theoretical consequences for the definition of innovation in the service industry and in the tourism industry in particular.

Differences in terms of innovation sometimes seem greater within the service industry itself than they do between different service industries, bearing in mind that the types of products vary widely from one service activity to another. As such, the study of innovations within the tourism industry is subject to a number of peculiarities and most works are all too often centred on information and communication technologies (ICT), leaving aside other intensive technologies which have also been increasing steadily in service industries, in hotels and in transport.

In recent years there has been a growing interest in the importance of technological advances and innovation with respect to the growth of an economy and industries. Similarly, ICT affects the strategic behaviour of firms in the tourism industry, such as mergers, concentrations, strategic alliances and virtual cooperation.

Glaeser et al. [2] mention the importance of technology diffusion in the growth of regions and the fundamental role that externalities play in the diffusion of innovations.

A distinction is made between dynamic externalities, which generate growth, and static externalities, which only generate concentration of the activity. Among the dynamic externalities they distinguish between the MAR models [4], Porter's model [5] and Jacobs' model [3].

MAR model externalities, defined as intra-industrial, occur as a result of the distribution of knowledge among firms in the same industry, owing to the greater facility of assimilating innovations between similar firms. According to the suppositions of the MAR approach the tourism industry should specialize geographically in order to absorb the diffusion of knowledge between firms, enabling them to learn from each other more quickly. The MAR theory also suggests that local monopoly is better for growth than local competition, because local monopoly restricts the flow of ideas to others and so allows externalities to be internalised by the innovator. Indeed when externalities are internalised innovation increases. Consequently, the MAR approach in terms of the tourism industry considers that the greater the level of innovation in the tourism industry, the lesser the local competition and the greater the geographical specialization in this industry.

Porter, like MAR, argues that the specialization of a region in a specific activity boosts the diffusion of knowledge. However, his approach differs from the MAR approach with respect to the effect of local competition. According to Porter's approach, competition between tourism firms boosts greater innovation and consequently growth in the region. For Porter, greater competition between tourism firms allows for more innovation, and in a competitive context it is a case of "renew or die".

Finally, turning to Jacobs' theory, unlike MAR and Porter, Jacobs considers that the less specialization there is in a tourism destination, the greater the diffusion of knowledge. He argues that the transmission of knowledge takes place for the most part between firms belonging to different industries since it is more likely that these firms have different information, which they end up sharing with each other. With regard to the effect of local competition between hotels, Jacobs predicts that greater competition between tourism firms boosts the degree of innovation in the tourism industry.

To summarize, the MAR and Porter theories claim that tourism industry specialization fosters greater innovation and growth since proximity encourages the diffusion of knowledge. For Jacobs, the diversification of activities furthers the diffusion of knowledge between different industries, and therefore innovation and growth. Regarding competition, for Jacobs and Porter, competition between firms boosts innovation in the sector, which is not the case in the MAR approach which

considers that competition between firms discourages innovative activity.

It can be concluded that in the hotel industry there are positive external effects on innovation from specialisation and diversity, and negative external effects from competition. As such, with the same degree of specialisation in the hotel industry, the diversity of economic activity leads to an increase in the total innovations made by firms. The greater the number of firms competing with each other, the less easy it is to appropriate the profitability generated by an innovation, which, in turn, discourages innovation.

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QUALITY MANAGEMENT OF LABOUR POTENTIAL IN INDUSTRIAL REGIONS OF UKRAINE

DMITRY NOVIKOV, teacher
O.M. Beketov National University of Urban Economy in Kharkiv

Labor potential is a set of qualitative and quantitative characteristics of the staff and the conditions of their realization in the labor process, so the quality management of labor potential makes it possible to improve the processes of formation and realization of the labor potential in order to ensure the necessary productivity in industrial production.

Issues of labor potential management have been studied by many domestic and foreign scholars such as A. Amosha, O. Novikova, I. Antohova, I. Bajan, V. Goroh, T. Reshetilo, P. Tarhov, A. Krikliy, N. Levchuk, A. Pankratov, L. Shaulska, although theoretical and methodological foundations of quality management of labor potential of industrial production at the regional level should be further improved and developed [1 - 8].

Therefore, the purpose of this article is to study the functions of quality management of labor potential and development of measures to improve the effectiveness of labor potential in industrial production of the regions of Ukraine.

Achieving this goal involves solving the following tasks: to define "quality of labor potential"; to generalize functions of quality management of labor potential; to develop measures to improve the effectiveness of labor potential in the regional industry of Ukraine.

One of the components of the quality of labor potential is determined by the characteristics of professional qualification, age, medical and biological indicators of workers. Professional characteristics are determined by the level of education and

qualification obtained by an employee who belongs to a particular age group.

Medical and biological characteristics of the worker in the context of the quality of his labor potential are determined by his health, hereditary tendencies, conditions of the formation of personality and its social and psychological aspects of forming the economic behavior of an employee.

Another component of the quality of labor potential is related to the terms of the realization of an employee's personal potential and it seems equally important to achieve the planned results of employment and industrial production. Thus, attention should be paid primarily to the equipment of all workplaces necessary to carry out the work process, as well as to the staff operation management.

Referring to the classical management and leveling its theory on the quality management of labor potential the following functions of the quality management of labor capacity can be singled out: planning, organizing, motivating, controlling.

Peculiarities of the implementation of these functions in the regional management in relation to the quality management of labor potential is expressed through planning of professional qualification of the labor force in each industrial region of Ukraine on the basis of the strategic vision and programmatic activities of the regional industry.

Organization of the quality management of labor potential is realized through professional training and refreshment courses. It is necessary to introduce effective motivational tools aimed at improving the quality of labor potential to motivate the high activity, and be result-oriented, rather than process-oriented.

Quality control of the labor potential should be implemented using a balanced scorecard, which characterize the effectiveness of the industrial regions of Ukraine.

The indicators include the amount of produced and sold industrial products for a certain period, the share of industrial production in gross regional product, the structure of the costs of industrial production, the state of fixed assets in the industry, wages in industry, and the profitability of industrial production.

The study and analysis of the quality of the labor potential in the industrial regions of Ukraine have shown that there are problems common to all regions. The main ones include the following: reduction of the quality of personnel of industrial enterprises (lack of professionally trained personnel having relevant qualifications), increase in the average age of employees of industrial enterprises, deterioration of personnel's health, and deterioration of work conditions.

However, it should be mentioned that industrial production is the basis of economic development, and Ukraine inherited a powerful industrial potential of the former Soviet Union. Almost every region of Ukraine has the mining industry; each region produces engineering and other industrial products.

Hence the potential for development of industrial production exists and employment potential requires a qualitative improvement of its formation and implementation through the use of modern methods of quality management.

Therefore, measures aimed at improving the quality of labor potential are associated with improving the quality of professional qualifications and age, improving health and working conditions of the staff, identifying and using reserves

to improve the organizational effectiveness of the personnel of industrial enterprises.

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THE PROGRAM "MYSTERY GUEST" AS A MECHANISM OF QUALITY CONTROL OF HOTEL SERVICES

ANNA SHCHOGOLEVA, student
ALISA OMELCHENKO, senior teacher
O. M. Beketov National University of Urban Economy in Kharkiv

Modern tourism is as contradictory as the processes occurring in the modern world. But it was tourism that has become one of the ways of formation of human values, the most affordable way of knowledge, study and preservation of historical, cultural and natural heritage of the XXI century.

Tourism belongs to the service sector and is one of the largest and most dynamic sectors of the economy. High rates of development, large amounts of foreign exchange earnings greatly influence the various sectors of the economy, which promote the formation of their own tourist industry.

The problem of raising the quality of services is very acute today, as if the quality does not answer the expectations and needs of consumers - the demand will decrease. The main task of the company is to improve the quality of service constantly.

The main direction of the formation of competitive advantage is the providing

of a higher quality than competing firms. The key is to provide such services that satisfy and exceed expectations of its customers. Loss of customers usually leads to large losses for the company. On this basis, the manufacturer must find out as carefully as possible the needs and expectations of its customers. But, unfortunately, the quality of service is difficult to judge, and even harder to define. One way to define and improve the quality of services is the program "Mystery Guest".

Problems of quality control services of travel agencies for many years have been considered by the most famous authors of scientific papers. Gronrus K., A. Parasuraman,

B. Zeytaml and L. Berry considered the concept of "quality" from different perspectives, as well as developed an integrated model of service quality, which reflected the basic requirements for the expected quality of service.

Charles Bernard developed the concept of the "neutral zone." Based on the concept of neutral zones C. Bernard E. and N. Turgeon Kedott created a typology of the effectiveness of the control elements, which can be used to create a classifier and the possibility of comparative analysis.

The concept of "quality" from the point of view of the consumer is considered by many authors. Thus,

F. Tatarsky argues that "quality does not happen, but it is only in relation to the specific requirements of individual customers and is usually a kind of compromise between quality and price." Despite the fact that the theme of improving the quality of services is sufficiently mature, it is still relevant and understudied.

The "Mystery Guest" in the food industry, hospitality and entertainment is one of the most effective solutions in quality management, which over the past decade has been an integral part of the work of many enterprises. This service (expert program) is performed for the institutions of any level and format and can be ordered from the owner of the business as a separate or additional activity during the audit.

The project aims to improve the quality of customer service network through the introduction of the evaluation system "Mystery Guest". The objectives of the project are: the translation of a regular evaluation form with the help of the program, receiving prompt and reliable data for evaluation and timely elimination of deficiencies in the quality of customer service, creating a system of motivation of the personnel of the enterprise, take into account assessments of secret guests.

The basis of quality service is professional training and standardization activities. Service standards are generally accepted and developed under the concept. In fact, this is the description of what the employee must do, what is permissible and what is prohibited, how he should behave in a given situation.

When an institution enters into operation, and the system will work, it's time of verification of its operation in practice. At this point it is intruded into the effect of the program "Mystery Guest". Recruited, trained people come from the travel agency company and observe the work of the staff as the guests. The check takes several days, with various situations. There is observation of personnel behavior during the maintenance, and its ability to solve the problems.

Next comes the analysis of the collected data, and then a program is built of

training and motivation of a single company and its each employee. At the same time the results of the control program "Mystery Guest" are used primarily for the correction of work and learning, rather than penalties.

Experts determine the necessity of the "mystery guest" for:
- Assessing the competitiveness;
- assessing the correctness of the choice of the target audience;
- conformity assessment of the selected concept;
- identifying ways and methods of exit from the crisis;
- identifying ways to further successful promotion of the project (brand);
- determination of compliance with standards of service;
- identifying ways to improve the image of the company.

If the majority of tourism enterprises benefits from this program, the quality of service will be increased and, consequently, the competitiveness will also be increased.

From the above it can be concluded that the acute problem of the quality of service is that the consumer wants to receive quality service, but he does not always get it. This problem was investigated by many foreign and domestic authors, but the problem still remains relevant.

One mechanism for identifying and improving the quality of services is the program "Mystery Guest", which includes a visit of trained people to tourist enterprises where they rate the quality of services provided by the staff. "Mystery Guest" is an ideal solution for the control of service and achievement of its higher standards. At low cost program it has practically unlimited possibilities in respect of improving service.

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WELNESS TOURISM

INNA SIROUS, second year student
SVITLANA ZUBENKO, Senior Teacher
O. M. Beketov National University of Urban Economy in Kharkiv

Wellness tourism was considered as a part of regular tourism, and now it has become a separate category. People are finding new ways to celebrate their happiness and a healthy vacation is one of them too.

Today, people want to achieve more in less time and this leads to stress. Wellness tourism is a great way to reduce stress and feel energetic. With no doubt, business professionals are one of the most stressed groups. Many wellness tourism resorts and hotels offer special packages to business professionals. This includes conference halls where they can attend their meetings. Wellness resorts and hotels

also combine different medical, wellness, and fitness programs to combine business and wellness together. People can also visit these destinations with their family and friends as well.

Technology is contributing a lot in wellness tourism as engineers are designing different wearable wellness and fitness gadgets. These gadgets can help people to track their health and fitness status. Wearable wellness or fitness gadgets include watch, blood sugar monitors, wireless pulse monitors, calorie trackers, smartphone exercise device, and more. Wellness wearable devices can motivate people to stay fit and healthy. They can track easily that what they are having and how much calories they are adding to their daily meal.

Wellness tourism provides an opportunity to spend quality time in a natural a location. It means longer health and wellness vacations but you can spend wellness weekend and can enjoy short break. Many tourism facility providers offer special tour packages to honeymoon couples. This provides an opportunity to couples to combine honeymoon and wellness together. Couple can enjoy couple spa, natural spring bath, and traditional massage therapies in beautiful locations. Wellness tourism will help them to enhance their health and beauty in a unique way.

Thermal spa destinations have become great tourism spots. People can enjoy their wellness therapies and procedures in a unique environment. Destinations like Bali, Malaysia, and Italy offer great thermal spa tourism packages to their guests. Visitors can get a chance to see the benefits of different spa and massage therapies.

Nowadays, people are becoming very conscious about their health and fitness. People are finding new and different ways to achieve good health and maintain their fitness level. Wellness tourism does not only mean to have wellness care in an exotic land. These days, wellness tourism also involves adventurous trips or activities.

Wellness tourism is a perfect blend of vitality, health, tourism, beauty, and wellbeing.

Fitness tourism is a young kind of tourism. It is much more than a weight loss vacation, yoga retreat, and a fitness holiday. The resort offers a complete package of wellness activities, which involves power walk, high-energy cardio workout, yoga, and inspiring dance classes. Fitness tourism means to visit different countries, normalize weight, improve the shape and improve health. Nowadays fitness tourism is developing rapidly.

Many people interested in fitness tourism. Most hotels can offer not only rest on an exotic beach, and activities in the open center.

It is popular in people who are looking for a healthy holidays in the lap of nature, away from hustle and bustle of routine life.

Wellness tourism is known as "sun and fun activities" as it includes both wellness care and recreational activities. A few years ago it was only limited to health and wellness but now it has become a way to pamper yourself in luxury. It is a part of luxurious lifestyle as people are including wellness and spa tourism into their daily life as well.

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MOTIVATION OF PERSONNEL AS A MANAGEMENT FUNCTION

STRELCHENKO HELEN, master degree student
NATALIA VLASCHENKO, Associate Professor, PhD (Economics)
HELEN KOSTENKO, Lecturer
O.M. Beketov Kharkiv National University of Urban Economy

In the new economy, the most important source of increased economic performance of enterprises is the rising value and efficiency of human resources.

Practice of strict regulation of economic processes shows its inefficiency, as it does not provide the normal productivity of labor power, does not enhance incentives and motivations to achieve both greater efficiency and gains in work performance. All it ever needs is to develop a special motivation mechanism that should take into account such factors as the complexity of the work, creative activity based on innovative approaches to finding effective incentives for the development and introduction of innovations, attract highly qualified personnel, staff development and competitiveness, and at the same time, respond flexibly to market requirements.

Modern methods of motivation to work are divided into substantive and procedural. Each type of motivation theories has certain characteristics, certain advantages and disadvantages.

Additionally, to better understand the behavior of workers and influence it appropriately, managers need to know them all. The main vulnerability of the motivation theories is that they pay little attention to the individual needs of people and their impact on motivation. Supporters of the theories come from the idea of linear determination attitudes and behavior: the elements of the production situation - instructions - production behavior. The discrepancy lies in the fact, which factor is favored more - pay, interpersonal relations or work content.

With that, the individual differences are ignored: a person regarded as a machine, who clearly responds to the impact of the working environment [1]. Unlike the substantive theories, which based on the fact that human behavior is determined by his needs and related factors, procedural theories consider motivation in slightly different terms.

They do not deny the impact of employee's needs on his behavior, but believe that the latter is defined and shaped not only by needs. According to the procedural theories of human behavior, motivation is also a function of perception and expectations.

These theories analyze how people allocate effort to achieve certain objectives and choose a particular type of behavior.

The main idea common to all the theories is to motivate workers to act according to the goals. In reliance on this principal, the theory describes a holistic view or the overall methodology of growth of individual's labour activity. In theories, motivated actions of individual are connected to his values or needs.

The process of motivation ends with satisfying the requirements. You must always define the needs of workers and build a motivation system that fits the time.

Therefore, we can say that motivation as a function of management that has both theoretical and immediate practical value. The way a person understands his labour activity and the motives he is guided, effect on his attitude for work.

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INNOVATION DIRECTIONS OF TOURISM DEVELOPMENT

MARIA SYPKO, student of Management, specialty of Tourism,
A. M. KROKHMAL, PhD (Pedagogic), Associate Professor,
O.M. Beketov Kharkiv National University of Urban Economy

Tourism industry is growing faster and faster every day. Innovation technologies play an important part in the tourism development.

Innovation is defined by the Australian Bureau of Statistics as: "The process of introducing new or significantly improved goods or services and/or implementing new or significantly improved processes" [1.27].

Innovation in tourism and service is continuous and necessary process. Its aim is to develop new destinations, create new tours and excursions, offer new tour product at the market. In the conditions of competitive struggle at the market, tour companies try to offer new products and services to clients earlier than competitors all over the world. The field of activity in innovative area of tourism is quite limited. So tourism innovations have to saturate existing natural conditions, many sights, the cultural potential, at most combining services which have never met before in tour package and offering new products at the market.

In the modern practical tourism it's widely used such types of innovations as:
I.   The group of product innovations:
1.   Development new unknown earlier tours at the market
2.   Attraction to the tourism process the new types of resources or creation the resources with earlier set qualities and the new target functions.
3.   Researching the new tourism market segments, including involving into tourism the new natural environment (space), the territories of extreme type (deserts, the Antarctica, equatorial forests etc.)
4.   Creation the new touristic and recreational territories.
II.   The group of technological innovations
1.   Development the new types of logistics of touristic services which improve the quality of services.
2.   Adoption informational technologies of hotel and ticket booking system.
3.   Greening of touristic technology services became the result of growing scale of recreational nature and growing negative touristic influence on the quality of natural systems and their ability to recover.
4.   The know-how in the transport touristic system focused on the reducing delivery time of customers to the resort locality, increasing comfort and cheapening

of transport tariffs.

III.   The group of managerial innovations

1.   The new methods of marketing cycle realization in tourism.

2.   The new methods of staff management in travel agencies. Its aim is to increase the work performance and production efficiency of tourism services.

3.   The formation of new hotel and restaurant chains, major tour operators.

4.   GIS support for regional tourism management.

The innovation is necessary item in the developing and implementation of tourist products program at the market. Innovation processes differ across industries, or rather, for the purposes of this study, across organizations and regions. Accordingly, the characteristics of innovation in the tourism sector are different from those in other industries. Furthermore, innovation performance among organizations and destinations also varies

Organizations rely on two main forms of innovation performance: knowledge production and knowledge acquisition. Therefore, in order to enhance innovative activity, organizations must create linkages with the environment as well as invest in the internal production of innovation. In spite of the fact that both factors are relevant and mutually supporting, it is possible to identify organizations that acquire more external innovations and others that have more internal innovative capacity.

Accordingly, both determinants should be taken into consideration in the analysis of innovative performance in organizations.

The main purpose of the company is to survive the competitive conditions, interest and attract the maximum number of consumers. The touristic product of a tour company can be stable at the market using the innovative aspects.

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RISKS IN TRAVEL BUSINESS: FIRST STEPS OF A TOUR AGENCY

ANN YEKIMOVA, first-year student
Kharkiv State Academy of Culture

About a hundred new travel agencies open in Ukraine a year, but only less than 30% from them "live up" to their third anniversary. Business in this branch is followed by many risks capable to ruin the investor.

Modern travel business in Ukraine over the last ten years made a really huge jump in the development. From 2000 Ukrainian travel agencies started developing until the crisis of 2008 that left only the best players in the market. But in recent

years the situation again changed towards the glut of the market by travel agencies. For 2009 there were about 7 thousand travel agencies. It looked appealing because of small investments (about $10.000), the minimum number of the personnel (from four-five people) and the seeming simplicity of a task. However business in this branch is followed by many risks capable to ruin the investor. Further the most obvious risks which expect a businessmen wishing to start his business in the field of tourism are considered.

Internal risks

1.   Business form

The beginning businessman first of all should decide in which way he wants to receive the business: whether it will be a purchase "turnkey" of the ready company, or the franchize, whether it will be an acquisition of the operating business, or it is worth to pass all stages from scratch and to independently create a new firm? Each option has both advantages, and disadvantages. Buying the franchize it is possible to get rid of expenses on promotion of agency and the majority of risks, however the need to observe standards will deprive this business of identity. Buying a ready agency it is worth remembering that sometimes it really happens that owners have to sell a steady highly profitable business, but it happens not so often. Purchase of a "turnkey" agency is fraught with the same difficulties , as a purchase of the car of a standard complete set: sometimes you spend much more time on necessary completions and changes than on creation of the company from scratch.

2.   Seasonality

Even before opening of agency it is necessary to put a factor of seasonality of business in your business plan. Even large companies working at the market for more than one year usually mention this problem, and beginners should plan losses. Out of a season of holidays the new company even cannot reach self-sufficiency. It is necessary to remember that and to plan these expenses in advance. The moment of opening of the company is also connected with seasonality: it is better to plan it for the summer period then the opportunity to cover expenses will be presented at once. And as the average term of registration and opening of a travel agency makes up to 5 months it is better to begin preparation for opening directly since January than there will be a chance to open it by the season of summer holidays. Otherwise the company risks to be ruined.

3. Location of office

The office located on boondocks can take away from the firm about 80% of clients. Some of them simply won't reach it; others would go into another travel agency which they see on the way. And some decide not to work with the company whose office is situated in such a place. Bright and intuitively clear system of signs and an internal frame of agency can improve the situation.

4. Personnel

Statistically the decision made by the consumer about purchasing a tour up to 40-50% can depend on the influence of the travel agency`s manager. They need to have knowledge about the offered product, to be able to communicate with clients, to provide necessary information, to be polite and patient. The manager of a travel

agency needs "to be crazy about" his business in order to be able to transfer his own delight to the potential client. You shouldn't stint for the fact-finding rounds arranged by tour operators. Usually, the stories filled with personal impressions impress clients much more favorably than the most colorful booklets and catalogs. Don't save on staff recruitment, it is better to charge this question to competent experts who will better pick up the optimum decision for your company. .

5. Specialization

The choice of a non-profitable profile of work is often connected with total absence of the analysis of activity of competitors. Five travel agencies can get on on one floor only in case of accurate differentiation of their product. The more popular the offer is the bigger value gets a convenient arrangement of office and absence of direct competitors nearby. And in case the company decides to be engaged in the unique direction – risks of the direct competition decrease, but there is a risk of a complete dependence on a host and tour operators who at any time for any of several reasons can suspend formation of tours to the chosen country.

External risks

1. Relations with tour operators

As travel agencies carry out a role of the seller of a tour operator product, their reputation and stability in the market mostly depends on the quality of this product. In case the trip breaks because of tour operator, the client will remember the agency that sold him this tour and hardly ever will return there. And any separate defect from the tour operator whether it is a meeting at the airport, booking of hotel rooms, the organization of excursions, or the program of insurance, in fact is the "tar spoon" capable to spoil impression of the whole trip. One-two shouting reports on television where the operator and agent are mentioned, and the reputation can pull travel agency to the bottom. Therefore the choice of tour operator is the task demanding a really serious approach. The solution of this question can be helped by visits to specialized exhibitions at which services of the leading tour operators in all directions are presented. In the financial plan, the problems with the tour operator (for example, failures of contracts with a host at a full advance payment), can be reflected in the travel agency by the decrease in their margin, i.e. difference between the buying price and the price of sale.

2. Unforeseen circumstances

Wars, acts of terrorism and cataclysms are the least predicted risks in the work of the travel agent and tour operator. It is difficult to foresee both a problem, and reaction of tourists to it. In case of war both the tour operator and the travel agent selling tours to this direction and positioning himself as the specialist in this country lose. Acts of terrorism and natural disasters are followed by sharp reduction of prices of this direction and, respectively, decrease in the income of the agency. Scales usually depend on the size of a problem and time of lighting it in the press. The quicker journalists forget about the incident, the quicker business is included again into the course. One of the ways to hold on during total decrease in demand is existence of the alternative directions.

Existence of similar risks and number of the travel agencies which are annually

descending from the arena proves that contrary to the developed stereotype, this business isn't as simple as it seems at first sight at all. And as any business it demands the careful and thought-over approach.

INSTITUTIONAL MECHANISMS OF THE MANAGEMENT OF SUMY REGIONAL ORGANIZATION ALL-UKRAINIAN SPORTS SOCIETY "KOLOS" AIC UKRAINE

EUGENE ZYUZ, student
GALYNA PUTIATINA, Associate Professor, Ph. D. (Phisical Training)
Kharkiv State Academy of Physical Culture
LIUDMYLA PYSARENKO, Teacher
O.M. Beketov National University of Urban Economy in Kharkiv

Modern modernization of administrative national and public institutions requires a systematic approach to improve physical culture and sports in Ukraine. According to the Concept of the National Target Program on development of physical culture and sports for 2012-2016, the demographic crisis that is predetermined by decrease in the number of Ukraine's population from 52.2 million in 1992 to 45.6 million in 2012, and general deterioration of health status are the primary factors which lead to a reduction in the number of persons who may be engaged in mass sports, sports for all and top sports achievements, particularly in rural areas.

Today Ukrainian village is in a state of deep progressive demographic crisis. Socio-cultural and living conditions of a large part of farmers do not meet modern requirements of human habitation. Villagers don't have the opportunity to use most of the achievements of culture and life. Due to the excess of deaths over births, reduction of life length of villagers and mass migration from rural areas to cities, reduction of the rural population occurs. The aging of farmers, depopulation of villages and constant decrease in rural population are the main concerns. Almost a quarter of rural settlements are declining and dying. In general over 80% of all rural settlements suffer from depopulation. As a result, large villages become medium, medium villages become smaller, and smaller ones become small, long called "no-prospect". In Sumy, Chernigov, Zhitomir and other regions the vast majority of villages are settled mostly by elderly people, there are no births of children for years. So, in essence, the main productive force of village is under degradation.

The sphere of physical culture and sports in rural Ukraine is going through difficult times because labor is much reduced, there have been negative quantitative and qualitative changes in their structure. Great migration of young people from the villages of Sumy region took place in 1989-1990, and the situation began to repeat in 2002-2003 and continues to this day.

Reduction of youth in villages led to progressive crisis in the sphere of physical culture and sport of Sumy region. There are almost no competitions among rural sports athletes, a number of sports schools were closed, number of trainers has

reduced. Currently, the regional organization "Kolos" is a place of work for 77 coaches, 27 full-time instructors in village councils, 15 heads of the district organization (total 140 staff members (in 2009 - 161 staff members)). There are 364 playgrounds and soccer fields, 7 stadiums, 2 shooting ranges, 1 ski base that need modern equipment, repair and should be serviced properly.

The attitude of scholars and functionaries to the problems of the rural population and people living in small towns and villages is caused by inadequacy of modernity and a considerable lag of international standards of resource support in the sphere of physical culture and sports in rural areas, namely: institutional, human, scientific, methodological, financial, logistics and information. It is characterized by a number of factors related to the crisis in the sphere of physical culture in the village:

• inadequacy of rural services provided to rural population by organizations of physical culture and sports in the community, and in public places of recreation of rural population;

• low resource support of children and youth and sports reserve;

• lack of modern sports infrastructure necessary to meet the needs of the rural population in daily physical education and sport;

• imperfection of the legal and economic mechanism of state policy in the sphere of physical culture and sport, weak inter-agency coordination and cooperation of public authorities and local governments.

Based on the factors above system analysis showed that the given science and system events in our country develop to the organizational management structure at all levels and are presented by the following subjects:

• At the state level - the Ministry of Youth and Sports of Ukraine, Ministry of agriculture of Ukraine, the National Olympic Committee of Ukraine, All-Ukrainian Sports Society "Kolos" AIC Ukraine;

• At the regional level - regional organizations All-Ukrainian Sports Society "Kolos" AIC Ukraine;

• At the local level - regional organizations of All-Ukrainian Sports Society "Kolos" AIC Ukraine, inter-farm sports and recreational sports clubs, youth sports school.

Physical Culture and Sports significantly contribute to solving important social problems of rural workers, where the following most important areas of their performance can be distinguished:

• increase in national income by reducing morbidity, disability, mortality in working age, extension of the period of employment of the population;

• reduction in the cost of treatment due to lower incidence and increase in productivity;

• healing psychological climate among colleagues at work places;

• prevention of alcoholism and alcohol abuse, reduce in migration of rural youth to the cities.

In a market economy one of the pressing issues for the heads at the state and regional levels is the formation of the institutional mechanism of management able to

ensure the effectiveness of management and competitiveness of sports organizations.

The results of the survey indicates that 97% of heads of regional branches and regional management staff employees of the Company "Kolos" focus on short financing of mass sports and fitness activities, business trips of athletes to the race, updating and replenishment of logistics base, purchase of sports equipment and equipment.

The research and findings indicate that modern managers of sports facilities for quality control of all sections of their organization, despite the lack of financial support, should pay more attention to scientific and methodological support of these activities.

All the heads of regional organizations company "Kolos" should highlight in media its core sports events and health events, promote their sports organizations using marketing technology to make more potential customers aware of their physical training and sports and recreational services.

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MARKENBILDUNG BEI DER FÖRDERUNG VON DIENSTLEISTUNGEN IN DER HOTELLERIE

ANNA HELMEL, Studentin
IRINA SEGEDA, Oberlektorin
SWITLANA POTAPENKO, Oberlektorin
Charkower Nationale Universität für Stadtwirtschaft namens M.O. Beketow

Die Wettbewerbsintensität zwischen den Unternehmen der Hotellerie zwingt sie zur Suche nach wirksamen Instrumenten und Wegen für die Erreichung der Wettbewerbsvorteile, die dem Unternemen eine klare Positionierung auf dem Markt touristischen und Dienstleistungen ermöglichen.

In den heutigen Marktbedingungen der Hoteldienstleistungen sind hachhaltige Wettbewerbsvorteile als aus Kundensicht qualitativ hochwertige Unterschiede

gegenüber der Konkurrenz zu bezeichnen. Sie werden durch ein Paket von Maßnahmen erreicht, die auf die Verbesserung der Qualität von Dienstleistungen und Unternehmensimage, die Festigung eigener Marke, die Anwendung von Mehtoden der Kundenorientierung gerichtet sind. Für die Unternehmen dieser Branche ist folglich von besonderer Bedeutung die Lösung des Problems von Kundengewinnung und deren Loyalität sowie der Förderung des Hotelleistungskonsums.

Die Aktualität des Problems der Markenbildung in der Ukraine ist durch ihre Neuheit für einheimische Hotelunternehmen bedingt, die meisten von denen nicht genügend praktische Erfahrung in der Markenführung haben. Darüber hinaus können die Forschungsergebnisse praktische Verwendung in der Tätigkeit der ukrainischen Unternehmen finden.

Fragen der Markenbildung spiegeln sich in den Werken von solchen Autoren, wie D.Aacker, S.Davis, D.Traug, D.Schultz, A.Ellwood, A.Godin, W.Domin, N.Mojsejewa, W.Pertsija, A. Stas,

Markenbildung dient dazu, ein Produkt im Bewusstsein eines Segments potenzieller Kunden zu verankern, d.h. innerhalb einer bestimmten Zielgruppe positive Wahrnehmungen zu vermitteln bzw. spezifische Erwartungen dauerhaft auf erwartetem Niveau zu befriedigen.

Im Vergleich zur Konsumgüterindustrie und anderen Dienstleistungsbetrieben, für die seit Jahrzehnten ganz selbstverständlich ist, durch eine starke Marke sich vom Mitbewerber abzuheben und im Kopf des Kunden verankert zu werden, ist Markenbildung unter den Hoteliers noch wenig verbreitet

In der Hotellerie lässt sich die Hotelkette Hilton beispielweise als Pionier der Markenbildung bezeichnen. Das Unternehmen multiplizierte sein betriebliches Konzept konsequent in immer weiter ausgreifende geographische Räume hinein. Das Unternehmen hat mit seinem Marketingkonzept des Standartangebots an Ausstattung, Service und Qualität eine bestimmte Wettbewerbskategorie gewonnen.

In der Hotellerie erfolgt die Markenbildung durch die Kennzeichnung der Betriebe mit verschiedenen Namen, z.B. „Vier Jahreszeiten". Von dieser Art der Markierung gehen vergleichbare Effekte aus, wie bei Sachgütern. Der Gast kann so bereits aus dem Markennamen schließen, welche Leistung zu welchem Preis das Hotel bietet. Besonders vorteilhaft erweist sich dieser Umstand bei Reisenden, die sich in einer völlig fremden Umgebung befinden. Die Suche nach einem Quartier, das speziell den Vorstellungen des Reisenden entspricht, gestaltet sich dadurch wesentlich einfacher und schneller. Außerdem bekommt der Gast durch den vertrauten Namen des Hotels ein heimatliches Gefühl vermittelt.

Auch kleine und mittlere Hotels können sich über einen Markennamen am Markt profitieren, indem diese für ein spezielles, unerwechselbares Produkt steht, mit dem der Gast eine bestimmte Erwartung und Bedürfnisbefriedigung verbindet. In diesem Segment spielt emotionale Markierung eine wichtige Rolle. Die emotionale Aufladung einer Marke erfolgt durch die Erlebnisse und Zufriedenheit der Gäste. Die Kunden vergleichen ihre Erwartungen an die Qualität der Leistungen stets mit dern tatsächlich wahgenommenen Leistungen. Nicht erfüllte Erwartungen führen zur

Unzufriedenheit und somit entweder zur schwegsamen Abwanderung oder zu einer Beschwerde. Efüllte Erwartungen führen grundsätzlich nur zu einer moderaten Zufriedenheit und somit zu indifferentem Verhalten. Übertroffene Erwartungen schlagen in Begeisterung um. Sie sollten das Ziel eines jeden Unternehmens sein.

Begeisterte Kunden sind extrem loyal, bereit zum Wiederkauf, und was am wichtigsten ist, sie sind die preisgünstigsten Werbeträger. Sie empfehlen das Hotelprodukt weiter. Die Qualität der Kundenorientierung wird von zwei Faktoren bestimmt – der unternehmerischen Qualität und den persönlichen Kompetenzen der Mitarbeiter.

Im Vergleich zu anderen Branchen sind die Markenprofile in Hotellerie minimal differenziert und die Entwicklung einer klaren Markenidentität führt zum künftigen Erfolgt. Folglich wird die Kundenorientierung an Marken mit entsprechenden Werten immer wichtiger.

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INNOVATIVE RICHTUNGEN DER ENTWICKLUNG DES TOURISMUS

MARIA SYPKO, Studentin der Fakultät für Management, Fachrichtung Tourismus
T.A. SMOLYANA, Doktorandin
Charkiwer Nationale O.M. Beketow –Universität für Stadtwirtschaft

Der Innovationsprozess ist eine schrittweise Übernahme von Innovationen im Tourismus. Eine grundlegend neue Richtung ist die Einbeziehung von Dienstleistungen für Touristen, Urlauber. Es beinhaltet auch die Rekonstruktion der historischen und kulturellen Strukturen der verschiedenen Zeit.

Die Tätigkeitsphären von Innovationen im Tourismus sind ziemlich beschränkt. In der gegenwärtigen Phase der Entwicklung Tourismus ist absolut notwendig, sich manchmal an alte und vergessene Wege zu erinnern.

Die Nutzung von existierenden Bedingungen, von kulturellem Potential müssen von den Wissenschaftlern und Neuern rational verwendet werden.

Das Innovationsmanagement ist eine Kombination verschiedener Funktionen (z. B. Marketing, Planung, Organisation, Entwicklung Steuerung). Die wichtigsten Ziele der Innovation Managements ist es, den Zustand des Bereiches der wirtschaftlichen Tätigkeit zu untersuchen und Wirtschaftssysteme zu erneuern [2;134].

Formen von Innovationen können unterschiedlich sein, evolutionär und radikal. Dazu gehören die Pflege und Aktualisierung bestehender Umordnung der Komponenten, der Änderungselementen, bestehende Systeme. Um die Konzept- und Systemergebnisse zu ändern, erfordert man natürlich spezifische, innovative Strategie. Sie sind in folgende Klassen unterteilt:

1) offensive Strategie (fokussiert auf neue Marktchancen, ist seinem Wesen nach der erste auf dem Markt, erfordert die hohe Qualifikation und Organisation und auch gut durchgeführten Marketing);

2) defensive Strategie (Markteintritt nach der Pre-Marketing);

3) absorbiert Strategie (Kauf von Innovationen von anderen Unternehmen ähnlicher Profile);

4) die Schaffung eines neuen Marktes (Anwendung eigenen Innovationen);

5) Übergangsstrategie (Füllen der Nische zwischen den verschiedenen Wettbewerbern);

6) Kampfpreisstrategie (Anwendung anderer Innovationen);

7) beinhaltende Strategie (Erstellen des neuen Stabes von hochqualifizierten Spezialisten).

Damit Innovation ein Objekt in der Folge der Vermarktung in die Produktion einführt und Öffnung macht, unterscheidet man sich qualitativ von der vorherigen analogen Innovation in jeder der Branche wie Tourismus. Der heutige Tourismus erzeugt Änderungen der inneren Energie effizienten Wachstumes. Diese Änderungen verletzen das Gleichgewicht, aber auch eine Grundlage für die weitere Entwicklung, das System zu einer neuen Qualität. Daher ist es eine professionelle Einführungsinnovation im Leben und die Entwicklung der Industrie. Moderne Spezialisten in der Entwicklung der Gesellschaft behaupten, dass keine der Probleme, die vor der heutigen Geschäftswelt stehen, wichtiger und komplexer als Problem von Innovationen.

Innovationen im Tourismus, Einfluss der Natur auf die Stellung der Industrie als Ganzes verändern die folgenden Gründe in der Industrie und ihrer Eigenschaften:

1) das Volumen der Produktion und Vertrieb (in diesem Fall wird die neue touristische Marke);

2) die Betriebskosten des Unternehmens;

3) die Menge des festgelegten und betrieblichen Eigentums;

4) die Zahl der Fachleute beschäftigt das Design und die Implementierung eines neuen touristischen Produktes auf dem Markt;

5) die Dauer der Entwicklung und Implementierung von Innovationen für die Verbraucher.

Die Effizienz des modernen Tourismus und Produktentwicklung werden durch das Innovationstempo und Aktivität bestimmt und die Herstellung von Waren der Marktneuheit treffen eine völlig neue Nachfrage oder deutlich bauen steilen Verbraucher aus. Innovatives Verfahren, d. h. der Prozess der Einführung neuer Produkte auf den touristischen Markt, ist gekennzeichnet durch:

1) mehrfach die Unsicherheit, wie man Ziele trotz hohen Risikos erreicht;

2) nicht detailliert werden Planung und Fokus auf die Zukunft von

gerichteten Aussagen;

3)	die Notwendigkeit, den Widerstand sowohl in bestehenden Beziehungen zu überwinden, als auch Interessen der Teilnehmer im Innovationsprozess zu beachten.

Innovation ist das wichtigste Mittel zur Verbesserung und der reale Wert im Tourismus. Je höher das Potenzial von Innovationen, desto höher die erwartete reale Rendite.

Tourismus im 21 Jahrhundert ist eine sehr entwickelte Branche. Die Hauptziele von modernem Tourismus sind neue Modelle der Entwicklung, Verwaltung und Management, effektive Nutzung der Humanressourcen, Stärkung der Rolle der menschlichen und der lokalen Gemeinschaften, Bewältigung der finanziellen, wirtschaftlichen und sozialen Schwierigkeiten, neue Formen der Freizeitaktivitäten, Entwicklung neuer Modelle von der Wirtschaftsregierung.

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3. MODERN DEVELOPMENTS OF ECONOMICS AND FINANCIAL SECURITY

STRATEGIC MANAGEMENT ACCOUNTING AS AN EVOLUTIONARY DEVELOPMENT OF MANAGEMENT ACCOUNTING

BIDYUK OLGA, 4th year student of the specialty «Accounting and Auditing»
VLASOVA OLENA, к.э.н., доцент кафедры «Финансово-экономической безопасности, учета и аудита»
O.M.Beketov National University of Urban Economy in Kharkiv

Most textbooks of management accounting define the discipline in terms of its decision making role. It is generally stated that since managerial functions involve using information for better planning and control, therefore, management accounting (MA hereafter) is very important for effective and successful management at all levels. The analytical paper looks at the development of strategic management accounting as a new discipline which promises to be the flagship of the accounting profession. It makes a contribution to the general management literature by clarifying the role of management accounting in decision making and signifying the need for more empirical evidence on usefulness of strategic management accounting for general management.

One comes across various definitions of «accounting» in the textbooks; however, almost all definitions identify two important elements of accounting. First, «process», where accounting is said to identify, measure, analyse and report economic information. Second, ' purpose' which is stated to be helping the users of that information make better decisions. As opposed to financial accounting which provides economic information from the perspective of many external users, management accounting focuses mainly upon the needs of internal managers of an organization.

The discipline of MA, however, promised to make up for two important deficiencies in the then cost accounting. First, the cost accounting focused entirely on numbers and second it was only interested in working out full cost of products.

There is a growing literature on strategic management accounting (SMA hereafter) and increasingly SMA is taught as a subject in accounting degree courses. The underlying assumption of this discipline is that it improves upon the traditional management accounting by enlarging its scope and realigning it more tightly with other disciplines such as strategy and marketing.

Simmonds (1981), who is credited with phrasing Strategic Management Accounting (SMA), differentiates it from MA on the basis of its greater focus on the comparison of the business with its competitors. Bromwhich, (1990) contends that SMA enables the management to have a bird's eye view of the competitors' procedures and business techniques business and to take decisions accordingly. In this way a major hallmark of SMA is its inclusion of non-financial aspects for the

purpose of decision making Lords (1996) identifies the following functions which are commonly associated with SMA: 1. Collecting information related to the competitors. 2. Using accounting for a strategic decisions. 3. Cutting costs on the basis of strategic decisions. 4. And, gaining competitive advantage through it.

Given next is a brief review of those tools which are now considered an essential part of SMA toolbox.

Costing: In this costing system the attributes of a product are emphasised, including the products features, certain purchase agreements, or after-sales services. The information inspected, however, has to be relevant to current or future competitors.

Competitor Cost Assessment: Taking advantage of the increasing trend of readily accessing available information, the competitors' costs (production, labour, raw materials) are keenly analysed. Bromwich (1990) stresses the need for studying competitor's costs as understanding them helps in managing a business's own costs.

Competitor Appraisal Based on Financial Statements: It is another effective concept as it permits comparison and benchmarking, the process is also reasonably inexpensive. In their CORE framework, Moon and Bates (1993), argue that the information contained in financial statements can be strategically used with the help of ratio analysis

The Balanced Scorecard(BSC): The BSC was proposed by Kaplan and Norton (1992) in which financial and non-financial measures were integrated for strategic performance management purpose. It aimed to create a balance by linking vision and strategy of the business with multi-dimensional perspectives of customers, internal business processes, learning and growth, and financial position.

Strategic Costing: A further concept of relevance as costs are broken down to measure them for strategic relevance, such as matching the amount competitors spend on areas such as marketing and pricing.

Valuing Customers as Assets: It is a concept that illustrates the importance of a customer or particular group of customers, Guilding and McManus (2002) state that it can be assessed through a method where the present values of estimated profits are discounted from the trading correlation of particular customers.

Value Chain Costing: The technique has been developed from value chain analysis proposed by Porter (1985) for gaining competitive advantage. In this analysis all value-creating activities related to the development of a product or service are linked in the form of a chain. Those activities which are vital for adding value are given more importance.

Brand Management Accounting: Roselender and Hart (2003) carried out studies on implementation of this concept which links accounting information with brand improvement and customer loyalty.

Activity Based Costing (ABC): The ABC is a costing system in which manufacturing overhead costs are assigning to products through a cogent approach, as opposed to allocating the costs on the basis of a predetermined rate. It initially assigns costs to an activity that is directly linked to overheads; and subsequently assigns the costs to those products that require the production activities.

Some authors (for example, Anderson, 2007; Roselender and Hart, 2003) believe that SMA would not only overlap with strategic management but that it would infuse all boundaries of management, and hence it can be concluded with some caution that the future of MA was not only SMA but the integration of all management fields. There is a need for further empirical research on diffusion, implementation and usefulness of SMA practices. Only empirical evidence can establish whether SMA can perform its promised role of a messiah for MA effectively or not.

DEVELOPMENT OF THE SPHERE OF PHYSICAL CULTURE AND SPORTS UNDER NEW ECONOMY CONDITIONS

ALYONA BRAZHNIK, undergraduate
YAROSLAV Leonov. Associate Professor, Ph. D. (Economics)
Kharkiv State Academy of Physical Culture
LIUDMYLA PYSARENKO, Teacher
O.M. Beketov National University of Urban Economy in Kharkiv

In a highly competitive and rapidly changing situation, organizations should not only focus on the domestic situation, but also produce long-term strategy to keep pace with environmental changes. In the past, many companies and organizations could operate successfully, focusing mainly on the daily work, on the internal problems to increase resource efficiency in the current activity. But now, although, rational use of the potential in the current activities remains among the tasks, it becomes crucial to run the company thus that it could adapt to rapidly changing economic conditions.

Nowadays there is a critical situation with the state of health in Ukraine. There has been a sharp increase in morbidity: cases of hypertension has tripled, angina - 2.4 times, myocardial infarction - 30 percent [3]. Adverse environmental conditions caused the increase in the number of sick children. Almost 90% of children, pupils and students have deviations in health, more than 50% - poor physical training, about 70% of the adult population - low and lower than average levels of physical health, including those aged 16-19 years - 61%, 20-29 years - 67.2%, 30-39 years - 66%, 40-49 years - 81.5%, 50-59 years - 81%, 60 and over - 98.1% [3]. Over the past three years (2012-2014), there is a tendency to reduce the life expectancy of men and women, which is now at 10-15years lower than in the US, Japan, France and other developed countries. According to WHO experts, this is due to high consumption of alcohol and tobacco, which provoke cardiovascular disease and cancer. Domestic demographers provide a more detailed analysis of this phenomenon. They note the poor quality, and sometimes simply the lack of nutrition, deterioration of medical services, inaccessible prices for good medicine, growing pollution, increase of neuro-psychological stress, injuries at work, growth of alcoholism and drug abuse [4]. Also, not the least role in this issue is played by availability of skilled personnel, political and economic situation in the country. The current system of physical culture and

sport in Ukraine is in crisis and can not meet the needs of the population. This is due to some objective and subjective factors of the existing system of physical education and sport: a deep economic crisis; a significant reduction in state funding of physical culture and sports; a significant reduction in the standard of living; violation of the ecological balance; a sharp deterioration in the physical development of people and their health, the reduction of life [2].

Unfortunately in Ukraine there is no necessary logistical infrastructure for sports and recreation and sports-media work at the place of studying, working, living and recreation. Virtually there is no domestic sports industry aimed at production of high quality fitness, facilities and equipment that would be able to compete with leading producers of such products in developed countries. Material and sports facilities in the sphere of physical culture and sports also don't meet modern requirements. In terms of availability of sports halls (per 10,000 of people) Ukraine is 2-3 times inferior to leading countries, as for swimming lag increases in 30 times, more than 80% playgrounds do not meet modern requirements [4.5].

Lifestyle of Ukraine's population and the state of the sphere of physical culture and sports endanger health and is an essential challenge for the Ukrainian state at the present stage of its development. It is characterized by certain factors, among which are:

- Aborted sustainable traditions and motivations for healthy lifestyles and rehabilitation of disabled persons by means of physical culture and sports are important factors in the physical and social well-being, improve health and prolong life;
- General deterioration of health of population, which reduces the number of people that can be involved in youth sport and sports of higher achievements, in particular be able to withstand heavy exercise and achieve high sports results;
- out of date equipment and a significant backlog of international standards that ensure resource sphere of physical culture and sports, namely institutional, human, scientific, methodological, biomedical, financial, logistics, information;
- Worsening of problems with the use of banned doping agents by athletes and correspondently strengthening of control by the World Anti-Doping Agency.

International competitions held in Ukraine on high organizational level has attracted the attention of the international community, and this obliges to raise the level of development of physical culture and sports to world standards. It is necessary to eliminate the imbalance between the volume of training and the real needs for specialists in physical culture and sports, skills development needs to be improved. The tasks of the state in the field of physical education and mass sport are:
   • to develop and implement a family active leisure;
   • to improve the system of physical education in preschool, general, vocational and higher education;
   • to reform the system of physical training and mass sports enterprises, institutions and organizations;
   • to improve the efficiency of physical training in the Armed Forces of Ukraine and other military formations and law enforcement agencies;
   • to stimulate market development, recreational and rehabilitation services,

ensuring their availability and quality;

• to create conditions to attract to mass sports disabled and disadvantaged citizens and members of their families;

• to promote veteran movement in the field of physical culture and sports;

• to create conditions for the development of children's sports: all children should learn the main elements of certain sports to review the values of sport and to detect predisposition to further studies;

• to provide organic relationship between physical education, mass sports and higher achievements sports.

To improve this problem, the strategy of development of physical culture indicated that people should be attracted to a healthy lifestyle, physical training and sports, to harden, to participate actively in community activities there are outlined specific ways to attract the population to systematic physical training. The main ideas of the strategy development of physical culture are highlighted in the target complex program "Physical Education - Health of the Nation", which thoroughly examines the problems of physical culture of the country and solutions. Problem of formulation and implementation of the strategy development of physical training is very relevant for researc

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APPLYING BEHAVIORAL ECONOMICS TO UNDERSTAND HOUSHOLD ENERGY USE

ALBINA DIOBA, PhD
University of Warshaw, Poland

Introduction. Household energy conservation is considered now as a major challenge and opportunity for scientific researchers, practitioners and policymakers [1]. But despite of high levels of awareness and concern about climate change the

general public is not responding sufficiently to calls to mitigate climate change. For climate adaptation the situation is still very problematic [2]. Consumers seem to be gaining greater awareness of the value and need for sustainable energy practices, particularly amid growing public concerns over greenhouse gas emissions and climate change. But yet even with adequate knowledge of how to save energy and a professed desire to do so, many consumers still fail to take noticeable steps towards energy efficiency and conservation. personal values or material interests of consumers [1; 2]. This justifies the that understanding these phenomena can make household and community responses to public policy interventions more predictable and can help to encourage renewable and sustainable energy use among consumers.

Objectives. The premise of this article is to illuminate the key cognitive biases and motivational factors that can enhance the effectiveness of public policy in energy conservation.

Results. Consumer behaviour is complex and rarely follows traditional economic theories of decision-making. Traditional economic theory postulates that human decision-making and behaviour are based on purely rational choice [1 – 8]. But a growing body of scientific research demonstrates that people are rarely the rational decision-makers envisaged by traditional economic models of human behaviour. Empirical evidence from psychology and behavioural economics justifies that consumer choices and actions often deviate systematically from neoclassical economic assumptions of rationality, and there are certain fundamental and persistent biases in human decision-making that regularly produce behaviour that these assumptions cannot account [2; 5 – 7].

Some of these cognitive biases and behavioural anomalies are particularly relevant to understanding energy consumption, especially in terms of predicting and changing the behaviour of individuals and households. Among the most powerful and pervasive biases to influence consumers' patterns of energy usage include the status quo bias, loss and risk aversion, sunk-cost effects, temporal and spatial discounting, and the availability bias. Psychological phenomena such as normative social influence, intrinsic and extrinsic rewards, and trust may also play a key role [1; 6].

According to the common definition the term householder refers to adults who own or rent housing and who, separately or jointly, make choices or decisions on behalf of themselves and any other members of their household [2].

It is reasonable to note that these key insights from behavioural economics and psychology can lead the effective design and implementation of consumer-focused strategies and public policy interventions to improve residential energy conservation, particularly solutions that capitalise on message framing, choice architecture and incentivisation to shift human behaviour [1]. The results of analysis allow to provide some examples of these implications and opportunities, with an emphasis on identifying practical, cost-effective and mass-scalable solutions to encourage more renewable and sustainable energy use among consumers.

Status quo bias and defaults refers to the fact, that the effectiveness of behavioural interventions can be enhanced by directly targeting such practices related to energy that can quickly and easily be modified using default settings. For example,

encourage householders to perform one-off actions such as setting a dishwasher or washing machine's default program to «short-cycle» or to «cold water» [1; 2; 7].

Satisficing aspect refers to the fact, that since people rely on increasingly simple heuristics in the face of complexity and uncertainty, different simplification strategies can help reduce cognitive overload and facilitate more effective decision-making on energy consumption. Among them there are: making a desired action easier, quicker and more convenient, minimising the physical and psychological demands needed to perform the action and reducing perceived uncertainty [1; 2]. Unnecessary complexity and sensory overload should be avoided by framing messages in a clear, concise and comprehensible format. In terms of relaying information to consumers, keeping things short and simple is essential for effective communication.

Loss aversion allows to substantiate that framing of energy-saving messages should be based on avoiding or minimising prospective costs and losses, as this may make the information more salient, memorable and motivating. Rather than only emphasising the payoffs of saving energy, focus on the costs associated with energy-wasting practices, and highlight how energy conservation activities and pro-environmental behaviour will prevent future losses and costs. Loss-framed messages often have a greater behavioural impact than gain-framed messages, particularly when a self-referencing frame is used and losses for the current generation are emphasised [1; 6; 7].

Risk aversion allows to substantiate that focus on the low-risk of energy-saving practices and investments that are safe, stable and secure, particularly where energy-efficiency technology is new, expensive, or not yet mainstream. Uncertainly around electricity supply, market prices, government policies and long-term financial payoffs make investing in energy-saving products and services seem like a risky decision for many consumers, so marketing and communication to alleviate these perceived risks may increase energy-efficient action [1; 6].

Sunk costs refers to the fact, that it is essential to reduce the salience of any large costs that consumers have already outlaid for old energy-inefficient items they are reluctant to discard, upgrade or replace, such as incandescent light bulbs or obsolete electrical appliances.

Temporal and spatial discounting refers to the fact, that the costs of investing in energy-efficiency measures are often immediate and large, whereas the benefits are delayed and gradually accrue over time, one should draw attention to the longer-term payoffs of energy conservation when framing customer-focused messages.

Normative social influence refers to the fact, that frame energy-saving practices as both common and socially desirable. For example, advising consumers that people similar to them are using less energy or taking certain energy-saving actions, in addition to conveying social approval of such actions, will likely motivate them to conform to these positive «energy saving» norms and reduce their consumption accordingly [1 – 3].

Free-riding and social loafing refers to the fact, that creating a shared group identity where people can feel their individual contribution is important, and

emphasising that many other consumers are also actively saving energy, may help reduce free-riding and social loafing in group settings. Making any shared outcomes or collective achievements more salient, and publicly acknowledging the efforts of individuals, may also help motivate people to contribute to the greater good [1].

Conclusions. Thus it should be noted that, there is also vast scope to enhance the conceptual frameworks and empirical measurement of key behavioural economic principles as they are applied to energy policy. There is a growing call among researchers for a consistent framework that synthesises these behavioural anomalies, alongside greater reliance on empirical research and impact evaluation, more studies with large-scale interventions, and further research on the durability of effects. From a theoretical standpoint, researchers should aim to develop simple yet general models that explain a large portion of the psychological phenomena we have cited herein, including the additive and interactive effects of different cognitive biases. Some critics of behavioural economics.

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ANALYSIS OF THE TARGET AUDIENCE OF END USERS AS A STAKEHOLDER IN THE DEVELOPMENT AND INTEGRATION OF THE INNOVATIVE TIEX SYSTEM WITH THE CLUSTER ANALYSIS METHOD

LIZA EL BORBAR, student of 5th course, specialty Project Management.
YULIA GUSEVA, Candidate of Technical Sciences
NATALIA MUSCHINSKAYA, Candidate of Economic Sciences
O.M. Beketov National University of Urban Economy in Kharkov.

Analysis of the market of transport services has shown that in the situation we have, the population is increasingly changing personal transport for urban passenger transport. Preservation of the social, economic and political stability of the city largely depends on the efficiency of the passenger transport complex.

To maintain the volume of traffic, public satisfaction and that of transport companies, there is a need to introduce an application that will save most time on transportation, unique use of the functions of the mobile phone and Internet, as well as reduce transport costs by monitoring and rational use of the number and releases of vehicles to the line.

It is proposed to give the system, which is offered for the development and integration in the market, an original name of TIEX. TIEX is an acronym that stands for "Time Is Expensive". On the market there are many similar applications and systems used in Ukraine and all around the Globe. For example, "Yandex" has released a beta version of a new mobile application - "Transport".

However, the main features of the system TIEX are: operation of the system through a mobile application for OS Android and iOS; Designed for use on the territory of the Kharkiv region and Ukraine as a whole; The user notification function (Service) of the approaching vehicle to a pre-specified route; feature on arrival by a stopping point for evaluation and analysis of passenger transport and reducing operating costs.

A characteristic feature of the implementation of the TIEX project is the large number of stakeholders. It is expedient to analyze them (Table 1).

Table 1 — Comparative analysis of the main stakeholders in the project and their interests

Name of the stakeholder	Main interests of the project stakeholders
Manager and the project team	Clear statement of the terms of reference Implementation of the project Achieving targets of the project Career opportunities
Project investor	Getting the planned return of the project
Advertisers	Expanding the market of the advertised products Raising awareness of the advertised products
Customers (passengers)	Satisfaction of the needs (reducing time spent on travel, trip routing, notification of the arrival of the vehicle)
Society	Welfare of the social and ecological environment
Scientific society	Preparation of materials for research
State	Economic growth Social development
Public authorities	Fulfillment of requirements Increasing the size of payments to the budget Support to the development strategy implemented
Media	Creation of information occasions
Competitors	Growth of their market share Growth of their capitalization

To determine the target audience, market segmentation was carried out, which is, on the one hand, the method for finding parts of the market and determining objects at which the marketing activities are directed.

Thus, using the method of market segmentation, the method of multi-attributive classification was selected, when separation occurs on a set of analyzed attributes simultaneously. The most effective of these is the automatic classification

method, or cluster analysis.

As a result of classifying procedures, "clusters" or groups of very similar objects are created. Thus, the pre-survey was conducted among 90 respondents through the use of the Google Docs resource. This service independently created a form of 10 questions in the Form. A reference to the questionnaire was distributed in social networks, among friends, as well as in universities among teachers. After collecting the required number of responses, the data received were saved in a tabular form of Excel application (Pic. 1).

Pic. 1 — Data with responses from the questionnaires in Excel format

The usefulness of cluster analysis for segmentation problems is due to the fact that classification by groups is characterized by the computing procedure itself. All calculations are performed automatically in the STATISTICA program. Thus, the result of the cluster analysis is the assignment of each unit of the study population (each consumer) to a particular segment. The results of the cluster analysis actually describe the consumer's portrait from the rational (attributes of goods) and emotional (assessment of the degree of agreement with statements) points of view.

Thus, the representative of the third cluster is characterized by the features: student aged 18 to 23; actively going around the city using urban passenger transport and taxi services; unsatisfied with the time of travel and information in the schedule; believes that the TIEX system on the iOS platform is necessary for integration, and the representative of this group is ready to purchase the application without advertising. It is this cluster is the target group of the project. Brief description of the rest of the clusters is presented in Table 2.

Table 2 - Results of clustering

№ cluster	representative
1	Freelancer, aged 23 to 45; actively going around the city using urban passenger transport; meets descriptiveness; satisfied information; unsatisfied with the time of travel; will use only free system as required on the Android platform; the notification in the appendix.
2	Student, 18-23 years; uses only the subway at journey to university; satisfied informational content; unsatisfied with the time of travel; interest only in the free version of system on the Android platform from SMS notification.
4	Student, 18-23 years; actively going around the city using urban passenger transport and taxi services; will use only free system as required on the iOS platform; the notification in the appendix.
5	Student, 18-23 years; uses only the privately cars for the purpose of implementation of household trips; doesn't satisfy informational content and travel time; interest in system on the iOS platform with SMS notification; ready to pay for the appendix 50 - 100 UAH ($3 – 6).

On the basis of the analysis of all clusters it is possible to draw a conclusion that in the majority, typical representatives of groups are students. It is explained by selection of respondents of poll, as students – the main users of social networks.

The classification of one of groups of stakeholders of the project – potential clients – gave the chance to distinguish from them target group, and also to identify interests and requirements of other groups of potential clients that will allow to steer reasonably this part of interested parties of the project.

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PROGRAM-TARGET APPROACH IN THE DEVELOPMENT OF PHYSICAL CULTURE AND SPORTS

EKATERINA GRIGORIEVA, undergraduate
GALYNA PUTIATINA, Associate Professor, Ph. D. (Phisical Training)
Kharkiv State Academy of Physical Culture
LIUDMYLA PYSARENKO, Teacher
O.M. Beketov National University of Urban Economy in Kharkiv

The analysis of worked out in Ukraine programs of development of physical culture and sports revealed the principal features of the planning procedures and restrictions on its use in modern conditions.

The economic and political transformation that began in the late 80s in Ukraine led to the reorganization of some of the governmental organizations and initiated the formation of others. At the level of local government (as it can be seen in Ukraine) the main burden of the development of physical culture and sports is assigned to the local authorities.

The situation of the late 90-ies in Kharkov in the sphere of physical culture and sport is characterized by the fact that most of the sports facilities, sports and sports organizations (colleges of physical education, sports schools) were passed to the city administration, respectively, and functions, that previously were performed by trade union bodies, were delegated to local authorities of physical culture and sports.

The study has identified a number of fundamental reasons, which, in our opinion, do not allow to implement fully the principles of program-target planning for the strategic development of the sphere of physical culture and sports in the region, including:

1. Changes in the structure and functions of the department of physical culture and sports.

2. Changes in financing mechanisms.

3. Inconsistency between modern requirements and the basic principles on which previously methodology of development of physical culture and sports was based.

4. Change in the model of state management in the sphere of physical culture and sports.

The need for the development of new approaches, methods of prognostication and planning is caused by the change in functions of authorities of physical culture and sports, one of which is the development of "Sport for All". Only local authorities can realize this function, basing on the study of interests and needs of the population, taking into account the real possibilities and the existing sports infrastructure.

While developing appropriate techniques, it's important to select appropriate methods of planning. Some foreign countries widely use marketing to work out a program of development of physical culture and sports. Such research methods as statistics and mathematical and economic are used as marketing tools.

In marketing the main aim of planning is to achieve a specific result using tools and techniques that have practical meaning and application.

Prognostication and planning process end with the program. In this case:

• the direction of the organization work is set, allowing it to understand better the structure of the research process, procedure of consumers studies, services planning, their promotion and marketing, as well as the specifics of pricing;

• clear goals are set to each organizational unit;

• coordination of efforts among the various functional areas is encouraged;

• strategic planning makes the organization to assess its strengths and weaknesses, opportunities and threats;

• plan of the organization determines the alternative actions or combination of actions that it can take;

• the basis for the allocation of resources isprovided, which once again proves that the planning based on the principles of marketing, takes into account the maximum number of factors;

• the importance of the application of the procedures evaluation is shown.

On a scale of planning in the field of physical culture and sports, in our opinion, the following types of development programs can be identified as the main:

1. State.

2. Regional (regional).

3. City.

4. Separate the sport.

5. Organization.

We believe that at the upper levels plan of development of physical culture and sports is of a more directive-administrative and regulatory character, formally defining the common target setting, establishing and carrying into effect general program and regulatory and other regulatory provisions and standards. At the regional

level, this planning is less prescriptive. In the framework of local planning the impact of regional authorities and other organisation in the region is even more limited, and the right to determine the development strategy and operation of various industries (including physical education and sport) is assigned to local governments. As local self-government is defined as a form of public administration which can independently and on their own responsibility solve problems of local significance, disregard of the opinion, interests and needs will lead to a distortion of the essence of this concept. Thus, the development of programs based on the marketing approach will meet the requirements and criteria on the basis of which the activities of local governments should be planned.

The most common feature of programs developed in Europe and America is a scrupulous formulation of organizational, resource, and information support programs:

- organizational support establishes a mechanism to monitor the implementation of the program;
- resource support involves the use of financial, material, technical, human and other resources and reserves while the program is being implemented;
- information support includes coverage of the stages of the program, some of its activities, and so on in the media.

Activities of sports organizations has multifunctional character, so sophisticated evaluation criteria is used to evaluate these activities. The basis for the development of criteria of the effectiveness of the sports organizations and its subsidiaries are, on the one hand, the objectives and tasks completed by the organization, and, on the other hand, resources spent on it. A criterion is a tool to identify the extent to which goals and objectives are achieved.

Developing the program, firstly criteria needed to determine the degree of achievement of objectives are set. Criteria for assessment of the organization should be comprehensive and reflect the degree of achievement of goals and objectives to demonstrate the effectiveness of the organization's work on certain types of activity.

Determination of performance criteria of the program should be an integral step in its development, through which you can evaluate the effectiveness of ongoing activities and program document as a whole.

Development and implementation of a range of programs for the development of the sphere of physical culture and sports is one of the conditions for its strategic development.

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ECONOMIC ASPECTS OF INNOVATION DEVELOPMENT

ANNA KUSHCH, student
SLAVUTA ELENA IVANOVNA, Associate Professor, PhD (Economics)
IEVGENIIA MOSHTAGH, Senior Teacher of English
O.M.Beketov National University of Urban Economy in Kharkiv

The basis of the modern social and economic development of every country is its scientific and technical potential, which is a prerequisite for the transition of society in the post-industrial information age. Transition of economy to the innovative way of development requires strong innovation activity.

Innovation activity may be of different nature: some companies may be engaged in the development and introduction of new products on an ongoing basis, while the others can make individual changes to their manufacturing processes and operations. The effectiveness of innovation activity is the key to successful development of the company. However, in order the company to receive economic benefit from the innovation, it is necessary to follow a certain plan of action, taking into account the short and long term goals of the organization, as well as the variability of the environment. In other words, there is a need to develop innovative strategies for the company. It is known that the innovative development strategy is the same set of measures and actions aimed at long-term development of the enterprise and revenue increase. In addition, the innovative strategy involves fundamentally new management decisions specific to the industry in which the company operates, as well as the specifics of the enterprise.

The main innovation policy organization is the formulation of the main design goals of innovation, evaluation of the results in the form of specific practical objectives, reducing the time of introduction of new products.

The main objectives of innovation are the minimization of production costs and improvement of quality of technological, organizational and personnel decisions.

Schumpeter identified five key areas for innovative reforms:
1. Introduction of a new method of production;
2. Acquisition of a new source of raw materials;
3. Implementation of the new organization of production;
4. Introduction of a new product or a qualitative improvement of the existed one;
5. Opening a new market.

Launching innovative processes requires satisfaction of at least two conditions. First, this is a high level of satisfaction of basic needs of citizens with average incomes in order to saturate the market with food and clothing, provide the population with housing and durable goods, including cars. In such conditions to retain their positions on the domestic and global market, manufacturers are required to update and expand the quality characteristics of goods and services and economic growth of companies and the national economy in general depends on the frequency and effectiveness of innovation.

Secondly, there must be effective national scientific, technological and industrial base, capable of continuously generating innovations and transform them into products with stable demand in the market. It is no coincidence that the leaders of the innovation economy are the most economically developed countries, where, on the one hand, a high level of saturation of the market with all sorts of goods and services is observed, on the other hand, a strong scientific and industrial potential for the development and implementation of innovations has been gained.

Innovation is the development and production of new or improved products, technologies and processes.

Innovations can be classified as follows:

· technological innovations aimed at the creation and implementation in production of new products, technologies, modernization of equipment, reconstruction of buildings, the implementation of measures to protect the environment;

· industrial innovation, focused on expansion of production capacity;

· economic innovations related to changes in methods of production planning;

· commercial innovations aimed at changing target marketing activities;

· social innovation, related to the improvement of working conditions, social security of the staff;

· Innovation in management to improve the organizational structure.

Thus, only innovation based on knowledge and trends of technological progress, can make a significant contribution to the economy and cause it to overcome the crisis. As for support, the regional authorities should stimulate the creation of special government agencies that subsidize the development and implementation of promising innovations.

Such system allows improving the overall competitiveness of the products and the profitability of its operations.

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THE ROLE OF SPORTS INDUSTRY IN THE ECONOMY

OLGA LABUN, a 3rd year student
YAROSLAV LEONOV, Associate Professor, Ph. D. (Economics)
Kharkiv State Academy of Physical Culture
LIUDMYLA PYSARENKO, Teacher
O.M. Beketov National University of Urban Economy in Kharkiv

Modern physical culture and sports is a complex and controversial socio-economic phenomenon. On the one hand, it is a national treasure and matter of

national pride, significant political capital and effective tool of political life, on the other hand, it is an important economic resource, a mean of disaster recovery, performance productivity increase, formation of quality human capital. At present the impact of physical culture and sports on the consciousness and social life of people is increasing. This trend can be seen in the growth impact of physical culture and sports in key areas of human activities: economy, education, culture; deepening of integration processes to social sport structures of society; intensive development of sports as an independent social institute; strengthening of the impact of sport on socialization and education of the individual, forming lifestyle, etc. The dynamics of the development of the sport and its species is more and more linked to the economy, trade and professional orientation of the participants of sports events. Sports industry unites not only athletes but at the same time it forms traditional commercial activity of business organization, which in turn allows to make money in a competitive environment both in national and in international sport [2, 5].

Installation of a new ideology, the ideology of priority of a healthy lifestyle, physical training as the basic principles of health and longevity in the public mind, is a strategic priority of the state policy in Ukraine. This policy should be based on a systematic and integrated approach to solving the problem of health and physical activity of the population, starting with the family, from kindergarten to form a healthy nation. The overall level of health is a criterion of the development of the country, its vibrant existence, the question of national security. In recent years, the level of health of Ukraine's population has declined significantly, especially one of the younger generation. Thus, only 6% of secondary school students can be considered healthy, about 60% suffer from chronic diseases [1, 2, 5]. In this connection, an integral part of public policy is to build a modern sports infrastructure, active promotion of comprehensive physical mobility of the population, improvement of the legal framework, creation of a favorable investment climate and conditions for investments, government support for children and youth and mass sports, active cooperation of the authorities, general public and businesses in this area. Development of physical culture and sports has become a business, which includes both a non-profit component, aimed at obtaining social effect, and commercial, the purpose of which is to achieve economic results. If the end result of non-profit activities in the sports industry is a non-commercial product, sports events, which result in social impact in the form of unity, commitment to peace, a healthy lifestyle through sport involvement of the general public, the end result of commercial activity is a commercial product (goods and services), realization of which is accompanied by economic performance.

At the same time, there are not enough playgrounds, sports schools, equipment and expertise in Ukraine, as well as there are no modern sports and recreation complexes with developed infrastructure. Modern sport has become an important sector of the economy of many countries. It has involved significant financial resources and a large labor force. Nowadays the level of development of sports industry is one of the factors that affect the rate of development of society, level and quality of life, business activity.

Despite unfavorable global market conditions, the economic crisis sports industry has a positive trend. Sponsors are financing sports projects more and more, advertisers are increasing budgets for sports events, businesses are investing in sports clubs, and governments are actively renewing sports infrastructure and stimulate the development of the sector as a whole. An important component in this process is the development of individual sports that form the overall trend for the industry of sport. This is primarily historical popularity of a sport, for instance, football in England, cricket in India, rugby in New Zealand or baseball in the USA.

Conducting of sports events ensures the development of industries directly or indirectly related to the field of sports. For example, during international sporting events number of fans is increasing, including foreign tourists, that stimulates the development of service industries like hotel and tourist business, trade, catering and leads to increased profits for companies producing food, sports symbols, souvenirs etc. gives additional orders for industrial enterprises, promotes the development of infrastructure in the region, where the international sports competitions take place.

In this regard, there has been an increase in the number of institutions offering full range of services in the sphere of physical culture and sports of stadiums, sports halls and swimming pools to fitness centers and sports centers. The participation of the most popular athletes in advertising campaigns suggests using sport as part of the marketing strategy by producers of different types of products, which also suggests its increasing role in national and global economy. Sports goods are products characterized by three main features: designed to meet the specific needs of people; produced by certain manufacturers for sale; purchased at free market price. The image is a symbol of prestige, sport record holder's name. However, in dealing with a particular person all depends on the creativity and common sense. There should be a consonance between the brand and the person or sporting event. For example, Nike was the first to put its shoes on Michael Jordan, then its shoes became top selling running shoes of the year [3].

Sports for business is a very effective channel to promote their products and services. The scale of the global sports industry today can be reflected in the profits: 2006 - 107 billion dollars ; 2009 - 112 billion dollars; 2012 - 129 billion dollars; 2015 - 146 billion dollars (according to experts) [3, 4]. These data clearly shows that the global financial crisis has almost no effect on the development of global sports industry.

Thus, the development of sports industry has a pronounced tendency to growth as evidenced by the increase of profit of sport clubs and increased funding, with it, the growth does not stop investment: the number of those wishing to invest finance in sport is only growing. Sport is not limited by a particular sector of the economy, it affects many economic sectors (manufacturing sports goods, sales, sports food, sports media, sports tourism, health, sports pharmacology, etc.). Manufacture of sports equipment, sportswear and souvenirs has become one of the world's largest industries in the modern society. Promotion of sports and increase in the number of people involved in it creates demand for sports manufacturers that has transformed this industry from secondary to dynamically developing one. The development of sphere

of physical culture and sport makes a significant contribution to the economy of many countries since the popularization of sports leads to the growing demand for sports facilities and place to do sports.

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THE RELEVANCE OF BUDGETING IN MANAGEMENT ACCOUNTING IN MANAGEMENT ACOOUNTIN IN MODERN CONDITIONS

VIKTORIYA LARIONOVA, student
MARIA KARPUSHENKO, PhD(Economics)

In recent years, more and more managers began to lean to the fact that accounting data is not in a position to meet the growing information needs of enterprises in the transition to a new level of business. Therefore, this issue is very relevant today, more active attempts to find and implement other alternative system capable to answer any questions .   In an unstable, dynamic external business environment is particularly relevant is the introduction of financial control, planning and analysis of financial and material flows in any field of small businesses. One of the most effective modern technologies such control is the system of budgeting and management accounting of the company. Management accounting - a system of internal operational management, the main purpose of which is to provide managers throughout the enterprise information they need to make better management decisions. Accounting and financial account does not provide the information strategy and tactics of the internal management of the enterprise. Managers at all levels requires a considerable amount of operational information, which by its nature can't be provide in financial account. In addition, financial accounting information prepared for internal and external users on the basis of uniform rules of conduct.   In the present situation it is important to accurately plan the costs and profits, control of all cash flows of the enterprise. To do this, you need to have a fairly accurate and timely information on all counts. One of the most important factors in the competition is to control costs in order to reduce production costs. Availability management accounting system that reflects the real cost of production, allows the company to develop effective measures to reduce production costs and production costs, increase profitability. The main objectives are the organization of management accounting information processes and the formation of databases:

• monitoring the current state of the company and its divisions;

• operational planning and management of the company and its divisions;

• calculation of economic regulators;

• analysis and assessment of the company and divisions;

• formation of internal and external financial statements. Organization of the centers of responsibility, aims primarily responsible for the removal of depersonalization dimensions of cash flows for the implementation of industrial and economic activities and places of their origin.   There are four types of responsibility centers in management accounting:

• Cost centers;

• Centers of income;

• Profit centers;

• Investment Centre

Also dedicated responsibility centers can be formed, and others not included in the previously mentioned centers of responsibility.

Funding allocated to structural divisions is made on the basis of budgeting. Budgeting - planning, accounting, control, management and distribution of resources, characterized in cash, in order to achieve the objectives, which are also expressed in monetary terms.

Budgeting of cash flows - financial, informational, organizational technology used to ensure the maintenance of budget cash flows of commercial organizations. Budget cash flow is used:

• in business - planning - for the financial plan of cash flow within the business - project;

• in financial planning - financial plan for cash flow;

• in accounting, management and operational accounting for the statement of cash flows.

The purpose of the budgeting of funds is necessary in the calculation of the volume and determination of time, when the enterprise is expected to lack or excess of funds in order to avoid crises and efficiently use the funds of the enterprise. The shape of the budget and presentation of information on cash flow determines the centers of financial accounting Financial Services (Accounting) Company. The budgeting process appropriate to begin only after the system of strategic management accounting cash flow is defined balanced maturity and resources strategy to achieve the objectives of the enterprise and as detailed later in the program.

Lack of cash flow planning is often caused by the insolvency of many Russian companies. Preparation of the draft budget funds of the enterprise in the following sequence:

1. Analysis and expert assessment of the dynamics and trends of cash flows of structural units in previous periods, as well as their cost estimates provided by the structural units of the next period.

2. Analysis of internal and external factors that could influence the formation of the intensity of traffic and the amount of cash flows in future periods.

3. Planning of budget revenues: scope and definition of the main sources of

incoming cash flows.

4. Planning for the expenditure side of the budget: the definition of the scope and the main directions of traffic outgoing cash flows.

5. The development of a preliminary version of the budget: the optimization and synchronization of formation and cash flows of the company over time.

6. Analysis of the preliminary draft budget and making adjustments.

7. The calculation of net cash flow by comparing the receipts and payments in the previous and forthcoming (planned) period.

8. Approval of the final version of the budget.

9. Adoption of the budget.

Management accounting should not be interpreted solely as keeping production costs. Features of management accounting system are much wider and it is unlikely it is logical to ignore them. As part of the management accounting can provide the organization into account not only production costs, but also the cash flow of specific departments to identify how their contribution to the overall profit of the company as well as to sustainable financial position on the basis of self-financing. The ability to generate a unit cash inflow is no less important for management purposes than the profitability of this division.

Thus, the combination of production and structural responsibility centers will promote the formation of organizations in full, accurate accounting and analytical information on the state of the cash flow necessary to achieve and maintain the liquidity and efficiency of the management of enterprises and the flexibility of budgeting system allows the company to react instantly to changes in the external environment of the enterprise.

The results obtained from the implementation of management accounting system will enable priorities in the organization, provide the prospect of stable development in the future. Thus, the implementation of management accounting once again proves its necessity and urgency at the present stage of economic development, business.

THE IMF'S ROLE IN STABILIZING SOCIO-ECONOMIC SITUATION IN UKRAINE

MAKSYM LEONOV, student
ELENA PERESADA, Associate Professor, Ph. D. (Economics)
Kharkiv National University of Radio Electronics
LIUDMYLA PYSARENKO, Teacher
O.M. Beketov National University of Urban Economy in Kharkiv

Globalization processes, connected with the integration of national economies into the international production, require the establishment of adequate financial and investment climate in order to improve the effectiveness of international economic relations and to create the conditions of long-term development of countries. However, such processes have different effects on national economies. Some

countries (Poland, New Zealand) create conditions for economic growth and development by attracting international resources. Others (Brazil, Argentina), on the contrary, having a high level of corruption, imperfect regulatory and legal framework, direct these funds not at the development but at overcoming of the crisis and stabilization of the situation. An important role in the global economy is played by international financial institutions that provide low-cost investing resources for a long period in order to build a stable world economic system.

Depending on the level of GDP, each country has a quota - fee, which is paid annually. The size of the quota also determines the voting quota in the IMF. IMF money are long-termed money with low interest rates but credit must be returned. Each country is a shareholder with a certain amount of interest. Thus, as of 6 March 2015 the United States have the highest quota in the vote in the amount of 16.75% of the total number of votes. Germany is in the second place with 5.81% [6].

During the years of Ukrainian independence, the government used the opportunity to attract international financial resources in order to stabilize country economy. On 03.06.1992 Verkhovna Rada of Ukraine adopted the Law of Ukraine "On Ukraine's accession to the International Monetary Fund, the International Bank for Reconstruction and Development, International Finance Corporation, the International Development Association and the Multilateral Investment Guarantee Agency." In 1994 the Board of Directors of the IMF granted Ukraine the first loan (about 392 million. USD) under the program of Systemic Transformation Facility (STF). This loan was given for systemic changes in the economy. Further credit programs (prior to 2002) - stand-by, Extended Fund Facility provided by this organization were focused on creating the conditions for economic growth and sustainable development [1].

Many experts believe that cooperation with the IMF helped to stabilize the economy and create the conditions for economic growth in the period from 2002-2007. During this period, the Ukrainian economy showed positive dynamics - the average growth rate was 8% of GDP annually. For comparison, in 1996 GDP totaled 44.5 billion USD, in 2000 - 31.2 billion USD, in 2002 - 42.3 billion USD, and in 2008 - 180.1 billion USD. At the same time, in 1996 the NBU discount rate was 75%, in 2000 - 27%, and in 2008 - 10%. The inflation index in 1996 was 139.7, in 2000 - 125.8, in 2002 - 99.4, and in 2008 - 122.3. However, the resources involved did not allow to carry out systemic changes in the economy, create an effective regulatory and legal framework, reduce the level of corruption (according to public international organization Transparency International Ukraine occupies 144th place according to its level of corruption). All these factors have a negative effect on the stabilization of the socio-economic situation in the country [3 5].

In connection with the global crisis of 2008, Ukraine resumed financial and credit relations with the IMF and attracted 10 billion dollars in the economy. However, it was not enough to stabilize the economy of the country and Ukraine continued financial cooperation with the IMF. During this period the country didn't manage to stabilize its economy, the situation was constantly being aggravated by various negative factors (political, economic, social, and environmental).

As of 2015 in the result of the financial and economic and socio-political crisis and according to the international agreements, Ukraine continued its cooperation with the IMF. Developed Extended Fund Facility program is designed for 4 years, it was presented and approved by the Board of Directors of the International Monetary Fund on 11 March 2015. Money of the Fund will be spent on the system and structural reforms, macroeconomic assistance (to repay the country's previous commitments and replenish foreign exchange reserves of the NBU). IMF loan will also open new opportunities for Ukraine to attract international assistance totaling more than $ 40 billion. The President of Ukraine is confident that the financial assistance from the IMF will allow to conduct a number of key reforms to improve the investment climate, the fight against corruption and the establishment of an independent judicial system. [4] .

IMF assistance program takes into account the restructuring of the public debt of Ukraine with international private creditors, in order to reduce it to 70% of GDP by 2020, a level that the IMF experts estimate to be balanced. The results of the study conducted by the experts of the Blazer's Fund show that in 2013 the Ukrainian economy amounted to 170 billion dollars but at the beginning of 2015 it decreased to 75-80 billion. In addition, according to the most optimistic forecasts, in 2015 the economy will fall by another 7-10%. [3].

Thus, it can be concluded that loan money, provided by the IMF to Ukraine, were used inexpediently and were irrationally spent not on the structural reform of the economy, improvement of the judiciary system, reduction of the corruption level, creation of a favorable investment climate for innovation, but on the overcoming of the current problematic situation, the payment of previous commitments and replenishment of monetary reserves. It should be noted that economic growth depends on the decisions taken at the level of both government and business and public organizations. It is therefore necessary to identify the key points of growth, and to develop specific programs aimed on the development of these areas. In recent years, the discussion of Ukraine's economy is reduced to the problems of exchange rate hryvnia to the dollar, the level of corruption in the country and desire to reduce it, and the risk level for investors (political, social crisis). At the same time, an analysis of the current situation leads to the conclusion that the issues of reforming of the economy, the development of an efficient regulatory and legal framework, concrete recommendations on how to improve the socio-economic situation, create a favorable investment climate, manage efficiently public financial liabilities are minor. This can make the country totally dependent on international financial institutions and adversely affect social and economic development of the state in the long run.

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GENERALIZATION OF ECONOMIC DEVELOPMENT FOUNDATIONS OF UKRAINE REGIONS

ALINA MAZUR, post-graduate student
MARYNA NOVIKOVA, DSc, Professor
O.M.Beketov National University of Urban Economy in Kharkiv

The current stage of economic development of Ukraine regions is characterized by significant changes in macroenvironment due to deepening of globalization, the need to update production through the introduction of new technologies affecting the intensity of their economic development.

Therefore, to take account of rapid structural change and to improve the indicators of the economic development of the region the basics of management economic development should be summarized.

The development of the world economy shows that the regions are becoming the centre of the national system. It is at the regional level that programs for socio-economic development of the areas are implemented, the key needs of the population are met and protection of the environment is carried out and the indicators of regional development define national development.

Therefore, synthesis and improvement of economic development foundations of Ukraine regions are extremely important tasks, and therefore issues relating to the definition of the problems and prospects of studying the socio-economic development of Ukraine are relevant.

Regional economic development has been studied by domestic and foreign scientists such as V. Babaev [1], N. Bibik [2], P. Bubenko [3], O. Karlova [4], S. Chernov [5], M. Kitting [6], M. Kitson, R. Martin, P. Tyler [7], R. Huggins [8].

However, the analysis of the scientific literature indicates that the concepts of "development" and "economic development" are rather ambiguously defined, which makes the formation of a balanced scorecard of economic development more complicated.

The most common concept of "development" can be defined as a specific process of change resulting in the emergence of a qualitatively new, progressive process of ascent from lower to higher, from simple to complex.

The term "development" is often used in the following combinations: economic development, social and economic development, regional development, city development. In any case, the development means any progressive change, primarily in the economic sphere.

The development of the region is multidimensional and multifaceted process, seen as a set of different social and economic goals. Even if it is only an economic

development, it is considered together with a social development.

Economic development is a complex process that determines economic growth, structural changes in the economy, and improvements in the environment and quality of life. As a result, productivity is increasing and in the case of employment increasing the number of jobs will grow as well.

Also economic development is considered as systematic, massive and long-term improvement of the material conditions of people's lives that determine comfort conditions. Therefore, without an increase in productivity systematic improvement of economic conditions of the people's lives is impossible.

Currently, the main purpose of economic development is to improve the quality of life. The objectives of regional development are increase in income, improvement of education, nutrition and health, disappearance of poverty, improvement of the environment, equality of opportunities, expansion of personal freedom, enriching cultural life, etc.

The need to manage economic development of the region is primarily caused by common disadvantages of the market economy, its focus on getting economic benefits and ignorance of social justice issues. General shortcomings of the market economy are associated with the inability of the market to take into account the social aspirations of the population.

Managing the economic development of the region is a key element of the system of state regulation of the economy.

There is a number of approaches to determining the economic management of the region, but their common feature is a review of the influence of management as a targeting regulator (public authorities) on the management object (economic development), using a certain methodological framework.

Therefore, management of the economic development of the region implies should creation, legislative strengthening, support and warranty of practical implementation of certain conditions for highly efficient and socially actual conduct of any human activities. Also management of the region is considered as the process of developing possible scenarios of its development for a period of time in order to increase the potential positive effects and minimize negative effects.

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IMPROVEMENT DIRECTIONS RESEARCH OF STRATEGIC MANAGEMENT FOR SPECIALIZED COMMUNAL ENTERPRISE "KHARKIVZELENBUD"

YULIIA OVCHAROVA, student
OLENA BURAK, Associate Professor, PhD (Economics)
IEVGENIIA MOSHTAGH, Senior Teacher of English
O.M.Beketov National University of Urban Economy in Kharkiv

Green plantations in the city are an important part of its operation. It improves the microclimate of urban areas and creates conditions for outdoor recreation, reduces the risk of excessive overheating of the soil, walls of buildings and pavements. Planting of greenery in the streets has always been determined by their purpose and character of the surrounding area.

Planting is an important integral part of the planning of streets and natural ecological carcass; it also actively creates the aesthetic image of the city.

However, activity of landscaping enterprises in the contemporary economy does not always meet the needs of local communities and environmental requirements. Creating comfort and compliance of the performed work with the conditions and development of the city is the main task of landscaping companies, which most of them can`t cope. Therefore, there is a need for strategic management in enterprises of this sector.

The present paper is devoted to improvement directions research of strategic management at the Specialized communal enterprise "Kharkivzelenbud" based on the analysis of its financial and economic situation and strategic potential, which should include an analysis of environmental and economic indicators.

The system of strategic management at the Specialized communal enterprise "Kharkivzelenbud" should be introduced in developing phased plan implementing changes and strategic package of necessary documents, as well as the formation of the relevant administrative structure [1]. Strategic management can be viewed as a dynamic combination of interrelated management processes, which logically depend one upon the other, so that there is a stable feedback between them [3].

Specialized communal enterprise "Kharkivzelenbud" needs a new mission, more detailed concretization and elaboration of more optimal and simple purposes, and thus economical organizational structure, and through the involvement of experts a phased plan implementing changes in the enterprise should be developed.

Large firms, as soon as they are increasing and expanding, have a tendency to change certain management structures. A. Chandler identified three successive stages of structural development, each of which is a reaction by the organization on

increasing the complexity of management activities [2]. After analyzing it, the possibility to form a divisional organizational structure with the allocation of individual strategic business units has been suggested at Specialized communal enterprise "Kharkivzelenbud".

In the article, the strategic analysis of the level development of internal resources of enterprise has been conducted on the basis of relevant groups of economic coefficients (potentials) such as technical and technological resources, human resources, financial condition and financial steadiness.

Consequently, at the Specialized communal enterprise "Kharkivzelenbud" a tendency to increase efficiency of strategic potential has been identified. Nevertheless, there is an immediate action to make adjustments to the method of calculating the strategic potential, it is also necessary to consider environmental and economic indicators of development.

Strategic Management at the Specialized communal enterprise "Kharkivzelenbud" should ensure the sustainable development of the territory of the city of Kharkiv.

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MODERN PROBLEMS OF PROVIDING CORPORATIVE ACTIVITIES OF SECURITY SERVICE AGENCIES OF BUSINESS ENTITIES AND WAYS FOR THEIR SOLUTION

NIKOLAY PISAREVSKIY, post-graduate student
TETIANA MOMOT, professor, PhD(economic Security)
OLENA ILYENKO, head of the foreign languages department
O. M. Beketov National University of Urban Economy in Kharkov

Specific characteristics of business entities' activities in modern globalized economy as well as an increase of competition intensiveness demand from national enterprises prompt actions as for protection of their economic interests.

The system of corporate economic security of business entities should be one of the main elements of strategic enterprise management.

Taking into consideration the abovementioned factor, attention should be paid by the enterprise management to the information-analytical, innovative and strategic provision of the appropriate level of their economic security.

Carrying out a balanced and justified policy in the area of corporate economic security of the enterprise is an extremely urgent task at the present stage of the Ukrainian economy functioning.

The aim of the paper is to study the problems of modern corporate provision of business entities' security service agencies and development of the ways to solve them.

The main problems of corporate provision of the activities of business entities' security service agencies are:

- losses from criminal competition, expenditures for provision of business security and strengthening of its image, low incomes as the result of imperfect legislation in the sphere of economic security, corruption, lack of employees' motivation, political and economic crisis in the country;

- low moral and psychological environment in the work collective, a low level of solidarity, absence of feeling of safety of the collective members as well as confidence in the future due to the lack of the analysis of the changes in the social environment of the enterprises and lack of understanding of the social environment action on personnel management;

- low level of organization and work discipline of the employees due to the lack of efficiency of the management impact on the employees, underestimation of the possibilities of management;

- lack of the awareness of the enterprise personnel in the issues of business security from competition with criminal business; difficulties in gathering information; lack of the information basis for providing economic and business information security due to the lack of funding, lack of the analysis of changes in the sphere of business security , lack of the methodological basis, outdated approaches to the issues of personnel awareness in the field of management;

- lack of regulated relations between the enterprise and an individual employee, between the enterprise and other organizations, i.e. business partners, between internal security bodies and law enforcement agencies; lack of regulation in the collaboration of security services of different companies; insufficient legal protection of business due to lack of the task to form business relationships of the enterprise and the employees as well as with other organizations and law enforcement agencies;

- imperfect legislation in the sphere of economic security.

In addition, the main problems of corporate management are:

- complexity of the corporate management structure;

- uncertainty of the environment in which business entities operate;

-problems of management of shareholders' incorporate rights [1].

The abovementioned problems can be solved by forming of a proper external environment for functioning of the enterprises having corporate form of ownership which includes overcoming barriers as for introduction of corporate management ; improving management with the result of a gradual transition to the principles of corporate management [2].

Corporate management is a relatively new phenomenon in the economic life of Ukraine. In order to be improved it requires a systematic monitoring of the practical activities of domestic corporations, developing methods for estimation the state of corporate management and measures of legal regulation and control by the state[3].

The following actions can be suggested to solve the problems under

consideration:

- to reduce losses from criminal competition and costs related to provision of the entrepreneurship security; to strengthen the company's image; to increase revenues;

- to improve moral and psychological environment at the workplace; to increase the collective solidarity; to develop a sense of security and confidence in the future with the employees; to develop corporate culture using professional advice of psychologists and sociologists; to use a personnel management system which takes into account the dependence of many factors and is focused on strategic management;

- to improve organization and work discipline by reducing the personnel number, re-training, job rotation, recruitment and training of the staff;

- to raise awareness of the employees on business security from criminal competition; to facilitate gathering of the information related to business security; to create a database in order to ensure economic and information security of business;

- to regulate relations between the company and individual employees, between the company and other organizations, i.e. business partners, between the internal security agency and law enforcement bodies, relations with security service agencies of other companies; to increase legal protection of bus

TAXATION CHANGES AIMED AT ECONOMIC DEVELOPMENT OF UKRAINE

TROYAN V. I.., Master degree student, Skryaga N.O., Master degree student
LELYUK N.E., associate professor, PhD degree (Economics)
ILIENKO O. L., associate professor, PhD degree (Linguistics)
O.M.Beketov National University of Urban Economy in Kharkiv

Taking into consideration the current macroeconomic situation, a need for development of a new approach to solve problems of economic growth of Ukraine is obvious. The approach should combine the actions of money and credit regulation and the policy of industry development involving all possible resources.

The straightforward procedure of making transformations essential for economic development is rather complicated. A combination of various economic and legal actions is foreseen. All the efforts of the state should be focused on arrangement of conditions for a priority development of the domestic market by local producers [2].

One of the top-priority goals of the market economy improvement in Ukraine is forming an effective taxation system providing development of the macroeconomic complex and regulating the economic relationships in a proper way. The effectiveness of the taxation system is defined by the level of purposefulness of solving a complex of tasks related to managing the economy as a system, industry development, and advance in living standard of the population.

The taxation system should successfully solve the tasks of fiscal distribution. Using an optimal distribution for the income of economic subjects and citizens, the

revenue is guaranteed which is sufficient for financing social processes and development of Ukraine on the whole and regions in particular.

For further development of the taxation system in the country, fundamental changes have been made by a transformation and improvement of weaknesses as well as by a successive realization of strategic tasks of the national taxation policy in market conditions.

Fundamental changes in taxation of legal bodies and citizens are aimed at simplifying and reducing the price of the taxation administration system and attracting additional facilities to the country budget [3].

The main directions of the taxation reform are the following:
- The amount of taxes and duties is two times less, less reporting is used;
- The profit tax is a simple estimation based on financial report;
- The added-value tax is estimated using an electronic administration;
- In the unified social tax the rates are reduced for employers, the responsibility is increased;
- The income tax for physical entities has a progressive scale for incomes;
- The single tax has rates reduction for small businesses up to 50%;
- The independent incomes of local budgets include shares from the retail trade of excise goods, real estate tax, the single tax;
- The two-year moratorium is introduced for small business control (with the revenues up to 20 mln. hryvnas per year);
- The increase of taxation of highly profitable business, i.e. raw materials industry, lottery and betting companies.

Therefore, starting from the year 2015 the number of taxes will be reduced from 22 to 9. Some of the taxes are not fully abolished but transformed, using the principle 'two taxes in one'. As the result, the number of taxes is reduced but the taxes administering did not contribute to business activities in Ukraine.

As for the changes in profit taxation, it should be noted that:
- Firstly, from 01.01.2015 the taxable surplus is to be estimated according to the rules of accounting, thus, the duplicating taxation is abolished. But the persons whose yearly income exceeds 20 mln. hryvnas should adjust the financial result for taxation. However, the number of surpluses under taxation reduces from 49 to 3, namely, depreciation, reserves, financial activities (valuable securities, interest, etc.);
- Secondly, starting from the reporting for the year 2015, the tax report should be presented till 01.06. of the following year;
- Thirdly, prepayments should be done by the people with a yearly income more than 20 mln. hryvnas (earlier 10 mln. hryvnas).

As for the changes in the value-added tax are the following:
- Firstly, electronic administering of the value-added tax is not abolished but postponed;
- Secondly, the registration limit which makes person the subject to the value-added tax paying is raised from 300 thousand to 1 million hryvnas [1].
- Thirdly, budget payment is done according to the regular procedure, i.e. against the declaration of the payer of automatically;

- Fourthly, to prove the right for the taxation credit the tax declaration should be registered in the single registration system.

The law N 1573 envisages a gradual reduction of the single social payment, namely, in 2015 - 65% of the base rate, in 2016 – 52%, from 2017 – 40%. The gross payroll higher than two minimum wages is subject to the base rate of 37%. In addition the control over observation of the law on work and responsibility of the employer for violations in the sphere of payment for work.

Amnesty for physical entities capital.

In the project of changes the citizens of Ukraine were suggested to file a 'zero' declaration with all the assets declared (property) available on 01.01.2015, money, corporate rights and shares including foreign companies. The property and finances mentioned in such a declaration were not subject to taxation.

Innovations in cash accounting.

Having the aim to escape the shadow circulation of cash, lawyers introduce using of compulsory listing of all payment transactions of physical entities due to the simplified system of taxation of the second and third groups.

The packet of reforms also contains changes in the real estate taxation.

Having analyzed the changes in taxation, one can make a conclusion that the reform can result in an increase of pressing on the legal business. It was not a good decision to approve such global changes in the taxation regulation related to all the taxes some days before the new year. The companies are in the situation when the impact of the taxation changes on their activities should not be prognosticated. The quality of the passed changes is very low. It is very difficult to give a detailed explanation of using numerous taxation norms for foreign investors [3].

The suggested measures are not reforms, which can result in a full transformation of social, political and economic relations in the country. They are only 'cosmetic actions' which do not result in system changes.

On the other hand, the positive results should be also mentioned. The suggested changes introduction will be helpful for making business in Ukraine, it will reduce the time of the taxation payers used for the procedures of declaring the property for taxation and paying taxes as well as improve the investment attractiveness of Ukraine.

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4. LATEST ACHIEVEMENTS IN ENGINEERING, ECOLOGY AND ARCHITECTURE

IMAGES IN MODERN ARCHITECTURE

INNA AFANASIEVA, MD student
O.M. Beketov National University of Urban Economy in Kharkiv

Architectural building has several assignments. On the one hand, as a pragmatic construction, it is to pursue utilization function. On the other hand, being a piece of art, it has to satisfy human's esthetic demand, which is achieved with the help of imagery of architectural object. Thus, the aim of the paper is to consider modern architecture as a bearer of information at the esthetic level.

Any architectural piece is dual by its nature. As a rule, it has been given two senses by its creator. These senses are engendered by two separated domains of human activities. Primarily, piece of art is a pragmatic construction, meaning 'shelter', defending a man from ruinous influence of the element and creating necessary conditions for his life. But the second role of architectural building is to be a piece of art. In the common sense the architecture by itself emerges only at the moment when a pure functional erection gains distinctive features.

Image is a complex reflection of reality, which is corrected via both intellectual (logic) and intuitive-emotional factors. They translate the programmed information, to be inherent to architectural pieces of art. This information has an intercultural, emotional-esthetic and artistic content. The latter is of immense value both to human practical orientation and formation of psychological and value orientation education.

Image serves as a necessary tool for bringing architectural object to entity, i.e., *organized harmonic form.* In architecture imagery deprivation means incapacity not only to satisfy existing social demand but also to have a tool for harmonization of object-spatial environment

Images undergo certain modifications with time, because they are closely linked with human thinking and consciousness. Each person can interpret the same image in his own way. It predetermines multi-faceted sense of an image in architecture. Imagery of modern architecture has been bearing different image content in comparison with both ancient times and medieval architecture. Nevertheless, imagery architecture keeps influencing a human being immensely.

From the technical point of view a modern building, being perceived as a lifeless, dead, typical, unidentified object, becomes a hostile phenomenon, rejected by human's feelings. Only imagery can animate such perception of architecture.

Hence, imagery in modern architecture is an essential component for architectural spatial environment harmonization, its holistic esthetic perception and satisfaction of human's esthetic demands. The absence of imagery sense in architectural object negatively affects a human being. Consequently, further research is needed to distinguish an appropriate content among the possible interpretations of

imagery in modern architecture.

ANALYSIS OF URBAN CONSTRUCTION: CONCRETE AND REINFORCED CONCRETE STRUCTURES

K.A. BARTSAGOVA, Post-graduate student
O. M. Beketov National University of Urban Economy in Kharkiv

Currently in Ukraine a significant number of buildings and structures are erected using composite assembly units of concrete and reinforced concrete. They are prefabricated and monolithic concrete structures, complex structures made of different concrete types, walls of concrete blocks, monolithic buildings with long-term interruption in concreting of different parts, constructions concreted in the process of reconstruction or rebuilding of damaged structures. Typically, these designs have different structural and strength characteristics associated with the hardening process based on conditions of technological processes and technical characteristics of architectural and design solutions.

To ensure the operational reliability of buildings and structures, which depends on the joints' strength, the solidity of the joints, cracking resistance of composite structures, their stiffness and stability of individual structural elements and the entire structure, the degree of tightness of the joints of all structures and contacts between them should have a close strength reserve. Therefore, considerable attention in projecting and construction is paid to improving design solutions of joints and technologies for their implementation. With the advent of high strength synthetic materials and, in particular, acrylic adhesives a possibility appeared of these materials application in load-bearing structures. It should be noted that in some cases, the use of acrylic adhesives to enhance or restore the bearing capacity of concrete or reinforced concrete structures is the only possible way.

The methods of connecting concrete elements with acrylic adhesives were used during the reconstruction of the foundation for the largest unit at "Kharkov Electromechanical plant". Besides, the above-mentioned method were used to repair and rebuilt foundations at "Kharkov tractor plant of motor vehicle chassis".

Thus, as a result of the pilot study and pilot implementation it can be concluded that adhesive bonding of concrete acrylic adhesives are more effective than compound adhesives based on other polymers used for these purposes at the present time. Acrylic adhesives are simple and reliable in preparation, low compound. Concrete bonding technology is simple and reliable. The operations for performing special types of work can be motorized.

MULTIFUNCTIONAL BUILDINGS

YULIA DIDENKO, bachelor
ELENA KONOPLYOVA, Assosiate Professor, PhD (Architecture)
O.M.Beketov National University of Urban Economy in Kharkiv

Multifunctional buildings have become more common for the last years. Such buildings play an important role in the forming of urban space.

Firstly, it is necessary to know the urgent city space problems in Ukraine. They determine the main principles of forming multifunctional public buildings.

It is known the various kinds of architectural problems:

1.   Irregular allocation of city infrastructure. It is more developed in the city center, but the suburb areas are not developed intensively.

2.   During the soviet period in Ukraine, such areas with domination of residential function were very popular. The percentage of residential building was higher than public building. Such residential areas have many drawbacks in functions as cultural, educational etc.

3.   Also there are many city space, that have no planning organization and have chaotic development.

It is known the variety of social problems that are very important in forming of multifunctional buildings.

1.   The decrease of cultural level of population of Ukraine.

2.   Lack of public institutions for all social groups.

3.   Depressive nature of city areas.

Architectural and social problems interact with economical problems:

1.   Crisis of state institutions.

2.   Economical crisis.

Multifunctional or mixed-use buildings blend a combination of cultural, residential, commercial uses. Urban environment have to serve a society. Different typologies and functions of mixed-use buildings are being integrated within a range of other building types and functions, creating neighbourhoods and places where people live, work and play.

The beginning of forming of mixed-use buildings date V BC. During this period in Ancient Greece and Roma early multifunctional structures were developed. Agora, that contained administrative function and thermaes, that consisted of libraries, amphitheaters.

In the Middle Ages influence of religion on the society increased. The main public centers became scientific centers, cultural and religious structures. At the beginning of XVII–XIX centuries in Russia passages, galleries and structures with retail and residential function were developed increasingly.

In XX century on the territory of modern Ukraine zhilcombinats structures, which combine housing and services were formed.

In XXI century mixed-use buildings that consist of business-centers, housing, retail, leisure, sport, culture, education were formed. Nowaday the sustainable

development of the cities has a great importance. Modern architectural projects have to balance between nature, building and the human.

Multifunctional buildings contribute to urban sustainability. With creating of multifunctional buildings quality of housing becomes better and affordable. The density of residential structures increases. The distance between housing, workplaces, retail businesses and other destinations are reduced. People use less transport and the traffic in the city become less busy.

One of the last modern trends in architecture is the creation of green and animal farms on the base of public buildings. Here people grow fruits and vegetables, bred cows and other domastic animals. People get better access to fresh and healthy foods. The increase of density of buildings helps us to protect the nature from rapid growth of cities and to save virgin territories for the future.

Mixed-use buildings as a part of the general city plan, have to interact with current planning organization.

Multifunctional buildings have different purposes:
1. Save the public space.
2. Stimulate the city activity.
3. Interaction between user and space.
4. Create the social variety.
5. Be in a historical and cultural context.

The process of creation a multifunctional building is based on the basic methodological approaches:
1. Different functional parts of the building have to be designed according to the accepted rules.
2. Functional processes have to go inside the building separately and independently of each other. But the whole planning solutions have to provide convenient connections between all functional parts of the building.
3. Unlike specific facilities of each functional part, common and auxiliary facilities of multifunctional building can be combined.

As an design object, mixed-use buildings have to conform with general criteria of an object:
1. Recognizability.
2. Interaction between object and space.
3. Clear compositional structure.

To sum up, multifunctional buildings that are forming now are the logical continuation in the evolution of public buildings. Mixed-use buildings meet the needs in housing, workplaces, culture, leisure, education, sports. Because of strong architectural, social and economical situation in Ukraine such buildings help to increase the cultural level of population, create new high quality urban space.

Multifunctional buildings can be used in a context of integration, intensification or renovation of urban space.

CONCEPTUAL MODEL OF SECOND LEVEL TRANSPORT

A.I. DMITRUK, post-graduate student specialty of "Electric Vehicles"
A. M. KROKHMAL, PhD (Pedagogic), Associate Professor,
O.M. Beketov Kharkiv National University of Urban Economy

Анотація. Сучасний рівень розвитку громадськості характеризується високим рівнем урбанізації У статті наведені проблеми, викликані міським транспортом. Рішення даних проблем є застосування електричного транспорту «другого рівня». У статті розглядаються переваги електричного транспорту «другого рівня».

Ключові слова: урбанізація, міський електричний транспорт, трамвай, тролейбус, автобус, транспорт «другого рівня».

Abstract The modern level of society development has high level of urbanization. In the article it is described the problems caused by urban transport. The solution to these problems is using "second level" electric transport. In the article it is considered the advantages of second level" electric transport.

Keywords: urbanization, urban electric transport, tram, trolleybus, bus, transport "second level".

The modern level of society development has high level of urbanization, which imposes strict requirements for transport infrastructure. At the same time, the current condition of public electric transport which is used in cities in terms of energy consumption for reliability and comfort, inferior developed European countries. Over 80% of trams and trolleybuses has fully used their exploitation resource and are already out of use. About half of the rolling stock needs major repair.

Modern public transport is the source of soil vibrations that has harmful effect only on people but also on buildings and constructions.

Buses and trolleybuses are the main cause of asphalt pavement of city streets, rutting and asphalt sag in the area of public transport. This requires frequent repair works causing the environmental problems. Tramways decreases the equality of city streets, weakens the pavement. The area of the sleepers' roadbed is usually made with detachable concrete slabs that causes to noise when vehicle is moving on it.

One of the possible solutions of this problem is using of "second level" electric vehicles. That is why in more and more cities around the world "second level" transport system is widely used: magnetic suspension trains, cable cars and others.

The real cost of travelling by "second level" public transport will be lower the cost of travelling by the existing urban passenger transport by 3-5 times because of its following advantages:

1) Long-termed using of rails - track string structure (100 years) and its relatively low cost;

2) Due to the high carrying capacity. One hanging tram replaces 2 - 3 buses because its relative cost will be low;

3) Compact of passenger stations, parking sides due to the small size of the suspended trams and their small amount necessity, no-existence of pedestrian crossings, intersections, overpasses, multilevel solution reduces the cost of transport infrastructure, depreciation and operating costs on it;

4) Lack of land occupied by the transport system will free land for urban development that will bring no additional cost, and vice versa - additional revenue;

5) High environmental friendliness of the vehicle compared to any other city transport.

"Second level" transport gives an opportunity to build roads with large span. It has a high speed, relatively inexpensive highly profitable system with low-cost using and low-cost travel.

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ANALYSIS OF VARIOUS CONSTRUCTIVE FACTORS INFLUENCING THE STRENGTH OF GLUED STEEL-CONCRETE JOINTS WITHOUT ANCHORS

P.M. FIRSOV, *post-graduate student*
O.M. Beketov National University of Urban Economy in Kharkiv
E-mail: firsov1991@mail.ua

In the process of building, exploitation, reconstruction of industrial enterprises a need arises to carry out installation works and equipment mounting on constructed and existing foundations, production lines and other auxiliary devices. Therefore, it is important to use rational fixing methods for various technological equipment on the foundations, concrete or reinforced concrete structures. In addition to traditional methods of equipment, fastening a joint without anchors can be successfully used. Mounting by this method is carried out by gluing clamping units or equipment basic parts on concrete surface (Picture 1). It is possible to use any adhesives, etc., that have sufficient adhesion on concrete and steel as well as high physical and mechanical properties.

A large number of scientific works are dedicated to studying and development of constructions using equipment mounting by a joint without anchors. Such leading Ukrainian scientists as Prof. Zolotov M.S., Prof. Shutenko L.M., Prof. Skrypnik M.O. and others have been engaged into fundamental researches and development of high-

strength acrylic adhesives. However, in connection with acrylic adhesive's wide application in construction, the abovementioned authors suggest to use these adhesives in the design of joints without anchors. In addition, several researches have proved that acrylic adhesives have a good adhesion to concrete and steel. Moreover, the destruction of the glued steel-concrete joint with a uniform separation regardless of the acrylic adhesive composition happened on the concrete surface line.
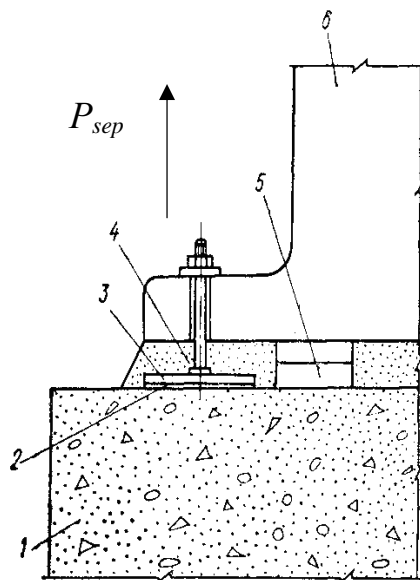
Picture 1. Scheme of equipment mounting to prepared foundations using the method without anchors:
1 – foundation; 2 – adhesive layer; 3 – mount joint; 4 – filling;
5 – mounting pads; 6 – equipment

In view with the abovementioned author's results, experiments on determining the effect of steel plates stiffness on the adhesive strength as well as the influence of the magnitude eccentricity of the separating forces application were performed. The procedure of samples preparation and carrying out the experiments is described in detail [1].

On the basis of the experimental data, dependency graphs of tensile strength changes of adhesive joints under a uniform separation from the glued plates rigidity (Picture 2, a) and the A_b / A_{sq} ratio magnitude (Picture 2, b) are given.

As it can be seen (Picture 2) an increase of the plates stiffness results in increasing of the adhesive strength. From the point when the relative plate's stiffness is $\Delta \geq 0,33$ further joint strength increase was not observed and for the square plate $A_{sq} = 49$ sm^2 the value was $\sigma_{gl} = 3,43$ IPA.

The pattern of adhesive joints strength change depending on the plate stiffness, received as the result of the experiments, confirmed the previous research in which the maximum strength value was also achieved at the relative plates' stiffness $\Delta = 0,33$.

Adhesive joints strength growing as the result of relative steel plate's stiffness increasing should be explained by the fact that stiffness plate's increasing results in smoothing of the tensile stress sheet over the entire gluing area. Obviously, this

reduces the stress concentration at the load application site, i.e. in the center of the plate, and with the stiffness $\Delta \geq 0{,}33$ the tensile stress sheet under the plate takes a rectangular form. Concrete completely over the entire gluing area starts to work for a tension. This leads to getting of the maximum strength in the joints with the plates' stiffness of $\Delta \geq 0{,}33$.
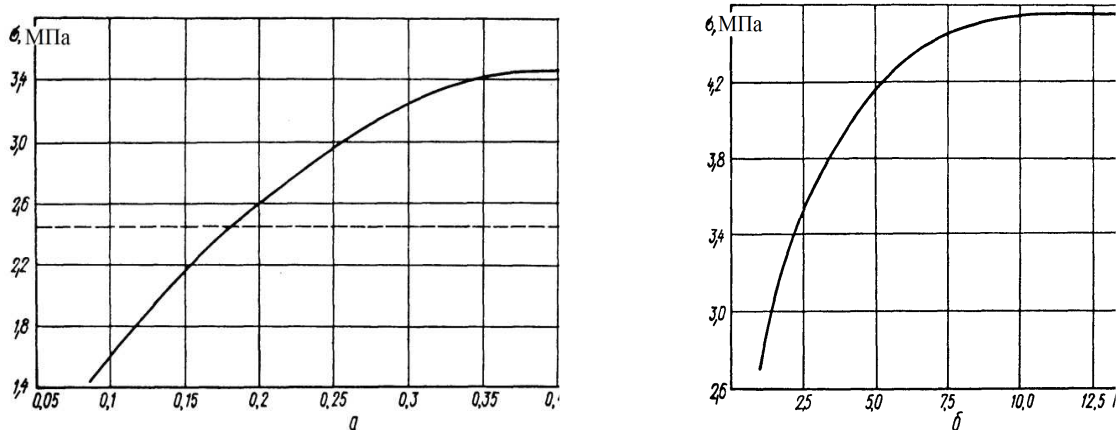
Picture 2. The dependence of adhesive strength under uniform separation from:
a – relative steel plates' stiffness; b – ratio value A_b / A_{sq}

Graph data analysis (Picture 2) also helps to reveal the coincidence of the tensile strength values of concrete in tension and adhesive joint tensile strength with a uniform separation of the steel plate stiffness $\Delta = 0{,}18$. This value is $f_{ctk} = 2{,}46$ IPA and it is marked on the graph by a dotted line. For other plates' stiffness values that are different from $\Delta = 0{,}18$, the adhesive strength under uniform separation may be taken into account by decreasing or increasing transition coefficients from the values of the tensile concrete strength in tension.

The value of the coefficient K_{Δ} considering the relative steel plates' stiffness is given in the table:

$\Delta \ldots 0.06$	0.09	0.12	0.15	0.18	0.21	0.24	0.27	0.30	0.33
$K_{\Delta} \ldots 0.40$	0.57	0.74	0.85	1.00	1.11	1.16	1.28	1.33	1.37

The changes in ratio of plates and concrete areas in the gluing zone significantly affect the joint strength. So, with the ratio Ab / A_{sq} increase of 8,16 times the adhesive strength increases more than in 1,5 times, after which the strength growth of the joint was not observed.

Thus, in real operation conditions of the adhesive joint in case of clamping units gluing to concrete or reinforced concrete structures, it is necessary to consider a possibility of increasing the strength in relation to the concrete tensile resistance value, depending on the timber knot distance from the foundation edge (construction). The glued steel plate impact on the part of the concrete sample surface (under real conditions they are foundations or constructions) is considered [1] and described in detail [2].

In addition, it is necessary to conduct theoretical researches and to solve the

problem of the timber knot structural characteristics influence on the concrete strength. The mathematical model of this connection has been developed [3].

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INFLUENCE OF LOW FREQUENCY MAGNETIC FIELD ON THE ENVIRONMENT AND ON THE OBJECTS OF BIOLOGICAL NATURE

IGOR GALETICH, Senior Research Fellow (Physics and Ecology)
University of the Basque Country
Faculty of Science, Department of Electricity and Electronics, 48080, Bilbao, Spain

Bioelectromagnetics is a relatively new area of science that deals with the interaction of electromagnetic energy with biological systems. Therefore, studies usually are carried out jointly by researchers from both biological/medical sciences and engineering/physical sciences: expertise in both areas is necessary.

All living organisms evolved on a giant magnet, the one called "Earth". The strength of the geomagnetic field is about 40 µT. The earth's magnetic field is quasi-static, varying only slightly with time and location. Natural static electric fields, under clear sky conditions are about 0.1 kV/m on the earth's surface, field strengths of up to 30 kV/m are reached under clouds producing lightning.

In addition to these naturally existing electromagnetic fields, we live in an artificially created electromagnetic environment. Most commercial electrical systems operate at either 50 or 60 Hz. Electrical and electronic devices operating at this "power frequency" - such as hair dryers and refrigerators - are in everyday use. Furthermore, many of our daily activities are conducted near, and sometimes under, high-voltage transmission lines and lower-voltage distribution lines.

Even though the use of electricity began more than 100 years ago, the possibility that exposure in our daily activities to the electric and magnetic fields produced by various types of electrical equipment and facilities might have previously unrecognized adverse health effects. This topic has been a subject of concern, beginning about 1975.

At low frequencies, the electric and magnetic field components are

independent, meaning there is no true electromagnetic field, as occurs at much higher frequencies. At these high frequencies, the electric and magnetic fields are coupled to each other, so there truly is an electromagnetic field. However, it has become the practice to talk about extremely low frequency (ELF < 300 Hz) "electromagnetic fields". This phrase often is used indiscriminately to mean electric field, magnetic field, or electric plus magnetic field. Reluctantly, this text will follow the conventional practice and will, on occasion, use the phrase electromagnetic field in an ELF context.

Research on possible electromagnetic field effects on biological systems originated primarily from four different 'sources'. One focus was an interest in basic neurophysiological function: the nervous system is fundamentally an electrical system. This area began with Galvani and Volta in the early 19th century, when they had their famous controversy about electrical stimulation and contraction of the frog legs. The second focus began in the 1930s among scientists interested in the effects of microwave irradiation on plant cells, animal sarcoma cells, and other targets. The third area was clinical and therapeutic study of the application of electric and magnetic fields to bone fractures: sometimes fractures do not heal properly, and application of currents or fields appears to promote healing. This success has led to an interest in other therapeutic applications. The fourth motivation was based on public concern about and scientific interest in possible adverse health effects. This area was triggered largely by the Soviet Union's governmental decree on electric workers in 1973. Because of concern about ill defined health effects, an occupational exposure standard was promulgated at field strength far lower than what was considered hazardous in Western countries. Both public concern and scientific interest were strengthened by the epidemiological work of Wertheimer and Leeper (1979), who reported a possible association of power-frequency magnetic fields and childhood leukemia.

Although the former three research areas have been continued steadfastly by scientists and clinicians in each area, the fourth area has been studied most energetically in the last three decades, involving epidemiologist, engineers and scientists from around the world. Furthermore, as cell phones were adopted world-wide in the 1990s, similar concerns and research approaches were applied with these devices, which have much higher frequencies, such as 2 GHz in the newest phones.

During last few years, a great interest was demonstrated to the Smart Materials which are materials that react quickly to a stimulus in a specific manner. Smart Materials modify their physical properties (shape, color, stiffness, conductivity) in a controlled way under external stimulus (temperature, pH, stress, electric/magnetic fields). The external stimulus is converted to mechanical energy. The change in the material can also be reversible, as a change in stimulus can bring the material back to its previous state.

Shape memory alloys (SMA) are metals that exhibit pseudo-elasticity and the Shape Memory Effect (SME). The basic principle behind SMA is that a solid state phase change occurs in these materials. They switch between states of Austenite and Martensite. A material, previously deformed in Martensite (the low temperature

phase) - recovers its original shape, when heated up to the Austenite - the high temperature phase. The martensitic transformation occurs across a given range of temperature.

Biological Applications of SMA include Bone Plates (memory effect pulls bones together to promote healing), Surgical Anchor (as healing progresses, muscles grow around the wire; this prevents tissue damage that could be caused by staples or screws), Clot Filter (does not interfere with MRI from non-ferromagnetic properties), Catheters, Retainers, Eyeglasses.

Having in mind all said above, in the present study we investigated an influence of low frequency magnetic field on the SMA and on objects of biological nature.

Samples. Metal samples fabricated by melting in argon atmosphere in induction furnace. Some of the metal samples were heat treated by annealing at 1170 K for 24 h and subsequent water quenching. Biological samples have been prepared at the Department of Biochemistry at the University of Basque Country.

Measurements. Composition of metal samples and possible changes of the biological samples structure have been determined using EDX analysis on Scanning Electron Microscope (SEM). M (T) measurements of low field magnetization have been performed using in-house made Vibrating Sample Magnetometer (VSM), at temperatures 130 K - 440 K and magnetic field 100 Oe. Magnetocaloric measurements using Mettler-Toledo Differential Scanning Calorimeter have been performed to study possible effects of magnetic field induced heating on metals and biological objects. Quantum Design PPMS system (Thermal Relaxation technique) was used with temperature range 10 K - 570 K and fields up to 9 Tesla.

Some experimental results for low field magnetization of metal samples are shown in Figure 1.
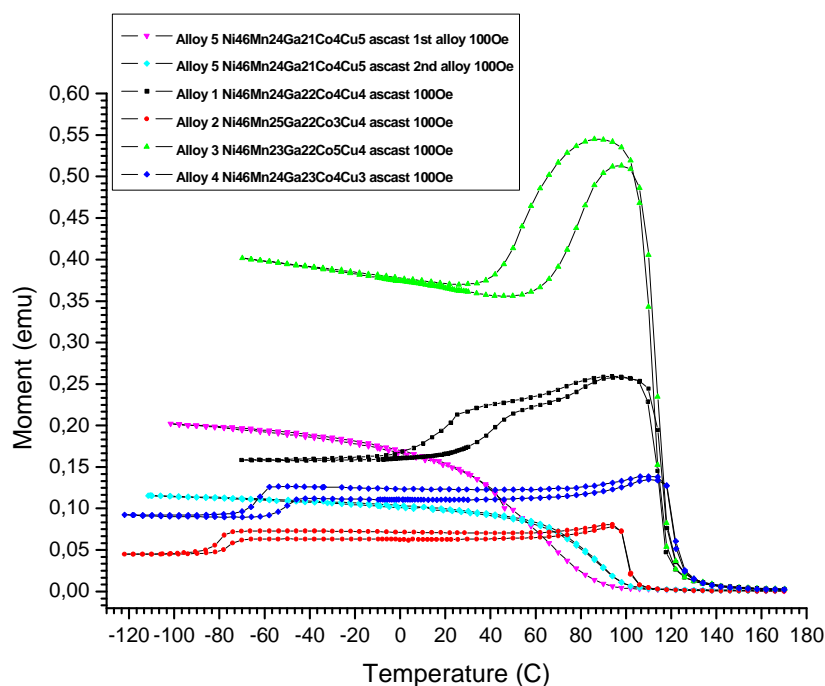
Figure 1. M (T) dependencies of low field magnetization

As a conclusion it should be noticed that application of low magnetic field leads to the changes of structure and properties of metal and biological samples and for biological objects such changes often dramatically influencing the way of organism functioning.

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MODELING OF PROCESSES OF MECHANICAL INTERACTION IN DISCRETE-CONTINUUM COMPLEX "TRAM -TRACK OVERHEAD STRUCTURE"

LUDMILA GUDZLOVENKO, post-graduate student
O.M.Beketov National University of Urban Economy in Kharkiv

The paper investigates the interaction of the tram to the rail in the area of isolated irregularities butt. Considered the transport of the complex mechanical "train

track at the site of butt irregularities". The dependences of the deflections of the receiving rail track sleepers under the third phase of their growth from the operating and structural parameters of the rolling stock and the track structure.

The service life of rolling stock and rail tracks is a function of teamwork rolling stock and rail tracks, mechanical, structural and geometric characteristics of the rolling stock and track overhead structure, conditions of their operation. Practice shows that the weakest link of the mechanical system "car - rail track" is the butt irregularities of the rail – is rail joints.

Components and units are influenced by dynamic forces of interaction between cars and track overhead structure, which in their turn, vary both in time and direction and have the shock and the probable nature of the motion of the wagon. The variable stability along the length of the upper track structure and uneven in length accumulation of residual strain in it causes inequality rails. Research shows that most ballast layer deposition occurs in places of butt inequalities under the receiving rail sleepers. This is due to the fact that in these places rail usually suffers from the most dynamic loading of shock type.

To determine the deflections of the receiving rail under the first sleeper the method of dynamic analysis is applied, which includes the step of height calculation butt irregularities in the mode of static load of giving and receiving rail track considering the phases of wagon movement (passing the junction of corresponding wheel pair) and stage of deflections' dynamic analysis of the receiving rail under first sleeper.

When the stringers of rail are statically calculated they use the model of numerous stringers beam based on 23 elastic support (22 sleepers and resting on the next rail through working pad). That allows you to define the parameters of rail's resting considering the rigidity of connection. The stringers of giving and receiving rails are analyzed taking into consideration the corresponding phase of wagon movement. The stringers of the receiving rail track under the first sleepers as a result of the shock dynamic wagon interaction with the receiving rail in the butt area are considered on the basis of operating and design parameters of a tram: loading of the wagon, the rate in the butt area (the prehit rate), consolidated mass of car wheels, the speed of its center of mass, the length of the butt.

The shock interaction in discrete-continuous mechanical complex "wagon-wheel pair –rail track" was investigated on the base of a dynamic model that takes into account the energy dissipation in the rail support and the angle of its shear cut.

The actual coordinate of wheels is taken into account, which determines the current linear wheel position along the rail in terms of their joint mechanical interaction.

In practice, the obtained results are used to study the parameters of the first sleeper elastic sinking of the receiving rail for various types of interaction and boundary conditions of its fixing. On their basis they solve the task of the influence of mechanical and structural parameters of the tram on the spans of the giving and receiving rails.

BOUNDARIES SYMBOLS IN ARCHITECTURE

HIL DARIA, MD student
O. M. Beketov National University of Urban Economy in Kharkiv

Architectural spaces are generally open for perception and cognition. Being of particular validity as components of human spatial environment, they influence various aspects of his/her existence (environment perception, social & psychological climate, communication, behavior).

Symbolism is acknowledged as a substantial property of human's thinking, establishing the link between visual and invisible (i.e., ideal image of world).

Peculiarity or brightness of symbols (e.g., *depth of definition / focus, contrast of space / form / intensity / complication / employment / location, contrast*) may exist with regard to the attitude to environment or experience of the observer. This property, designating an element, makes it memorable.

Currently algorithms of symbolism are actively implemented by architects, while projecting architectural buildings. For instance, forms, signs and objects serve as symbols of boundaries within architecture.

The concept *boundary* is generally defined as a real or imaginary line, defining the limits of any subject or object. Thus, the boundaries are transitions within architecture.

While arriving or approaching to a building, a human perceives *'a margin'*, *'bou*ndary of transition from one space to another' (i.e., from external to internal, from the street into building). Visual boundaries, to involve properties, amplifying the level and penetration of vision, are of particular concern. They embody transparency, imposition, panorama, which makes a deeper vision (panorama views). Mentioned above characteristics facilitate perception of a complicated entity, enhancing the efficiency of vision, its scale, penetration, light.

A number of researchers elucidate models-archetypes as means of semantics richness in current urban environment. For example, "a spirit of a place" is treated in close relation to boundaries between internal and external spaces. When approaching to a boundary, one faces the situation that is constantly varied in myths - to cross a boundary or not to cross.

Mythological ambivalence of boundary is perceived in such loci, where a man is between two crossing "worlds" and has an access to enter each of them. The change of contrast "scenes" of a route increases perception of a charm of the entity

Hence, it must be highlighted that space-temporal essence of architecture as a compulsory condition of making a show when the movement of time becomes visual and dramatic. It correlates with mythological image and types of urban regular and picturesque structures.

The issue, concerned with perception of boundary symbols, requires further research to establish the boundary specifications of particular elements of architectural constructions.

STUDIES INTO BITUMENS PENETRATION AND TEMPERATURE AS FUNCTIONS OF TIME

YAROSLAV ILYIN, post-graduate student
Kharkiv National Automobile and Highway University

Bitumens can be considered as dispersion or colloidal systems, or solutions of high molecular components. However, in the course of time, bitumen can be affected by deformations similar to those characteristic of visco-elastic materials.

According to the accepted views, this structure consists of a frame of asphaltenes that form spatial grids within the petroleum structures. This ability of bitumens to form structures can increase the number of asphaltenes in the system, which leads to transition into a more viscous state [1].

The effect of stress on bitumens characteristics hasn't been completely studied. When performance characteristics are measured using standard methods [2], the results are not accurate because of deformation.

The purpose of the research was to develop a method for determining a time-penetration dependence for bitumens.

Experiments

In our research we compared bitumens of equal penetration, but of different types. Two types of bitumens were studied: oxidized and residual. The residual bitumens were Ninas bitumens of the Akzo Nobele Company and the oxidized bitumens were from the Lisichansk plant. Their penetration was determined using two methods: that of a sharp-point needle (a standard method) and that of a blunt-point needle (the method of our research). For measuring penetration we used standard and cylindrical needles. The needles were 100 mm long and 1 mm in diameter. The process of measurement was recorded by a Web-camera.

The following stage of the research included studies into the dynamics of the ball penetration into bitumen at a fixed temperature. As a comparative structure, bitumens containing 3% of SBS 1101 polymer were added.

The results of the experiments are listed in Table 1. They show the dynamics of the ball penetration into Lisichansk and Ninas bitumens of the grades 90/130; 60/90 i 90/130 containing 3% of SBS 1101 polymer. The data were obtained at the temperature of 45 degrees Celsius.

Discussion of the results

The results of the experiments can be interpreted as follows:

1) at all stages of the ball penetration into the bitumen there is a noticeable difference in the data for bitumens of different viscosity. It is true for both residual and oxidized bitumens;

2) a similar difference can be observed in the speeds of the ball penetration into the bitumens.

It means that there is no need to measure indices of penetration and softening temperature in order to determine the performance characteristics of bitumens. It is more rational to assess their stress resistance.

Table 1

Experimental data obtained at 45 ℃

Fluidity parameters	Experi-mental tempe-rature	Bitumens					
		NB 2	NB 3	NB 3 P3	LB 2	LB 3	LB 3 P3
Penetration at 25℃		79	118	77	75	105	57
Softening temperature according to ISO		48,4	42,3	52,6	50,4	48,0	57,2
Softening temperature according to the standard method		45,4	40,4	50,6	50,3	46,1	56,6
Penetration time, sec.: upper boundary	45 ℃	20	8	45	30	5	60
lower boundary	45 ℃	47	28	134	64	23	160
control plate	45 ℃	97	61	240	90	40	270
Penetration speed, mm/sec : first section	45 ℃	0,23	0,58	0,103	0,15	0,93	0,077
second section	45 ℃	0,01	0,17	0,035	0,072	0,20	0,029
third section	45 ℃	0,048	0,076	0,019	0,051	0,12	0,017

Conclusion

Our research has made it possible to arrive at the following conclusion:

1) Measurements with the use of the standard (sharp) needle produce errors within the first few seconds of penetration, and this information is important for high viscosity bitumen.

2) Penetration data obtained with the use of the cylindrical needle more accurately reflect the true state of bitumen from the starting point to the full length of penetration.

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PROBLEMS OF URBANIZATION IN THE CONTEXT OF UKRAINE'S NATIONAL SECURITY

MARIA KOVALSKA, bachelor student
PAVEL BILYM, Associate Professor, PhD (Engineering)
SVITLANA ZUBENKO, Senior Teacher
O.M.Beketov National University of Urban Economy in Kharkiv

Urbanization is the most general trend of the last 50 years, but in Ukraine it becomes major, because villages disappear, cities become more popular.

Urbanization has a number of negative effects: there is no balance of citizen allocation across the country, environmental violations, problems of unhealthy environment for human life, for example, noise, pollution of air, ultrasonic radiation, transport problem etc., negative social effects rising of crimes, drug addiction etc.

Urbanization and the growth of number of urban population is difficult and painful for Ukraine. The problem is, that the main reason of urbanization is the following: citizens can't get quality services and normal level of life in the countryside. That's why they leave their home and move into the cities to look for a better life.

Currently, the pollution of environment in big cities has dramatically increased, particular in big industrial centers. There is an unrestrained concentration of people in cities, emerging and growing metropolises. Therefore, the growth of population increases problems.

Ukrainian capital Kyiv is a three-million city. It means, that Kiev could be divided into three separate cities. Also Kharkiv, Donetsk, Lviv and other cities have more than one million people. And there are ten other cities, which population is close to a million.

The vast majority of big cities is industrial complexes, and the biggest problem is industrial waste and garbage. Urban environment makes harm to population's health because of the air pollution, shortage of sunlight, water, and also stress factors, that arise from the hectic rhythm of life, shortage of parks and greenery, hard work and other factors.

Many of diseases have higher level of spreading in big cities than in small towns or villages. For example, lung cancer in big cities is diagnosed two or three times more often, than in countryside. One of the reasons which could be crucial is more polluted air. There are more cars, more smokers, and smokers do harm not just to themselves, but they poison other people too. Also, factories and their wastes.

Difficult situation is also connected with the modernization of life support network, that is very important for big Ukrainian cities. Abnormally high temperature at summer and frosts at winter is a reason of accidents in city utility networks.

Urbanization creates a problem in agriculture. People leave villages and also leave their work places. There is not enough people to work in fields, to work with animals at farms, etc. All these leads to the reduction in the number of agricultural products. In this regard, country loses its resources and is forced to buy vegetables and fruit, that could be grown in Ukraine. And this creates big problems in economics.

We can not examine urbanization without taking into consideration social production, in particular: heavy industry, energetics, chemistry industry etc. Manufacturing needs new workforce on enterprises, so there is an economical factor: rural citizens go to the cities and work there.

As mentioned earlier, urbanization problems influence on the growth of population in cities. So, hence arises a problem in building construction industry, because new population needs new houses. Big and densely built up city do not always have sites for new construction works. Therefore, we have a new problem –

where can we find an area for new houses?

First variant – building in maladjusted place, that violates the standards of building. In the result we can have, for example, building collapses, flooding, sediment into the ground etc. This results can do harm to people's health or even take a person's life.

Second variant – cutting trees in parks or in forests for building at this place. But, this again leads us to ecological problem, shortage of air and other negative results.

So, if we have a problem, we must find the way to solve it.

Cities have to grow, because their population is growing too. Instead of small cottages and private houses, it is useful to build big houses with a lot of floors and with hundreds of apartments.

Also, we have to find the way how to decide economic problems, because building of houses requires a lot of money. This is business. To take down old unusable buildings and to create a new modern city needs large sums of money.

But, in my honest opinion, the easiest way to solve the problems of growing cities is creation of well paid work places in village's. Therefore, they will not even have a reason to move from their home.

In our time urbanization problem is incredibly important. But I strongly believe that all the problems can be solved. Not only by our desire to provide better future for next generations, just to save nature, that is being ruined by humanity.

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RESEARCH OF CHOICE FACTORS OF TRANSPORT MODE WHILE TRANSPORTING BUILDING MATERIALS BY ROAD AND RAIL

ANASTASIYA KOVALENKO, Master degree student
MARIA OLKHOVA, Senior Teacher
O. M. Beketov National University of Urban Economy in Kharkiv

The absence of effective interaction between different transport modes for cargo transportation has a negative impact on the logistics systems development and it increases the transportation cost and time. There is a large range of interchangeability between road and rail. Global trends of these transport modes confirm the need for an integrated approach to a transport choice. The issue of

interchangeability between road and rail delivery systems, particularly for transportation building materials is an important one for Ukraine. Thus, there is a necessity for scientific justification of the choice factors of transport modeconsidering the requirements put forward by customer and current logistics principles.

The factors importance assessment influencing the transport mode choice in the main cargo transportation were applied via expert method. A questionnaire was developed to assess factors of road and rail transport mode choice in the main cargo traffic. Experts were surveyed of 12 largest companies in Kharkiv that directly related to the road and rail transport use. As the result of the survey it was found that the most significant criterion is transport costs (Fig. 1).
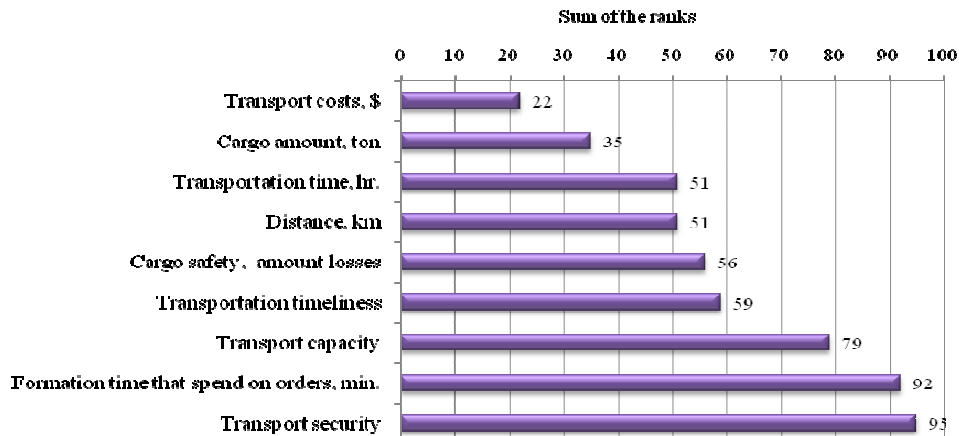
Fig. 1. Histogram of the significance criteria for selecting road and rail transport modes as the main transport

The following criteria are also significant: transportation time, cargo amount, distance, cargo safety, transportation timeliness. According to the experts, the factor "transport capacity" has received a high correlation with the "cargo amount" factor. This may be explained by a low significance of this factor. Besides, the factors like "formation time spent on orders" and "transport security" have received a slight importance.

It is proposed to use customer's expenditures as enterprise efficiency criteria while choosing a transport mode. It takes into account immobilization cost.

The results of the calculation of the proposed model with the traffic cargo amount of 40 tons and 60 tons for road and rail transport modes are shown below (Fig. 2, 3).

The experimental conditions were adopted by the following: transportation is provided within Ukraine, cargo transported into universal vehicles and wagons, the road and rail vehicles' capacity are 20 tons and 40 (60) tons in accordance. The rail wagons are owned by rail enterprises. The developed model is an analogue of the real existing building enterprise operation.

The intersection point of two lines indicates the same expenditures for the customer. This point can be called an equivalent distance point, it means that it is the same for enterprises either to use road or rail transport.

When transporting 40 tons of cargo over the distance of no more than 800 km it is appropriate to use road transport, but when transporting 60 tons of cargo it is
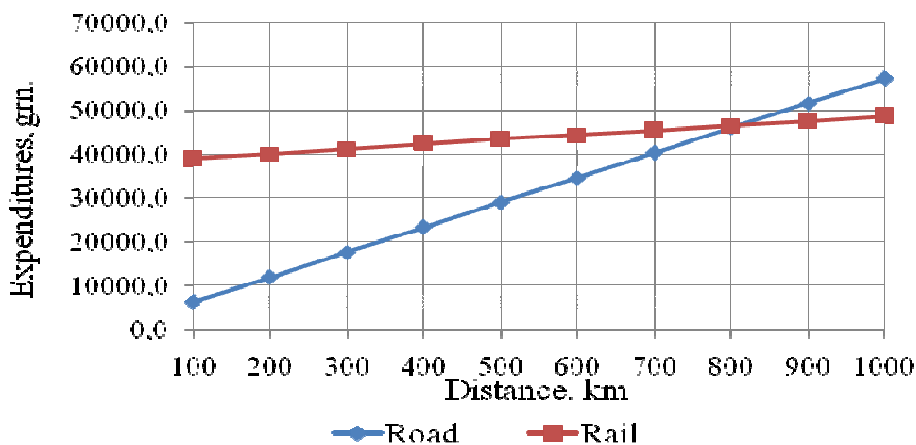
Fig. 2.Graph of the customer's expenditures and transport distance while transporting cargo by road (A) and rail (Z) in Ukraine without consignees' rail siding (cargo amount is 40 tons)
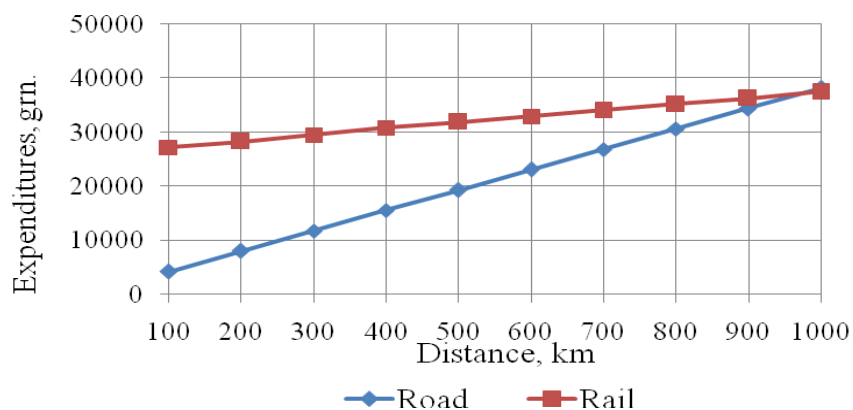
Fig. 3.Graph of the customer's expenditures and transport distance while transporting cargo by road (A) and rail (Z) in Ukraine without consignees' rail siding (cargo amount is 60 tons)

better to use rail transport for building materials' transportation in Ukraine without consignees' rail siding.

CURRENT STAGE OF THE ORGANIZATION OF FREIGHT MOTOR TRANSPORT ENTERPRISES

INNA KYRYLENKO, student
Kharkiv National Automobile and Highway University

In general organizational and planning activity of freight motor transport enterprise encompasses a wide range of planning, economic, organizational and technical tasks including the development of scientifically proven promising operational plans, the optimal way of selection of their realization and the regular monitoring organization of plans implementation.

Particularly, operational planning is the final planning element of the company planning system. It means the long, medium and short - term plans and it is one of the

operational management tools.

The traditional transport terminology means that the operational planning tasks and freight transportation management imply the problems solved on the final stage of transportation production. The solutions of these tasks are aimed at achieving the effectiveness of transport resources utilization for execution of transportation orders.

Operational planning process includes the sequence of the following tasks execution:
- initial data receiving;
- rational vehicle option;
- vehicle downloading;
- route movement development;
- schedule development.

In the operational planning and management problems at freight motor transport enterprises there were involved scientists and practitioners.

The German researcher Thorben Seiler emphasizes that operational transportation planning incorporates the most precise planning level where resources and requirements are described at a highly detailed level. It is usually performed by local management in a highly dynamic environment. Thorben Seiler noticed that operational transportation planning was focused on short-term decisions based on shipping orders. Planning is no longer executed to have been based on continuous material flows but on transportation orders quantified origin, destination, quantity and date of a transportation task. The availability of this information determines the planning horizon usually stretched from a few hours to a couple of days. Researcher said that the mode and carrier choice and the transportation schedules implementation and their adjustment were the main parts of the operational transportation planning process [1].

"Transportation Planning Capacity Building Program" noted that transportation planning played a fundamental role in the state, region or community's vision for its future. It includes a comprehensive consideration of possible strategies, an evaluation process that encompasses diverse viewpoints, the collaborative participation of relevant transportation - related agencies and organizations. Transportation planning is a cooperative process designed to foster involvement by all users of the system, such as business communities, community groups, environmental organizations, traveling public, freight operators, and general public, through a proactive public participation process [2].

Many authors have addressed the use of optimization in trucking. Norwegian scientists Geir Hasle, Dag Kjenstad, Carlo Mannino and Patrick Schittekat in their studies accentuate that to develop a decent plan for transportation is a very important problem. While humans can still find reasonable plans using rules of thumb, automatic decision support systems can search plans that are superior to the ones created by humans. Solution of the Vehicle Routing Problem is a key to efficient transportation management. The routing optimization program called Spider (Industrial Vehicle Routing Problem Solver) has been developed and offered

by these scientists. According to them the implemented software will allow to reduce a number of shifts, less working hours, a reduction of distance driven and total transportation costs minimization [3].

Professor Goos Kant concluded that the optimization technology helped centralize the planning processes. Software helps define a clear planning process, to organize efficiently the necessary data and manage the quality of data, as well as define key performance indicators to inform decision - making on quality [4].

Having analyzed the current stage of the operational planning tasks of freight automobile transportation the conclusion was made.

The decisions of vehicle rational choice for cargo transportation, routing, development schedules, vehicles loading tasks are usually resolved at the local level using criteria for solving the problem without incorporating other operational planning solutions. This approach gives that the optimal local level solution making impossible the obtaining of the next local optimal levels solution.

The consideration of the mutual influence decisions made on the local level is one of the perspective quality improvement tasks of operational planning process. The method of parallel operational planning tasks solution is considered to be used at freight motor transport enterprises. The proposed method of parallel tasks solution allows to consider the mutual influence of the operational planning problems solution results and to reduce eventually transportation costs.

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CHEMICAL GROUTING OF SOILS

MARIA MISHUROVA, post-graduate student
MICHAIL BRONZHAEV, Associate Professor, PhD
O.M. Beketov National University of Urban Economy in Kharkiv

In the light of evolving trends for improving capital construction and reconstruction of existing enterprises as well as developing underground space in modern urban planning chemical grouting assumes a particular relevance.

The essence of chemical grouting of weak soils consists in inserting into the soil low-viscosity chemical solutions pumped under pressure through previously drilled or clogged injectors or through specially equipped wells. The latter are to harden in a strictly fixed period the pore space of soil, which becomes consolidated and waterproof.

The soils under grouting should have sufficient permeability. Clay and loam soils due to the low permeability cannot be subject of chemical consolidation.

Currently, the chemical grouting methods are developed in two main directions. The first approach is based on consolidation of soils using silicate solutions and their derivatives. The second, a relatively new direction, is based on using of organic polymers such as acrylic resins and many others.

Both inorganic and organic polymers form a grouting agent represented by a gel. Chemical grouting of soils happens almost immediately.

Some forms of grouting bring new characteristics to the soil. Based on these characteristics grouting can be subdivided into the following groups:

1. the process that decisively changes construction characteristics of the soil and greatly increases the mechanical strength and impermeability;

2. the process that brings impermeability to the soil;

3. the process that increases impermeability and improves the soil specific gravity.

To develop impermeability to sandy grounds silicate and clay-silicate solutions are used. A strong grouting of sandy soils is achieved by using a two-stage process of silication. A number of one-stage processes of silication can be used in sandy grounds mainly for providing these soils with impermeability.

A one-stage method of silication using chemically active substances of the soil is developed for grouting collapsing loess soils. The method is used in collapsing soils with moisture of not more than 17%, i.e. the depth of loess should be higher than the water level. With the moisture of 20-22% gas silication is used which includes pumping carbon dioxide into the soil, then silicate and later again carbon dioxide. As the result of this method, the soil gets strength and impermeability.

A rational use of modern chemistry developments has helped to solve a number of important problems in construction.

The main of them are:

• constructing civil and industrial buildings and on collapsing and dilative soils which are extremely widespread on the territory of CIS;

• strengthening of foundations under existing constructions;

• excavating terrain under difficult conditions without expensive equipment;

• increasing the bearing capacity of piles and large diameter bearings;

• protecting concrete foundations from harmful exposure of aggressive ground waters and industrial waters;

• grouting soils for mounting of anchors.

When choosing a method of chemical grouting is necessary to consider the chemical, mineralogical composition and geoengineering properties of soils under groutin

OLED-LIGHTING IN ARCHITECTURE OF MODERN SHOPPING CENTERS

KSENIYA MOHOVA, master student, 6th course
NATALIA TREGUB, Candidate of Architecture, Professor, Head of the Department "Furniture Design", Architect
Kharkiv State Academy of Design and Arts

The advantages of OLED-lighting in formation of environmental object-spatial environment (an example, the shopping and office centre AVE PLAZA) are considered.

Light interior design is a multilevel system formed by different illumination devices that simultaneously solves functional, aesthetic and emotional tasks in accordance with the purpose of a room.

Three types of lamps are mainly used in the rooms. There are filament, halogen and fluorescent lamps. Those types of lighting that is closer to natural are more favorable and harmless for human vision. The future of lighting devices belongs to (light-emitting diodes) LEDs, so this study is very actual and important.

Thin and flat shape of organic LEDs makes it easy to integrate them into furniture, walls, ceilings or floors that cannot be done with other light sources. Unlike filament lamps, where light appears as a result of electric current passing through a wire or fluorescent lamps in which current is conducted through the gas, organic LED lighting works by passing electric current through one or more layers of ultrathin organic semiconductors. Such parameters as shape, size, color, lighting, lamp design can be varied and people can choose them to their taste. Organic LEDs make it possible to create ultra-thin (thickness of a sheet of paper), completely flat light sources. OLED is waterproof and airtight, it can change the brightness of the light it doesn't emit heat. Organic LEDs emit diffused non-dazzle light with high color rendering index. Unlike all other lamps, except fluorescent, OLED shine evenly, that is, they have low overall brightness. OLED are thin and flat, they can be on underlining of any shape. In addition, they are instantly turned on and consume little power that distinguishes them from other sources.

Lighting of spaces must necessarily be of two types, that is, the main and accentual. Very powerful lights that have certain characteristics and give diffused light are usually used for the main lighting. Sometimes, the beam of light is directed at the ceiling or any neutral surface, in case of reflection the scattered light appeared again, it does not tire the eyes and evenly illuminates the room.

Accentual lighting is extremely diverse. Light panels, illumination of shop windows or any other interior elements give unique charm to the mall.

Placement of small OLED-modules that are distributed in space are chosen for compositional solutions in general lighting of the atrium. These sources reflect light from the ceiling and give most of it back, dispersing evenly throughout the space. The reflected light makes the interior space weightless and transparent, and gives the impression of the most comfortable and uniform lighting. A large number of small

lights form a decorative spiral mass, covering the entire scope of multilevel interior space. This design solution is interesting for visitors of the shopping and office centre on each floor. To create different lighting scenarios that can vary, for example, depending on the season, you can place a large number of OLED-modules in the form of butterflies, flowers and snowflakes across the atrium area and adjust their brightness and position in space.

Another variant of introduction of OLED lighting in the atrium in the shopping and office centre is the principle of emphasis of functional interior elements such as escalators, elevator shafts, barriers, floors), which reveals the tectonic and structural features of the architecture. This lighting can be built in and as a continuous band. This built in lighting emphasize functional areas and make atrium visually larger. The combination of different methods of lighting shows that lighting should be used as a means of visual correction of the size and proportions of the room.

One of the variants for the introduction of OLED-technologies in lighting of shop windows is composition of OLED-modules that will serve not only for lighting and highlighting of decorative elements of the show windows, but they will act as a decorative element together with lamps. In this case, such properties of light as brightness, light rhythm and color are used. The topic of the scenario «Seasons» allows us to emphasize the picturesqueness of the shop windows. We can notice obvious advantages of moving light systems that allow you to change the emphasis. All this provides more opportunities for the combined usage of light. A lot of light points instead of one powerful lamp are used in the show window. It allows making more detailed stress. Successful light concept of the store facilitates introduction with the proposed product.

Landscape lighting is one of the most popular trends in modern design because it allows you to see the landscape and the surrounding architecture in the most favorable light.

OLED lighting with minimal design is suitable for landscape architecture, as they do not create a strong blinding effect.

LEDs are successfully used in outdoor lighting because they have a high level of protection against moisture and corrosion, resistant to vibration, impact resistant and can withstand the impact of different temperatures. In addition, they do not require special care, they are easy to operate and consume little power. In terms of design, the advantages of semiconductor light sources are good color and wide range of color temperature. Thanks to its technical characteristics they can be used in lamps of different shapes and can be built in into any surface.

For example, OLED-modules can be used to illuminate the area of the square. They will serve as a framework where decorative design lamp will be mounted.

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EXPLORING EMOTIONAL INTELLIGENCE WITH BOOK'S MAZES: BOOK, INSTALLATION & PERFORMANCE

DARYNA MOMOT, Master student
University of Applied Science in Trier, Germany
"All learning has an emotional base."Plato

Successful contemporary design demands more than just practical and technological expertise, designers must also take a wider view and consider the emotional intelligence (EI) impact on their works.

We immerse ourselves in Book's world, walk between lines, visualize a letter into image, to shape, collar and transform them. After this we create feelings, homes, streets and whole environmental. Each of us is a creator of amazing ground in the world of books.

Book is no more than creator's encoded massage in signs and pictograms. Horizontal and vertical strokes, fragments of geometric forms, spots, dots, lines –are the creator's taste of material for production of tangible pictures with smells, with rumbling in the stomach and nausea when you are concerned, with smiles at the moments of joy.

The core question of the suggested project is find out what process connects the simple geometrical forms within our emotional states.

Emotional intelligence (EI) is defined as the ability to monitor one's own and other people's emotions, to discriminate between different emotions and label them appropriately, and to use emotional information to guide thinking and behavior [1].

Currently, there are three main models of EI: Ability model, Mixed model (usually subsumed under trait EI), Trait model. I suggest to use ability-based model.

The ability-based model views emotions as useful sources of information that help one to make sense and navigate the social environment [2,3]. The model proposes that individuals may vary in their ability to process information of an emotional nature and in their ability to relate emotional processing to a wider cognition. This ability is seen to manifest itself in certain adaptive behaviors. The ability-based model is identified four different factors of emotional intelligence: the perception of emotion, the ability reason using emotions, the ability to understand emotion and the ability to manage emotions.

1. *Perceiving Emotions:* the ability to detect and decipher emotions in faces, pictures, voices, and cultural artifacts—including the ability to identify one's own emotions. Perceiving emotions represents a basic aspect of emotional intelligence, as it makes all other processing of emotional information possible.

I suggest to identify what emotions are created by books, namely the text block, font, word-image, illustration, associative composition of simple geometric shapes. Project will be represented as maze. Text blocks will be painted on the exterior walls and composition of simple geometric shapes will be inside, accordingly. All images will be accompanied by stamps with identical images. Clean

brochures will lay near the entrance to the maze and visitors can make their own book by using stamps.

2. *Reasoning with Emotions:* The next step involves using emotions to promote thinking and cognitive activity. Emotions help prioritize what we pay attention and react to; we respond emotionally to things that garner our attention.

3. *Understanding Emotions:* the ability to comprehend emotion language and to appreciate complicated relationships among emotions.

4. *Managing Emotions:* The ability to manage emotions effectively is a key part of emotional intelligence. Regulating emotions, responding appropriately and responding to the emotions of others are all important aspect of emotional management.

The main aim of the study is to create emotional intelligence book model (EIBM) for monitoring the transformation of book's components (text blocks, fronts, word-images, illustrations, associative composition of simple geometric forms) into emotions. For visualization I suggest to present EIBM in the form of the Book's Mazes with different types of compositions, which will permit us to involve viewers in the process of book creation.

The tasks of the study are: (1) to collect and analyze the sources of information on project topic; (2) to study projects-analogs; (3) to formulate requirements for the project; (4) to complete the project like a visual model.

In the frame of EIBM the book's components will be presented in the following ways:

1. *Text block*: Big text blocks will be drawn on the exterior walls of the maze. They will be looked like print's pages. Among them, the various types of layout will be presented by using books, newspapers and magazines. Viewers will see that placement of the text without the use of graphic elements or other decorations have a wide range. There are four entrances in the maze and participants could choose the most interesting one to start their journey. Thus, participants will see diverse composition of text and make comparative analysis based on which will be chosen at the beginning.

2. *Font*: The next step will be demonstrated different typefaces. After the participant familiarized with font's plastic, they will fall into next section, where plastic will became a part of the word's image and will get semantic and emotional coloring (section word-images). Fonts will be contrasting in shape and character in each section for enhancing characteristics of each. Viewer will go to the next section with knowledge about letter's expression without any sense.

3. *Word-images*: Word-images – it is a word, that are written in such way, that it is appear association with word's sense. To be able to attain this it is necessary either to take typeface, that match to word's sense, either to use characteristic word's penmanship, either little deform letters. In my opinion, it is transitional stage between letter and image. This stage helps to perceive text as the image and understand that it depends a lot of its appearance in the reading process.

4. *Illustration*: Participant will fall into illustration section after reading texts, phrases and words in the previous sections. At this point the mind will generate

the images, which he read before. The illustration section will meet the artist's vision their imagination. There is important that illustrations does not appear in front of visitors unexpectedly, it will be logical continuation of the previous stages. Thus, it will be demonstrated as unseparated text, image, and importance of their harmony combination.

5. *Associative composition of simple geometric shapes:* Further illustrations will be transformed in associative composition of simple geometric shapes. It is destroy of perfection, which was attained in the harmony fonts and illustrations. Knowing how to read the materials human nature can successfully create book. We can only try to look into this nonobjective world. Last section demonstrate that whole maze it is only beginning of the journey into the world of books.

<u>Conclusion.</u> Suggested study is the opportunity of every visitor to face the problems, which usually are met by designers and text creators. Project will show that printing is not only a source of information, but it is artwork also. Project is developed to increase the quality of daily graphic design on the base of EI.

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VOIDED BIAXIAL SLABS IN CIVIL ENGINEERING

NAUMENKO YULIIA, post-graduate student
O. M. Beketov National University of Urban Economy in Kharkiv

Recent developments in construction technologies have heightened the need for implementation of new building facilities. Installation of lightweight voiding blocks is recognized as an important component in the construction systems and plays a key role in reducing the weight of bearing and sustainable constructions (slabs). It is noteworthy to mention R.B. Fuller's recommendation to measure building's weight for measuring its perfection [cit.ex.1]. The aim of the paper has been to give a basic overview of major developments of voided biaxial slab in the history of construction practice.

The main concept addressed in this paper is *voided biaxial slab* (VBS). While a variety of its interpretations have been known, the working definition designates it as "reinforced concrete slabs, in which voids allow to reduce the amount (volume) of concrete" [2].

Previous studies indicate that preliminary endeavors of reducing the weight of construction elements have been pursued since the times immemorial. Moreover, the significant positive correlation between weight and geometrical parameters of

constructions was noticed long ago. Therefore, starting from the ancient era architects have been reducing the weight of constructions by varying geometrical and physical properties of the voiding blocks. The key aspects of modifying their geometrical properties can be listed as follows: a) making voiding blocks ribbed; b) thickness reduction by relieving a load; c) installation of inner hollows with incased ceramic jars, pipes, etc. The adapting physical properties of voiding blocks involved a reduction of concrete density, which, in its turn, caused a relieving of the load on understructures [3].

The above mentioned techniques of reducing a construction weight basically remain unchanged to the present day. For instance, general cross-section shapes of floor slabs remain essentially the same: solid, hollow and ribbed [4]. Simplicity of making the formwork, reinforcement and concreting is among the strong points of solid slabs. Nonetheless, they have greater material consumption than ribbed ones. The latter have disadvantage, concerning their complicated formwork.

The usage of hollowed slabs with identical formwork to solid slabs and similar material consumption to ribbed slabs, may serve as a compromise solution to the issue. The prototype of VBS was hollow-core slab, which appeared in the 1950s. These floor slabs were one-way spanning, prefabricated elements with hollow cylinders. The development of the conception of voided or hollow core system was aimed at placing formers between the upper and lower static reinforcement of a concrete slab to replace concrete in zones, where it has no structural benefit and reduces the weight of slab [5]. A maximally hollowed slab has the least material consumption.

However, in this case the possibility of concrete collapse, when retrieving core formers, is rather high. To avoid this disadvantage it is necessary to use *irretrievable void formers* (IVF) made of light-weight material. Besides, using core formers, made of foam polystyrene or mineral wool, fosters a significant improvement of thermal and soundproof qualities of the floor slabs.

Despite VBS's reduced resistances towards shear, local punching and fire, the fact remains that it is a prospective solutions due to its less weight and the ability to create large spans. Currently, there is a variety of different designs of VBS. They mostly depend on IVF. For instance, using polystyrene core formers is a traditional technique to minimize weight. But, in spite of this solution's simplicity, it is a labour-consuming process, depending on a human factor [6].

Consequently, researchers made many attempts to improve this solution. An example is the BubbleDeck® technology, invented in the 1990s. It has been the first technique to create a voided floor with the same capabilities as a solid slab due to the placement of locking ellipsoids between the top and the bottom reinforcement meshes [7]. Another example is the Cobiax system which was developed in 1997. This technology is based on a similar principle and uses elliptical & torus shaped hollow plastic members as void formers [8].

Later in 2001 the U-boot system was developed in order to minimize CO_2 emission and decrease the transportation costs. The U-Boot blocks are made of recycled polypropylene and assembled on the building site. The latter is the main

advantage of this system. Moreover, the U-boot model provides in its design a grid of orthogonal beams to enhance reinforcement calculation according to the Eurocode and other regional standards. For the first time the U-boot system was implemented in 2002 and thereafter it has been used worldwide [9].

The conception, developed in 2003, is Airdeck. It has the basic advantages of the U-boot system (i.e., ability of formers to be nested and usage of recycled polypropylene for producing IVF). Besides, the strong point of this system is lack of necessity to use retaining mesh to hold down IVF during the concreting of the second layer [10].

Hence, various types of voided slab systems have been designed for nearly three decades worldwide, but these solutions have not yet become recognizable and applicable in Ukraine's modern monolithic construction. It is caused by a lack of studies on the technology and organization of VBS production. Furthermore, these solutions are more complicated as compared to characteristics of solid-core slabs. Therefore, research aimed at the improvement of the light-weight slab installation technologies will facilitate material resources conservation.

The overview of VBS applications reveals that although their research and specifications for composite construction started very early, but their sustainable development has gained prominence on the international level quite recently, only at the beginning of the 20th century. Therefore, versatile constructive alternatives of the voids under elucidation and their technology must be modified and improved in the near future.

Due to high price of available innovative VBS, their implementation becomes impossible for Ukrainian building market. The usage of polystyrol voids can serve as a rational solution to the issue. Even employment of the latter has not yet gained a wide applicability in construction space of Ukraine. One cannot exclude also the possibility of emergence of a new type of voids, efficient and relevant to Ukrainian context on the basis of the existing world experience, briefly outlined in the paper.

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PSYHOPHYSIOLOGICAL AND SOCIAL ASPECTS OF FORMING OF THE ARCHITECTURAL ENVIRONMENT OF HOSPICES IN A MODERN CITY

ALYONA NAZARUK, post-graduate student
OLEG MYRONENKO, Senior Teacher, PhD (Architecture)
O.M.Beketov National University of Urban Economy in Kharkiv

The need to develop and design palliative care objects arises as the result of increasing the sick rate of the population. The topic of the society attitude towards dying people runs through the whole history of the mankind. Taking care of dying people becomes relevant only in the end of the XVIIIth century, and the very direction of palliative care as a single branch in medicine, was formed only in the second half of the XXth century.

The aim of the research is to identify physiological and social aspects of forming of the hospices architectural environment in a modern city.

By definition, a hospice is a type of medical and social institution, where patients in the terminal stage of the disease receive adequate care, symptomatic (palliative) treatment and where spiritual, psychological, social and legal support is given both to the patient and the relatives *[1, c. 10]*.

Actually, a hospice is not only a specialized palliative care center, they are primarily designed to meet the spiritual, social, physical and psychological needs of the person, regardless of the diagnosis. Special aspects of the idea of hospice in the modern city are the interrelation of such concepts as "society", "space", "patient". The idea of spirituality and morality acquires a fundamental importance in the development of such a system.

In this regard, along with medical and technical aspects of forming of specialized centers the philosophical aspect acquires a special importance. Thus, the postulate of reverence for life of Albert Schweitzer - "there is life that wants to live among life" - can serve as a principle of the hospice philosophy. The hospice philosophy is based on the belief that by increasing the quality of the environment, patients can live fully and comfortably as far as possible in the given circumstances.

On the other hand, at the present stage of megacities development certain difficulties arise with the placement of such institutions which is related to the factors that combine natural, climatic and urban conditions. Functional specific characteristics of hospices dictate specific requirements to the organization of a barrier-free environment.

Modern architectural solutions, coordinated to humanize space, are able to create a favorable psychological climate in which the main role is played by anthropometric data and comfortable environment for patients.

An important condition in the design of hospices is maximization of the therapeutic potential use of the environment. Namely, architectural organization of the environment for the patients should create positive emotions and help to tune them in to an optimistic mood. Undoubtedly, a combination of such factors as the geographical location of the hospice, its architecture, internal structure, organization infrastructure is needed to create a fulfilling life of patients and eliminate the psychophysiological and social barriers. Psychophysiological favorable atmosphere can be create with the help of not only a special architecture and decoration of buildings, but also using a diversity of landscapes, creating a system of various therapeutic environments.

The abovementioned factors allow to conclude that hospice is an example of a specific human habitat, the design of which should take into account the spatial interaction between the patient and the society. An important condition for the original idea of hospice implementation is researching of the development mechanisms and interaction of the elements in the system "patient-space-society."

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NOISE REDUCTION OF POWER TRANSFORMERS IN FOR SOLVING THE TASK OF PROVIDING ACOUSTIC COMFORT AND SAFETY FOR ELECTRIC ENGINEERING PERSONNEL AT POWER PLANTS

YAKOV SERIKOV, Candidate of Engineering Sciences, Professor
ANNA DOLGOPOLOVA, postgraduate
O. M.Beketov National University of Urban Economy in Kharkiv

The problem of human protection from a high level noise pollution today is one of the most relevant tasks and its solution has received considerable attention throughout the world. One of the main sources of high level of noise is the noise of power transformers at power plants. The operation of power equipment is associated with noise emissions and often exceeds the health standards. Persistent cycle of operation of power equipment makes special hazards of noise exposure on humans.

The issues of transformer's high level noise suppression include a complex of tasks. Firstly by the causes and sources of transformer's noise should be analyzed, as well as the methods of measurement and analysis of noise, and, later, on the basis of the received data to determine the ways of transformer's noise reduction.

As it is known, high power transformers emit noise in which low-frequency tonal sounds dominate. The spectrum of the noise changes in time. There are three main sources of noise in transformers:

- the noise from the magnetic core of the transformer, created by such a phenomenon as magnetostriction;

- the noise as a derivative of vibration caused by the load current flowing through the transformer's winding;

- vibroacoustic sources of energy (vibration of the transformer core, windings, cooling system devices).

According to the sanitary norms, the noise level at permanent workplaces in the production facilities on the enterprise premises must not exceed 80 dBA. However, in practice, the allowable norms from the high power transformer's can reach 25 to 32 dBA.

High level of transformer's noise causes pathological changes in hearing, affects the nervous and cardiovascular system, resulting in sleep disturbance, contributes to mental illnesses. People working in conditions of prolonged noise exposure experience irritability, headaches, dizziness, memory weakening, fatigue, which can result in errors and accidents during the execution of the production tasks.

Noise disease stars to develop after 3-5 years of a systematic stay of the employee in the zones with high noisiness. The probability of hearing loss, depending on the equivalent sound level and work experience ranges from 1 to 81 %.

Occupational diseases that are associated with the sound effect occupy the first place among other diseases of workers in the field of power engineering, and according to the World Health Organization, 2% of all deaths are caused by diseases associated with excessive noise.

During the certification of workplaces on working conditions at power plants it was found that more than at 30% of jobs the noise level exceeds the standard value, which further leads to the occurrence of occupational diseases.

To reduce noise at the workplace organizational and technical measures are developed and implemented. The main organizational activities include:

- carrying out monitoring of noise characteristics of jobs by measuring the noise and timing of the stay of workers at the workplace during the work shift;

- rational organization of work and rest of the workers;

- development and implementation of the plan of technical measures for protection of workers against noise by the occupational health protection services of power engineering after enterprises companies;

- conducting of medical examinations of the employees;

- evaluating of the workplaces according to the working conditions.

The main technical measures allowing to provide acoustic comfort of the personnel are:

- use of soundproof steel housing mounted on the transformer's tank;

- installation of transformers in separate rooms. To reduce sound reflection from the walls and ceiling they are equipped with the latest noise absorbing lining of fiberglass materials.

- partial or complete lining of walls and ceilings with noise absorbing materials to absorb sound energy;

- installation of suspended ceilings in industrial premises. The isolation of air noise increases with filling the air gap between the ceiling and the ceiling material by noise absorbing airborne sound insulation.

Application of the above mentioned measures allows to improve the working conditions of personnel in power engineering, eliminate workplace harmful effects of noise or minimize their negative impact.

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CURRENT TRENDS IN FORMATION OF THE ARCHITECTURAL - SPATIAL ENVIRONMENT OF THE CULTURAL-EDUCATIONAL CENTERS

ARTEM SHEVCHENKO, post-graduate student
OLENA KONOPLYOVA, Associate Professor, PhD (Architecture)
O.M.Beketov National University of Urban Economy in Kharkiv

Since origin the workmen's clubs played the important role in cultural and social life of a society. This type of buildings has passed a long way of development, beginning from construction of the "workmen's club" "club of trade unions" or "recreation centers" of a factory or an enterprise in the twenties of the last century up to creation in our time the modern, large-scale cultural centers, the art centers, the centers of cultural evolution. This type of buildings has a very interesting history comprising both the periods of rapid development and periods of degradation. Like other types of buildings, the cultural-educational centers have their own periodization and stages of development.

The early generation of this type of constructions was fairly rapid. Workmen's clubs, national houses, palaces of workers were the new elements which have originated in the bowels the old system. They have passed a rough way of development; they have undergone the essential modifications in structure in order to correspond to requirements and needs of that time. One of the main issues which should be solved was the creation of the urban public institutions which could consolidate and be of equally interest for various social and age groups of population. That is to say these buildings met better requirement of communications, they were required for meetings, assemblages, "mass actions", and other arrangements that have been the integral part of the revolutionary epoch. These new types of public buildings

which at that time were just being formed were considered as the centers for the mass - propaganda activity and for augmentation of cultural level of workers and organization of leisure for various segments of society. Tenders for projects of various types of new cultural-educational establishment were held.

The large-scale building of workmen's clubs and recreation centers in the USSR fell on the second half of the twentieth years, upon that those clubs were seeming to absorb and dissolve functions of variety of the cultural-mass and entertainment buildings. This circumstance resulted in increase of their functional and composition role in the urban structure. Distribution of the new socialist culture at the territory of the USSR became a precondition for occurrence of workmen's clubs and establishments of cultural orientation in the twenties years. Clubs, propaganda rooms, people's houses, village library and reading-rooms and so on, have arisen early in the first post-revolutionary years in the cities, settlements and villages. At that time in the countries of Europe in contrast to the countries of USSR, there was no large-scale burst of designing of establishments of a like nature, however from time to time such establishments began to appear. In those days establishments of a like nature appeared at the territory of modern Europe, however they performed a function of cultural evolution of the society and its recreation but seldom had political implied sense. The European approach of that time also was fairly interesting and development of such type of buildings (unlike the countries of the former Soviet Union), both in functional-planning and three dimensional designs and in structural interpenetration of premises and various public spaces is in progress and is enriched with new experiments even today.

Time of occurrence of clubs has fallen within the era of development of such architectural orientation as a functionalism and constructivism. In the approach to working out the figurative design, the architects of that time considered that the club should be inevitably allocated with its surface appearance among the urban development. However the vision of the figurative designs was not unanimous among the majority of architects.

It should be noted that in the domestic practice of designing of such types of buildings during the 70th years there was a certain decline in comparison with foreign experience. In the context of development of technologies, tendencies in designing and needs of the population the approach for designing of this type of constructions has somewhat changed and became more amplitudinous.

Because of development of technologies the list of establishments and places where people could spend their free time and be evolved both intellectually and culturally has considerably increased. Except that cultural institutions which have arisen right at the beginning, demanded the updated approach and modernization according to requirements of new time.

At that time, in the countries of the former USSR, people gradually lost interest in the cultural centers. Certain transformation of interests took place. On that time attention of people was concentrated on cinemas, high-grade theatres which were built separately because of lack of the assembly halls and premises areas, lack of servicing in the recreation centers, and so on.

Similar situation with the advent of new cultural institutions was in foreign practice. However, architects of that time have very quickly realized that it was not favorable and detached allocation of such quantity of institutions together with adjoining territories in a city would very quickly lead to new problems. It should be noted that foreign experts approach with particular care for selection of premises which form the cultural centre. Conditionally most of them can be divided into two groups: the general one (premises and spaces where people of different age and social segments were able to spend time and would be equally interested in) and the specialized group (for each segment separately). In this time whilst designing of such buildings architects were striving to allocate as much as possible of functions in one building, this tendency remains valid up to date.

All this has been resulted in a combination of considerable quantity of the construction types of one big complex and add-ons in it of new types of premises. It is interesting that in our time such buildings are free from the fixed list of the accessory premises. The citizen's concernment and requirement are the main criteria for establishments and premises. In particular, if look at foreign analogues of the construction designs of this type it is possible to observe considerable functional expansion which is easily seen by comparison of foreign and domestic experience in design of such constructions.

In course of designing of master plans the area of the adjacent territories to a building was considerably increased. Arrangements of artificial ponds and large landscape territories are in evidence. The tendency of arrangement of these buildings close to the city center is discerned in the arrangement of town-planning structure, in order to facilitate access thereto. Besides they try to place building on territories with a good landscape picture - near to waters and on the interesting terrain. Unlike the countries of the former Soviet Union where the virtual imaginative design practically was always developed in the style of Constructivism, foreign developments of similar projects have no fixed stereotype concerning virtual imaginative design of the given type of object. Among imaginative designs you can find diversified variants ranging from the strict and bold contours of urbanism and cubism to the smooth lines overflowing into each other, lines of futurism or Biotech, also often the imaginative designs of the given objects are solved following parameterize patterns. The large glassed surfaces are prevailed in the imaginative designs of buildings irrespective of the stylistic orientation. Atrium spaces and terraced verdure surfaces are widespread. Use of the large glassed surfaces and atrium spaces allows solving problem of insolation of the big premises, in particular of the exhibition areas. Use of the large glassed surfaces and atrium spaces allows solving a problem of insolation of the big premises, in particular of the exhibition areas. At all times the advanced constructive designs were applied in these objects. This was attributed to one important problem which always took place - requirement for ceiling of the large areas. Earlier the reinforced concrete structures were mainly used as material for building of such objects. First by means of the reinforced concrete the architects were able to create a variety of interesting forms, secondly, in the fiftieth years of the last century majority of architects considered the reinforced concrete architecture as the architecture of the

future. Now concrete is also widely used, however, it is gradually superseded by modern metal designs and finishing materials.

So, clubs from their inception played the important role in a society. And today this type of constructions is interesting to be developed by architects throughout the world.

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SEMANTIC FEATURES OF CURRENT CITY ARCHITECTURAL IMAGE FORMATION

STOIKOVA DARYNA, MD student
O.M. Beketov National University of Urban Economy in Kharkiv

The purpose of architectural theory is to research laws of morphogenesis in architecture, content-richness and figurativeness of architectural forms, to remain relevant for understanding creative processes and the practice of architecture. Architecture as a kind of art, reflects all sides of society being (i.e., political system, level of culture, preference in a fashion and style). Pithiness and definiteness of architecture from time immemorial identify signs and symbols as the most concentrated resources, transmitting information [4].

According to many researchers, the end of the XXth century and the beginning of the XXIst century are distinguished by the current crisis in a stylistics and figurativeness of a modern architecture, resulting in both destruction of direct and inverse relation system between architecture's object and consumer and deprivation of modern architecture traditional signs-symbols. Moreover, the isolation of architecture from current reality and also its separation from external environment was caused by the current negative trend, inherent to architects and town-planners. The reciprocal misunderstanding occurs between consumer and creator of modern city architectural environment. Mechanisms, that have been tried and tested for years and united by strong thread of consciousness of architect and citizen, have been lost. In a modern architecture some departure from traditional understanding of such terms as *sense, symbol, sign and emotion* has been noticed [3]. "Three foundations" that are basic for historical style architecture, without which it is now an architectural space, presenting nothing more than a set of piles of glass and metal, have been lost.

A significant amount of works have been devoted to the consideration of the mentioned above issues at each stage of architecture development (e.g., D. Broadbent, R. Venturi, C. Jencks, B. Zevi, U. Eco, C.Schulz, M. Tafuri, R. Fusco, S.

Gurin, S.Ivanova, K. Lynch, V. Markuzon, E. Rossinskaya, Y. Stepanov, B. Uspenskii, I. Lejava, A. Marder, O. Tiz, A. Fomenko, S. Shubovich, V. Shilin, J. Yankovskaya, etc). The purpose of this research is to trace semantic regularities and mechanisms of architectural environment perception within the modern city's space.

The city environment, as cultural phenomenon, represents accumulation of messages, containing certain information. Thus, we find both different texts in an urban culture and various informational languages, different codes, necessary for their adequate reading. The urban environment reflects the dynamics of notional flows.

The city (i.e., environment), human (i.e., society) and text (i.e., information) are the three components, complementing each other and. thereby, mutually changing summands of a life process. Symbolism of the city correlates mythopoetic structure with iconic framework and puts forward itself as inherent parameter (i.e. communicativeness). Semiotics defines the mechanism of communication as language or code, transformable into speech or message [7]. S. Shubovich notes that code is formed like signs' system, expressed by text [6].

Semantic approach to research of architectural city image is caused by information-communication essence of architecture. Hence, this paper addresses to semantics (i.e., part of semiotics - science about signs and signs systems) as a research method of architecture sign functions. Thereby, architectural image of urban environment is determined as a system of visually perceptible signs, forming semantic model of reflecting architectural environment's objects in a human's consciousness [2].

Image of the city and architectural environment are formed in the citizen's (i.e., carriers of aesthetic and cultural anthropological norms and preferences) mind by means of certain images, symbols and signs. In his turn, human being, perceiving his own habitat, renders inverse impact on it, largely influencing the process of it designing and structuring.

Whatever city you visit, all of them are filled with semantics, which doer decodes subconsciously. It is dual by its nature. According to S. Gurin, "On the one hand, city appears as universal symbol, archetype. But on the other hand, the city is a place of senses production, creation and operation of symbols"[1].

The information, encased in city, spreads like an information object in a space.

The perception of architectural environment by human occurs via affordable stimuli, generated by it. They (i.e., *time, space, color, sound, light, factors and quality of shape, character and form properties*) are environmental stimuli, engendering aesthetic reaction. V. Shilin highlights functional, esthetic, emotional, informational ecological and technical stimuli. Herewith, in a correlation with the quality of human influence, they can perform activating, soothing and neutral roles [5].

In the process of perception and the reading of urban architectural environment, stimuli affect different human senses (vision, hearing, smell, touch).

They, in turn, create feeling and kinesthetic response, as a result fostering thinking, imagination, logic and analytics.

In a human consciousness, while perceiving the environment, an image-standard - the archetypes of environment - is being formed. Figurative language (i.e., the image of the place) is gaining typical characteristics.

Consequently, there are four basic phases of values perception mechanism: a)orientation - search and detection of signals (signs, meanings); b)interpretation - specification of signals (signs, meanings), revelation of the relationships between signs; c)identification of signals (signs, meanings) - specification of the values identity; d)cognizance - recognition of signals (signs, meanings) - establishment of the correlation of the incoming signal with a given system of standards (factors) with their subsequent decoding.

Thus, the specification of precise semantic features and ties in architectural environment affects both the adequacy of perception and simulating the special scale, expressing the distinctive characteristics of a modern city.

We cannot generally only "read" architectural space or interpret it. Because during the passage of time urban space has to grow and develop not only substantively and but also territorially, expanding both physical boundaries and boundaries of semantic fullness. Only consideration of urban space in a complex of various accentuations of architectural language can save from impoverishment of language cultural heritage for generations to come.

Considering issues of semantics and semiotics, modern researchers have to reveal coordinating orientation of semantic fullness of urban spaces and create a picture of a new attitude, establishing the basis for formation of a new architectural image and semantic content of architectural spaces of the city.

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THE CONCEPT OF FRAME IN HISTORIC CONSTRUCTION CONTEXT

EUGENE SURZHAN, post-graduate student
O.M. Beketov National University of Urban Economy in Kharkiv

Space frame is one of the most widely used building designs. Recent developments illustrate great economical advantage of implementing constructions of that type in projects. However, little research in revealing adjustable design prescriptions for Ukrainian construction industry has been pursued. The paper examines the conceptual variety of f*rame* designations in construction domain. The aim has been to give a brief insight into evolutionary history of the concept of *frame* in construction space.

The first prototype of a frame is considered a truss. *Truss* first was mentioned in ancient Egypt and according to Online Etymology Dictionary, meaning "framework for supporting a roof or bridge" [1] was first recorded in 1650.

A diversity of definitions of this facility in construction terminology proposes a wide range of its designations. For instance, according to Costanzo & Francesco, «In engineering, a truss is a structure that consists of two-force members only, where the members are organized so that the assemblage as a whole behaves as a single object» [2].

The Columbia Electronic Encyclopedia gives the following definition of the notion in question: «Truss in architecture and engineering, a supporting structure or framework composed of beams, girders, or rods commonly of steel or wood lying in a single plane. (...) Trusses are used for large spans and heavy loads, especially, in bridges and roofs» [3].

In current meaning *truss* is a geometry sustainable system of bars to convert bending loads to a compression and tension. It can be plane and three-dimensional.

The further development of the facility was necessitated by the demand to build covers with a longer span. Thus, timber beams, connected in five or more triangles, were used by builders. Using mentioned above designs was spread in Greece, Rome Empire and Middle East.

New horizons were opened when engineers started to implement cast iron as a building material in trusses and in a construction in general (in the seventeenth century – England, France, Germany and Russia). It is necessary to emphasize the fact that cast iron possessed a number of poor qualities, in particular low tensile strength. Thus, it confined possibility to cover spans over 30m long.

In the eighteenth century technological discoveries fostered using iron for building needs. At the same time a new mechanical theory, describing the behavior of trusses under impact of external load appeared. Polonso was the author of this theory.

It permitted to combine compressed cast iron and tensile iron elements in one design, with significant increase of span length and price decrease.

In the 30s of the twentieth century metallurgists made their contribution to strengthening riveted joint. It facilitated implementation of the theory of Ritter & Culman for space frames and trusses. It's novelty was in latticework application.

In 1896 the Eiffel Tower was built. It was erected due to advance in science and technology. The Eiffel Tower height is 324 meters. It is noteworthy to mention that it had been the highest man-made structure in the world up to 1936. The Eiffel Tower was further development of truss systems and represented space framework.

In 1896 V.G. Shukhov invented the first double curvature steel space framework [4]. Practical calculations of stresses and deformations of beams, involved in space framework, were first carried out by V.G. Shukhov. Moreover, he was the first who describe by mathematical model the behavior of shells and membranes on elastic foundation. The legacy of Shukhov predetermined modern engineering and architecture advance.

Fuller Buckminster (1947) investigated approximation of spheres. He showed that using triangulation can be applied for round surfaces.

In 2014 Heydar Aliev Center won Design of the Year Award [5]. It was designed by Iraqi-British architect Zaha Hadid and was "noted for its distinctive architecture and flowing, curved style that eschews sharp angles" [6]. It is obvious that 'fluid" shape appeared mainly owing to steel space framework.

Werner Sobek solved one of the biggest challenges of the project, having proposed methodology of geometrical approximation for double-curved surfaces of different types. Actually the approximation is the key for engineers as it allows building *the space frameworks*.

However, proposed methodology has a disadvantage "due to double-curved geometry, all nodes and members of which are different and individually produced» [7]. That feature requires individual treatment at the stage of development and production. Thus, it cannot be applied for industrial design.

At the present stage the erection of reticulated structures and trusses on free-form surfaces is possible only when individual project has been pursued for each building. However, mentioned above circumstances lead to increasing expenditures. One of the solutions is to develop new technique for approximation of different Gaussian curvature surfaces to enable applying framework with pre-assembled elements.

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TRANSPORT INNOVATIONS

ANASTASIIA TOMAKH, student
YEKATERINA VAKULENKO, Associate Professor (Transport Technologies)
IEVGENIIA MOSHTAGH, Senior Teacher of English
O.M.Beketov National University of Urban Economy in Kharkiv

Transportation has been one of the essential components of the civil engineering profession since its early days. From time immemorial, the building of roads, bridges, pipelines, tunnels, canals, railroads, ports, and harbors has shaped the profession and defined much of its public image. As cities grew, civil engineers became involved in developing, building, and operating transit facilities, including street railways and elevated and underground systems. The role of civil engineers is providing transportation infrastructure to accommodate a growing population.

Transportation systems consist not only of the physical and organizational elements that interact with each other to produce transportation opportunities, but also of the demand that takes advantage of such opportunities to travel from one place to another, that is why development of transport infrastructure and introduction of innovative solutions in this field is considered as a substantial target in progression and reconstruction of modern cities.

The main objectives of the most important transport infrastructure projects in modern cities which are developing and being implemented at the moment are as follows:

- Radical improving transport accessibility.
- Reducing the pressure on the existing transport infrastructure by introducing new modes of transport and traffic management systems.
- Improving the environmental situation.
- Developing intelligent decision-making systems during the driving process.
- Ensuring the harmonious development of the city and the surrounding region as well as the creation "distributed" or "multi-pole" cities on the basis of existing ones.
- Introducing urban planning and technological solutions that can transform existing transport infrastructure to redundant.

However, it should be noted that the common solutions to these problems that are appropriate for all cities without exception does not exist. Moreover, a number of key areas has been identified, in which searching for new urban development and technological solutions has taken place.

French Rhône-Alpes region has introduced the concept of "multi-polar cities"

which implies that the city of the future will not develop by the traditional extensive way (growing megacities, increasing the density of the population), but by combining modern logistics and transport communications of several surrounding cities of different sizes. Thus, the city does not develop due to the absorption of new space, but as a result of increased transport accessibility and eliminating distance is a problem.

Besides, public transport development must be a priority. In developed countries, especially in Europe, there is a clear understanding of fatality of "adaptation to the car" policy, which has been dominating in urban planning since the middle of the last century. Rejection of this concept and concentration on public transport have become one of the most significant trends in the municipality over the past 15-20 years, especially in Western Europe. Due to the experience of the second half of the XX century, the development of road network is always a step behind population growth of motorization and vehicle fleet of the city. Accent is given to the revival of rail public transportation (high-speed rail). France, Germany, Belgium and others are supporting this solution in the development of their cities.

The problem of congestion on the roads, which brings huge economic damages to different countries, can be solved in three ways: the construction of new roads and parking places, public transport and the introduction of intelligent systems to monitor and control traffic. The last way is the newest, but its popularity is growing rapidly. This method stimulates the development of solutions to the problem of traffic jams by non-state companies, and the main tool in this struggle is using Big Data concept which is a set of methods and techniques for collecting and processing large volumes of traffic data in order to improve the transport system.

One of the solutions to congestion is the placement of transport and logistics infrastructure under the ground. The concept suggests that the whole transport and logistics infrastructure will be located below ground level. In the project of transformation of the Paris metropolitan area, suggested by architect Richard Rogers, a key element of the new type structures are ekofreims. This large underground structure incorporates a high-speed rail, subway, roads and different utilities.

Rogers solves several problems in a row by replacing transport to underground. Parks are created instead of roads which are improving the environment; in the exclusion zone of the former railway tracks the place for new buildings is appeared. In many modern cities the construction of underground road and rail routes is almost the only way of transport infrastructure development and achieving acceptable road implementation, because the construction of new highways in conditions of dense buildings is beside the purpose.

Rejecting vehicles which are using hydrocarbon fuel seems the most unreal idea. Currently, all the world's automakers declared the development of their own car models that use hybrid, hydrogen or electric motors. Despite of the fact that current developments in this area don`t give excellent consumer qualities and best price in comparison with simple vehicles, it is obvious that a revolution in urban transport in the process. As for today, the most promising trend in the development of urban transport is to create vehicles with electric motors. France, China and Japan have

already represented their own electric micro cars concepts.

As an example of non-fossil fuels, English town Milton-Keynes, 70 miles from London, which becomes the place of the pilot launch of the first 8 electric buses. Transport will run on the route with total length of more than 24 kilometers. A peculiarity of innovative transport is that it will be used all day, buses will not have to go to the station for charging, because they will charge wirelessly via surface induction coils built in the road. Three reels will be used for bus charging, two of them will be located on the final stop of the route, and the third one will be on the middle of the route. The government of Milton-Keynes believes that the project will decrease the amount of emissions in the city. This, in turn, will reduce air pollution.

One of the most exciting innovations in transport is an unmanned vehicle which was firstly presented to the public at the beginning of the last century. Nowadays, creating an unmanned vehicle has moved far ahead, due to the rapid development of computer technologies, improvement of various kinds of sensors, position sensors and acceleration of the process. Major automakers have already submitted a modified version of serial models, which are automatically controlled under certain conditions (usually during driving on the highway). Such cars can independently rearrange the rows, perform overtaking at speeds of 100 km/h and emergency braking.

The role and need for transportation engineering will grow in the 21st century. A growing and more affluent population will increase demands for travel and improved transportation facilities and services. There will be a need for environmentally sensitive and creative designs, ingenious management and operating strategies. There will be a need to achieve community consensus in making these a reality. Transportation engineers should be well positioned to meet these challenges. Transportation engineering in particular must provide an integrated approach that includes planning, statistics, economics, finance, public policy, operations, and management. It must provide a sense of physical, environmental, and political reality.

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ON HIGH-RISE BUILDINGS WITH STEEL-CONCRETE COMPOSITE FRAME

KATERYNA TOPORKOVA, post-graduate student
O.M. Beketov National University of Urban Economy in Kharkiv

In recent years frames application is of vital concern within architectural and construction system of high-rise buildings both in Ukraine and abroad. In particular,

steel-concrete composite frame (SCCF) construction has gained wide acceptance in building high-rise structures owing to its advantages over steel and concrete construction. These systems have been mainly recognized worldwide due to the wide possibilities of space-planning solutions they offer (e.g., simplicity of manufacture and installation of structures, a wide range of application of system of unification and typification of the main structural elements). However, such systems are still a relatively new concept for construction industry in Ukraine.

Since complicated frame system of steel and concrete can provide efficient and cost-effective solutions for construction of the majority of high-rise buildings in our country, the search for these systems rational solutions is of urgent value. The greatest impetus for SCCF systems implementation may serve the necessity to modernize construction domain in Ukraine. The aim of the paper is to trace the SCCF development in world construction experience context.

Significant advance in steel production occurred in the late 19th century, enhancing construction of steel high-rise buildings. It is common knowledge that the production of steel began when English engineer Henry Bessemer invented a process for the manufacture of steel from molten pig iron (1856). According to the Columbia Encyclopedia, "The process was introduced to the U.S. steel manufacturing industry in 1864"[1]. It presented the first inexpensive industrial technique for the construction of unique buildings. However, cast iron continued to be the main material for construction, since it was first used in pagoda construction in Tang Dynasty China. This preference was caused by difficulties with producing steel from alkaline ores. Thus, it necessitated the elucidation of potential opportunities of usage of steel as a construction material.

In 1879 Sidney Gilchrist Thomas solved the issues of eliminating phosphorus from iron that, undoubtedly, became the beginning of wide application of steel in the construction industry[2]. It permitted to construct steel structures of different assignments and, moreover, to combine steel and concrete in the same construction.

Various studies have revealed that the concept of *steel-concrete composite frame system* originated only in 1885. According to Encyclopedia Britannica, the first high-rise building was the Home Insurance Company Building to apply completely all-metal structure in its frame. It was constructed in Chicago in 1885 by engineer William Le Baron Jenney. Building had a 10-storey structure and stretched 138 feet in the air. The frame was made from cast-iron columns, supporting wrought-iron and rolled-steel beams that allowed providing a stability and rigidity of construction systems [3]. Coincidentally, it was the first building to have comprised steel beams.

This solution facilitated the further development of construction practice. As a result, "In 1888, a Minneapolis architect named Leroy Buffington was granted a patent on the idea of building skeletal-frame tall buildings (…) Buffington brought the potential of the iron skeletal frame to the attention of the national architectural and building communities" [cit.ex. 4].

It has led to construction of the first all-steel structure Rand McNally Building, erected in Chicago in 1890. The building was designed by Burnham and Root. The construction in question was considered the first all-steel framed skyscraper in the

world. Furthermore, it was the first building where Z-bar steel columns, invented by Charles L Strobel, were used.

At that time in New York Joseph Kendall Freitag published the book *Architectural Engineering*, where the basic construction & technological features of high-rise buildings and examples of main structures were presented[5]. Thus, all fundamental constructive elements, necessary for the next stage of the frame construction, were developed.

The frame method of construction, modified in the USA, began to be recognizable also in European building construction. France and England were the first European countries to have applied steel frame construction in high-rise buildings. Construction of the Trading House in Reaumur Street in Paris proved the fact that France introduced the authentic architecture.

THE IMPACT OF ELECTRIC VEHICLES ON THE OVERALL LEVEL OF DEVELOPMENT OF KHARKIV

ROMAN VORONOV, post-graduate student specialty of "ELECTRIC VEHICLES"
A. M. KROKHMAL, PhD (Pedagogic), Associate Professor,
O.M. Beketov Kharkiv National University of Urban Economy

Abstract. *Urban electric transport is an important sector of the national economy, which affects the general level of development of the city. In the article it is described the advantages and disadvantages of different modes of urban transport. The levels of development of transport in Kharkiv are considered. It is shown the effect of infrastructure on a general picture of the city.*

Keywords: *city, urban electric transport, infrastructure, underground, trolleybus, tram.*

The degree of urbanization is increasing today. Big cities do not just grow rapidly absorbing the surrounding villages. They merge with each other forming cities with lots of population. With population growth there is a need to move fast, comfortably, mobile from one area to another in the city. The implementation of these requirements is carried out by using of cars by population. Indeed, in nowadays, modern person cannot imagine his life without such vehicle as a car. But the constant use of the car leads to a negative impact on human health, nature pollution and anthropogenic environment, increasing traffic jam etc. So, an urban electric transport is alternative to cars.

Urban passenger electric transport is an important sector of the municipal economy. A modern city simply cannot exist without a well-functioning transport system. The city should be a rational complex structure of industrial zones, residential areas, public and cultural institutions, enterprises, transport, engineering equipment and energy, leisure time of people. The development of modern cities (the so-called cities-millionaires) is accompanied by an increase in their territories, the

opening of new industrial areas, migration to new outlying areas and suburbs, the destruction of residential areas from places of rest and labor. As the results it is increasing travel distances of citizens to work and home, total time of finding a person in the road, increasing the number of residents who use public transport, increasing the average number of trips by residents. So, efficient operation of urban transport is an important issue in the functioning of the big city.

At urban electric transport accounts for 60% to 75 % of all urban passenger transportation. In Kharkiv the transferring of passengers by urban electric transport is about 72% (In 2014, the subway, trams and trolleybuses were transported 438 million passengers, representing 71.9% of the total number of passengers carried in the regional center). Carriage of passengers takes place on 24 routes 224 trolley buses of different types, on 13 routes 302 trams, on 3 metro lines 322 cars (information on the state of 01.01.2015).

Urban electric transport has several advantages. The underground takes pride of place in the carrying capacity of passengers, speed of communication, accuracy and regulation of movement, the degree of road safety, and conditions of travel for users of the metro etc. Trolleybuses also have their advantages; it is primarily a small initial cost, no harmful influence on the environment. The tram has its own advantages: a relatively large capacity (less than subway, but the largest among the terrestrial forms of public transport), low transportation cost, long lifetime of rolling stock, easy to control by tram (tram train).

A number of the advantages provide the prerequisites for the rapid development of electric vehicles not only in Ukraine but in Europe.

In our days in Kharkiv trams and the tram manage going through hard times. They have exhausted two or three operational terms, the end of its depreciation period. Purchase of new rolling stock is not performed, which leads to the destruction of the functionality of the transport system of the city. A noticeable trend in reducing the number of tram routes, the number of tram unit on the lines, increasing the spacing between the movable units.

But it should be noted that some work on rectifying this problem still underway. Older rolling stock is being modernized by the introduction of new technologies in the units of the tram and its units; reconstruction of track facilities, replacing the postwar rails on modern with noiseless lining; on the ground of worn contact wires appear new; the work carried out and replacement of poles, which perfectly fit into the historical picture of the city.

Due to the increasing cost of fuel, the residents of Kharkov transplanted from cars to trams, which is an influential factor in the further development of this type of urban transport.

Trolleybuses in the Kharkiv city are in development at the level higher than the trams. Updated park depot, through the procurement of trolleybuses domestic manufacturers, their number gradually increases. The number of routes and the units on them is not reduced. Notable is only serving old equipment that no longer meets the latest standards. Still, the work in this direction is in the right direction.

Today it is impossible to imagine Kharkiv without the underground system and its comprehensive effects. So, use of the subway is convenient, fast, and comfortable. Well-developed scheme best meets the need of transporting passengers to work, or community centers. The level of development of the underground, compared with other modes of urban transport, is significantly ahead. The rolling stock is outdated, but after the overhaul and modernization of both external and internal units and units, has a decent look. The work is done in the technical re-equipment and improvement of management systems work stations. It should be noted the interiors of the stations, which affects the fusion of engineering and art. The metro ensures complete safety of trains, the appropriate level of culture of service of passengers. We are constantly searching for ways to improve the efficiency and quality of rail subway.

So, the development of the city causes increase of population, which causes the need for urban electric transport. The level of development of transport affects the overall picture of the city. Well-developed transport system that stimulates the mobility of the population, which in turn leads to equalization of rates of economic growth and investment attractiveness of different areas that are interconnected, however, the increasing educational and cultural level of society. Therefore, urban electric transport is an integral part of city life.

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LIGTWEIGHT CONCRETE

ANNA YEROKHINA, post-graduate student
ELENA KONDRASHCHENKO, Professor, Dr
O.M.Beketov National University of Urban Economy in Kharkiv

In our time concrete is the main construction material for building. More than a thousand kinds of various concrete and a great variety of special concretes with different complexes of properties are used nowadays.

Comparative simplicity and availability of concrete producing technology, a wide possibility to use local raw materials and wastes of industry and power engineering, low energy needs for production, reasonable price and a wide possibility

in incarnation of various architectural and construction solutions are the characteristics that guarantee a wide application of concrete in construction.

Many of the properties of concrete depend on its density, the value that is influenced by the density of the cement stone, the type of fillers and the concrete structure.

On the basis of density concrete is divided into:
• hard with the density of more than 2500 kg/ cub. m.;
• heavy - 2100 to 2500 kg/ cub. m.;
• lightweight concrete -1800...2100 kg/ cub. m.;
• light -500... 1800 kg/ cub. m;
• extremely light - less than 500 kg/ cub. m..

Using lightweight concrete with high operational properties is particularly relevant in our time.

One of the most effective methods is using the concrete with the density of 1800...2100 kg/ cubic meter, in which dense compact coarse and fine aggregates are replaced by the porous fillers. Due to this, a significant increase is achieved in the efficiency of using material, energy resources as well as labor cost.

Fillers are natural or artificial materials of a certain grain composition, which in a rationally prepared mixture in combination with a binder form concrete or mortar. They are responsible for up to 80-90 % of the total volume of the concrete and influence the technological properties of concrete mixtures and the quality of the hardened concrete. The cost of aggregates reaches 30-50 % of the cost of concrete and reinforced concrete structures, and sometimes even more.

Lightweight fillers have the best thermal properties, best fire resistance, reduced shrinkage, high strength with respect to the cycle of freezing and thawing, improved contact between aggregates and cement, increased elasticity, resulting in decrease in the formation of microcracks. Such characteristics as absorption of sound and buffing should also be added. High-performance lightweight concrete has no inclination to cracking, it is characterized by a high resistance to sliding and easily allows loading using pumping method.

For economic reasons use of lightweight concrete is the most effective in load-bearing structures of buildings and constructions of high-rise, foundation constructions as well as in large-scale structures for bridge building. This is especially actual for the regions where ground waters are too close to the surface and the weight of the building adversely affects its stability. Adaptation of lightweight concrete has allowed to avoid using complex foundations.

Lightweight concrete reduces the density of heavy concrete for 400-600 kg, i.e. approximately for 20%. This helps reduce the valve for 3-40% (depending on the series of buildings and constructions, their height and brand structures), significantly reduce the cost of base constructions, transport costs and the volume of the shuttering works in constructions of monolithic concrete. It should be noted that application of lightweight concrete instead of the traditional heavy one allows to achieve reduction of the construction's cross-section, which leads to additional saving (due to reduction

in consumption of the concrete components, including cement). This saving is possible due to better thermophysical properties of lightweight concrete.

Thus, application of complex chemical aggregates offers an opportunity for saving due to reduction in the cycle of articles' heat treatment, including reduction of energy resources consumption, which is essential nowadays.

PERFORMENCE CHANGES IN PASSENGER TRAFFIC OF URBAN TRANSPORT AND METHODS OF THEIR RESEARCHING

A. I. ZHABINA, post-graduate student
O.L. ILIENKO, associate professor
O. M. Beketov National University of Urban Economy in Kharkiv

Indicators of transport work determine preferences and characteristics of various modes of transport. Some activities characterize transport possibilities, others allow consumers to evaluate and select the most appropriate alternative transport service.

The indicators allow to evaluate:

• the amount of the work, such as volume and range of transportation, passenger traffic, transport network density, transport mobility of the population, labor productivity, labor input;

• technical and operational characteristics such as carrying and traffic capacity, time and speed of delivery, flow rate of vehicles, quality keeping level;

• economic (cost) data and results, for example, tariffs and prices for transport services, cost of fixed assets, specific capital investments, traffic prime cost, profitability, cost of freight in transit, mass profit.

The primary task of the science of the city's transport system is to develop a standard methodology for predicting mobility to estimation terms. There are two possible approaches.

For long-term prognostication (urban development, master plan) should be based on socio-economic objectives of the city development - in this case, a "social norm" can be used which reflect the demands of the city residents , i.e. the taxpayer. Then, there is the starting point, namely, the mobility of the initial year, determined as the result surveys, and the final point, the given "normative" point, i.e. the mobility of the estimated period. These two points determine the overall development strategy of the city transport system. The ways to achieve the final ("normative") values of mobility, and, what is the most important, the pace of progress towards this value (versions development) and, consequently, the degree of satisfaction of the taxpayers' claims predetermined by the magnitude and dynamics of investments in the transport system, depending on the state of the city economy and behavioral patterns of the population.

Transport mobility of the population within the boundaries of the village leads to formation of passenger flows having different directions and power.

Passenger traffic is a movement of passengers in a certain part of the transport network.

A successful solution of issues of rational organization of passenger transport and an efficient use of the rolling stock is not possible without a systematic study of the nature of changes in the passenger transport network. The study of passenger traffic reveals their timing, route length and direction.

Only possessing the data on the size and direction of the passenger flows one can select the track routes, to choose the mode of transport and the type of rolling stock as well as to determine the required amount of vehicles.

Passenger traffic is characterized by:

• power, i.e., the number of passengers passing at certain times through a specific section of the route or the entire transport network of the village in the same direction;

• the voltage at separate sections of the route or at the whole length, and the number of passengers for each route segment at a time units, in the forward and reverse movement of buses;

• volume of traffic, the number of passengers on the whole route or route network per time unit in the forward and reverse directions.

Indicators of traffic flow changes are:

• irregularity coefficient in passenger traffic in time:

Кв=Qmax.ч : Qср.ч,

where Qmax.ч - maximum hour passenger traffic (total in the directions), in passengers;

Qср.ч - average hour passenger traffic (total in the directions), in passengers.

For medium-sized cities Кв= $1,5 \div 2,0$.

• irregularity coefficient of passenger traffic through the route:

Куч= Qmax : Qср,

where Qmax – maximum average passenger traffic per hour in the busiest direction of the route, in passengers;

Qср - average intensity of passenger traffic in the reverse direction.

• irregularity coefficient of passenger traffic in directions:

Кн= Qср.max : Qср.min,

where Qср.max - maximum average passenger traffic per hour in the busiest direction, in passengers;

Qср.min -minimum average passenger traffic in the reverse direction, in passengers.

Кн = $1,3 \div 1,6$.

Passenger traffic survey allows to get information about the route passengers correspondences, the volume and direction of passenger traffic on the routes of public transport, interchange of passengers at stopping points and filling of the rolling stock.

Basically, for examination of passenger traffic, the following methods are used:

• questionnaire method;

• coupon method;

• visual method;

• reporting and statistical methods;

• tabular method;

 • automated method of passenger traffic examination.

Summing up it should be noted that passenger traffic prognostication is based on the regularities derived from field surveys of population movement as well as on theoretical models. The latter are very promising. They take into account the factors that contribute to the growth of passenger traffic (population size, density, degree of motorization, social structure, the level of well-being) or restrain it (the amount of time, range, cost of travel, etc.). Established correlations between the characteristics of the settlement and its inhabitants behavior when choosing the mode of transport and the solution of other transport issues. This takes into account the actual traffic situation i.e. the density of the transport network, provision by vehicles, traffic intensity and others. Taking into consideration the difficulty of these parameters predicting at the stage of transport calculations a heuristic design is used.

WAN TECHNOLOGIES

NATALIA ZINCHENKO, first-year student
MARYNA BULAIENKO, Associate Professor, PhD (Technical Sciences)
SVITLANA ZUBENKO, Senior Teacher
O.M.Beketov National University of Urban Economy in Kharkiv

WAN Wide Area Networks (WAN) relating to territorial computer networks, designed to provide services to more users located in a large area. WAN are computer networks of local networks and on-sensible computers, remote from each other over long distances. The most famous and popular global network - the Internet. In addition, global computer networks include: non-profit global network FidoNet, CREN, EARNet, EUNet and other global networks, including corporate.

The paper deals with devices used for the organization of the global networks, such as:

• Routers, providing a large number of services, including interworking and interface ports WAN.

• Switches that connect the band to transmit voice, data and video.

• Modems that serve as an interface for voice services; channel control unit / digital service unit (channel service units / digital service units, CSU / DSUs), which is an interface for the service T1 / E1; terminal adapters and terminal network devices 1 (terminal adapter / network termination 1, TA / NT 1), which serve as an interface for services digital network with integration of services (Integrated Services Digital Network, ISDN).

• Communication Servers, which concentrate the incoming and outgoing user connections dialup connection.

To ensure the efficient operation must be adhered to the standards in the WAN protocols. WAN physical layer protocols describe how to provide electrical, mechanical, operational and functional connection to the WAN-services. Typically,

these services are provided by service providers WAN (WAN service providers), such as telecom operators. WAN data-link protocols describe how frames are carried between systems on one data link. These include protocols to ensure the work of the service through the two-point and multi-point communications as well as service multiple access dial-type Frame Relay.

Because of the high cost of infrastructure, there is an urgent need for transmission over a single network of all types of traffic, resulting in the company. To support multimedia traffic types are special technologies: ISDN, B- ISDN.

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ADVANCING MULTI-MODAL TRANSPORTATION SYSTEM BY SOLVING COMPLEX LOGISTICS PROBLEMS WITH MULTIPLE ARTIFICIAL INTELLIGENT SYSTEMS

DENIS ZLATIEV, undergraduate student (Rail Transportation Engineering and Management)
SVETLANA DONETS, Associate Professor, PhD (Germanic Languages)
Ukrainian State University of Railway Transport (Kharkov)

Keywords: decision support system, logistics flow enhancement, linear and non-linear programming, graph theory, rail transportation engineering and management, railway traffic operation, inter- and multi-modal haulages, case studies.

The railway transportation system, which has become more information intensive, more global and more technologically dependent, is undergoing colossal changes. The role of logistics is also becoming more and more important. In logistics, the objective of service providers is to fulfill all customers' demands while adapting to the dynamic changes of logistics networks so as to achieve a higher return on investment. In order to provide high quality service, decision support systems become extremely and vitally important at proceeding of planning and scheduling of rail carriages. In particular, artificial intelligence (AI) technologies have achieved significant attention for enhancing the agility of supply chain management, as well as logistics operations. A multi-artificial intelligence system is to provide quality logistics solutions to achieve high levels of service performance in the logistics industry. The new feature of this agile intelligence system is characterized by the incorporation of intelligence modules through the capabilities of the case-based reasoning, multi-agent, fuzzy logic and artificial neural networks, achieving the optimization of the performance of organizations.

Multi-modal transportation is a logistics problem in which a set of goods have to be transported to different places, with the combination of at least two modes of transport, without a change of container for the goods. The main goal of this paper is to introduce TIMIPLAN, a new application to solve multimodal transportation problems. TIMIPLAN has been developed in the context of a research project

involving one of the biggest Spanish companies in intermodal transportation, Acciona Transmediterr´anea Cargo [1]. The main challenge of this project is the size of the planning problems: more than 300 containers, trucks, locations and services have to be dealt with every day. Thus, internally, TIMIPLAN combines Operational Research (OR) techniques with Artificial Intelligence (AI) planning in order to obtain good quality plans, by exploiting the benefits of both kinds of techniques.

There is an initial set of transportation requests, and for each request (or service) a route must be generated. Each transportation request specifies the locations where the goods need to be picked up and locations where they are to be delivered. A service time is associated with every pickup and delivery location that indicates the time at which the corresponding location is available for the pick-up or delivery service. In addition, there are trucks and containers. To complete a transportation route only a container is required, but it can be moved by using combinations of trucks, trains and/or ships. If a truck is used, it should travel to pick the container up, and either visit all locations of the transportation request (picks up and delivery locations), or transport it to the next transportation means (train station or port). The resulting plan should satisfy the given service times of the locations. For instance, if the truck and container arrive early, they have to wait at the location until it is available. If the truck and container arrive late, there will be a cost penalty. In multimodal transportation several trucks are usually needed.

There has been Linear Programming (LP) combined with automated planning techniques in order to obtain good quality solutions. The direct use of classical LP techniques is difficult in this domain, because of the non-linearity of the optimization function and constraints; and planning algorithms cannot deal with the entire problem due to the large number of resources involved. A new hybrid algorithm, combining LP and planning to tackle the multi-modal transportation problem, exploiting the benefits of both kinds of techniques is considered.

The planning component of TIMIPLAN consists of two phases: in phase one, for each set of goods to be picked up and delivered, the containers and trucks with minimum estimated cost to complete the service are selected. In this phase, several assignment models are constructed and solved as linear programming problems. In phase two, an Artificial Intelligence (AI) planner is used to select the best (cheapest) plan to serve each service: from a first pick-up point to the last delivery point over the transportation route. The plan should fulfill a given set of constraints (temporal and regulatory), and will include the sequence of the transportation modes to be used. Although some of the application areas addressed in AI and Operations Research (OR) are very similar (e.g., planning, scheduling), the methods that are used to solve these problems are substantially different.

In a planning context, TIMIPLAN receives the positions of the set of all available resources as input (initial state), a number of services to be performed (goals) and has to generate a plan with actions including: the load of goods in different places; the unload on others; and the assignment and movement of the available resources (trucks, containers, ships, trains etc) to complete this request. Also, it must take into account several constraints, such as pick-up and delivery

times. The objective is to minimize the cost of servicing all the daily requests.

Let us describe the algorithm. First, we compute the assignment of trucks and containers to services taking into account the initial positions of the trucks and containers, using a LP approach. Then, our approach sequentially solves the problem, using three different steps for each service. In step one, the container and truck/s with minimum cost estimated to complete the service are selected. In step two, a planning module is used to select the best path from a first pick-up point to the last delivery point over the transportation route. In this case, best means that the path fulfills the given set of constraints, including the sequence of the transportation modes used (where several trains and/or ships can be used) with the minimum cost. This two-step approach balances the total cost obtained and the time required to compute the plan. The network graph is the graph defined by the locations (pick-up and delivery nodes, positions of trucks, containers, train stations and ports) and edges (roads, rails and ship lines). In step three, we update the assignment of trucks and containers to services taking into account the final position of the trucks and containers used to complete the last planned service. In the third step, we use the same LP approach again.

As it might be seen, a planning problem is built for each service and the planner must select the best transportation modes to complete it. Moreover, the planner must schedule each pick-up and delivery according to the constraints. This planning task has several features that make it very hard for current planners. For example, they are as following:

• Time management: the existing temporal restrictions in the problem (each pick-up and delivery is scheduled according to the time service of each location) imply that we need an explicit management of the current time. If a truck arrived early to a pick-up or delivery point, it must wait, and when it arrives later, a penalty cost is applied. In addition, a container must wait at stations and ports for the next departure of the train or ship. We use fluents to define and handle the temporal aspect.

• Management of functions: in this domain, we use a large number of functions. Some examples are: cost per kilometer when truck travels with/without a container, time spent loading/unloading a container in a train or ship, or time spent by a train or ship to go from a location to another. In addition, other functions are used to limit the driving and resting times of drivers.

• Locations: AI should indicate how to go from one place to another, so information about the transportation map should be added to the problem description including distances, and cost per edge.

Overall, we have introduced an example of AI system TIMIPLAN that successfully solves big multi-modal transportation tasks. Multimodal transportation usually involves the combination of a large number of resources, together with temporal constraints, resource consumption, cost functions, etc. Another key issue in relation to solving real world problems consists on the difficulty of modeling. As future work, we are able to plan the task of combining LP and automated planning in a different way to find better solutions (lower cost) in less time.

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ARCHITECTURAL AND SPATIAL ENVIRONMENT DEVELOPMENT IN HISTORIC CITIES

ZORINA ANASTASIIA, student,
DUDKA O.M., associate professor, PhD (Architecture)
University of Nova Gorica in Nova Gorica, Slovenia

Any architectural landmarks lose their visual appearance with time, the architectural and special compositions need improvement related to the social life modernization. Timely reconstruction of the city environment allows contemporaries live in a comfortable and esthetic environment, but on the other hand, it gives an opportunity to keep the historic heritage for future generations.

The specific feature of the reconstruction in historic cities is that the functional, spatial and designing requirements submit to preservation and revival of the historic architectural and spatial environment as well as the artistic characteristics of the objects.

The concept reconstruction means renewal and improvement. In the context of the historic environment, the concept 'reconstruction' covers the following two different activities:

1. reconstruction of the city, architectural complex, buildings and structures caused by new living standards;

2. archeological restoration of architectural monument, settlement, city, etc.

The latter activity does not necessarily mean a practical realization; it is only a research result. Such a restoration is manifested in the description, in the image (graphic reconstruction) or in the model (scale model).

Forming of a historic city, the scheme of its plan mostly depended on the natural characteristics, namely, the relief, availability of water reservoirs, etc. They played a decisive role in choosing the place for settlement. Natural landscape is one of the main factors for forming the town planning and development. Later, the construction of a building came into certain relationships with the surrounding environment. The building could be balanced with the nature or it could visually suppress it. The vertical organization is important for the spatial structure of historic cities. The city silhouettes were satiated with high dominants, which provided forming of the main accents in the city environment. This system of dominants made a specific visual and informative framework of the historic city.

The principles, tasks, methods and resources needed to preserve the image of historic cities are formulated in the Charter for the conservation of historic towns and urban areas (Washington Charter 1987) adopted by ICOMOS (the International Council of City Monuments and Sights). The Charter says that to make conservation of the historic areas and quarters effective it should become an inseparable part of the united policy of economic and social development and should be taken into consideration in the territorial and town development plans of all the levels.

In the modern reconstruction practice of historic cities two approaches have been formed, namely, reconstruction based on forming a new planning structure and development based on the historic structure. A combination of the approaches mentioned, i.e. a transformation of the city development plan due to the new conditions and requirements until the limit when the changes come into contradiction with the complex of the structural characteristics, is used in all the stages of the historic city development. Such an approach can be defined as an evolutional renovation of the town development plan. The main principle of the evolutional approach is an application of the old and the new planning structures resulting in forming a united planning framework of the town.

Actually, in modern time the attitude towards the historic towns reconstruction is very punctilious as such documents as "The Venice Charter" (1964), "Washington Charter"(1987), "The Nara Document of Authenticity" (1994), etc. protect and keep the cultural heritage and the historic environment of the town from an irrelevant reconstruction made under the influence of the modern world industrialization.

In conclusion, it should be noted that in historic areas reconstruction is based both on practical recommendations on transformation of the town or its elements and theoretical principles proved by archeological studies.

The main part in forming the historic environment is assigned to the natural conditions, in particular, the relief, availability of water reservoirs, their size and configuration, etc. It was the natural environment that defined the planning scheme of the town, influenced the location of the town central core as well as the disposition of the other elements.

The evolutional renovation of the town is recognized as the main approach to reconstruction. It is a transformation of the town development plan in conformity with the new conditions and needs for development. Recently, historical towns are protected by various legal documents such as 'The Venice Charter" (1964), therefore, a certain kind of reconstruction is possible on the basis of certain conditions.

The problem of preservation and development is and will always be topical. Actually, historic towns and cities need to be developed; otherwise, they may be transformed from residential areas into town-museums. After the Second World War, when many cultural treasures were destroyed, a number of international organizations appeared having a mission of preserving peace and cultural heritage. Currently, such organizations as UNESCO and ICOMOS approved a great number of legal documents aimed at conservation of cultural and historic values including architectural objects. In many historic towns like Venice, all the activities of the local government are focused on preservation of the historic town structure, therefore,

restoration and reconstruction is possible only under conditions of strict regulations. Improvement of historic towns needs a delicate approach; the existing methods and principles of reconstruction require knowledgeable and conscious people able to appreciate the range and the importance of the history, which is kept in the form of cultural and historical heritage.

NACHHALTIGE ENTWICKLUNG – BESONDERHEITEN DER UMSETZUNG IN DIE PRAXIS

BURAK OLENA, Dr. rer. habil
YURCHENKO DMYTRO, Lektor, wissenschaftlicher Betreuer
Charkiwer Nationalen O.M. Beketow Universität für Stadtwirtschaft

Die nachhaltige Entwicklung von Gebieten als Konzept wird aktiv in der Ukraine diskutiert und untersucht. Die nachhaltige Entwicklung ist ein positives Konzept oder Projekt von der Funktion der Gesellschaft im radikal veränderten Umfeld. Aber aus der Sicht von Gesellschaft, Wissenschaft und Praxis sind die Fragen der "nachhaltigen Entwicklung" unterschiedlich, obwohl die allgemeine Richtung ist, die Gebiete für Leben der künftigen Generationen zu erhalten.

Im Jahr 2012 wurde in der Welt den zwanzigsten Jahrestag von der Annahme der konzeptionellen Grundlagen der Nachhaltigkeit. An diesem Treffen kamen die Experten zu einem enttäuschenden Ergebnis, dass die Umsetzung der nachhaltigen Entwicklung sehr langsam ist, die wirksamen Mechanismen zur Koordinierung von drei Komponenten der nachhaltigen Entwicklung nicht entwickelt sind und die wirtschaftlichen Interessen immer wieder die gesellschaftlichen und ökologischen besiegen.

Die Thematik von Thesen ist auf das Problemfeld von den praktischen Aspekten der Umsetzung der nachhaltigen Entwicklung konzentriert.

Die Forscher, deren Artikel die Fragen der nachhaltigen Entwicklung enthalten, sind Melnyk L.G., Zgurowsky M.Z., Kriwenko L.V., Danylyschyn B.M., Weklich O.O.

Die Hauptfragen von der Umsetzung der nachhaltigen Entwicklung in der Ukraine sind die folgenden: Erhebung, Verarbeitung und Systematisierung der verlässlichen statistischen Daten, quantitative Bewertung der ökologischen, wirtschaftlichen und sozialen Entwicklung, Ausarbeitung von den Koordinierungsmechanismen der sozioökonomischen Interessen, ökologische und wirtschaftliche Harmonisierung und Entwicklung der Gebiete im Ganzen.

Nach der Analyse der nachhaltigen Entwicklung in den Regionen der Ukraine von 2014.01.01 (Forschungsgruppe des Instituts für angewandte Systemanalyse NTU MES und NAS der Ukraine) ist der höchste Index der nachhaltigen Entwicklung, der Lebensqualität und Sicherheit in Kyjiw und der niedrigste Index der nachhaltigen Entwicklung in Kirowograder Gebiet, der Lebensqualität - in Mykolajiwer Gebit, Sicherheit des Lebens - in Donezk. Der höchste Grad von der Harmonisierung der Entwicklung ist in Donezker Gebiet (0,8874), der niedrigste - in Czernowitzer

Gebiet (0,4760).

Für Charkiwer Gebiet ist die folgenden Ratingszahlen charakteristisch: das Niveau der nachhaltigen Entwicklung - Platz 10, das Lebensqualitätsniveau - Platz 5, das Lebenssicherheitsniveau - Platz 15. Der Index der sozialen Dimension ist 0,53; der ökologische Index - 0,5; der Wirtschaftsindex 0,35. Die größte wirtschaftliche Gefahr ist die Veralterung der technologischen Infrastruktur und technologischen Umweltrisiken. Der Grad der Harmonisierung ist recht hoch (0,8234).

Im Januar 2015 wurde die Strategie der nachhaltigen Entwicklung "Ukraine-2020" angenommen, die die Umsetzung der 62 Reformen zur nachhaltigen Entwicklung und der 25 Indikatoren, die die Programmleistung beurteilen, voraussetzt. Diese Aufgabenbereiche sind für Politik, Wirtschaft und Zivilgesellschaft. Aber dieses Dokument enthält keine geplanten Stufen von der Strategiedurchführung und Finanzierung sowie keine verantwortlichen Personen.

Für die Umsetzung des Konzepts der nachhaltigen Entwicklung sind nötig:

- die Terminologie der nachhaltigen Entwicklung auszuarbeiten und in Kraft zu setzen;

- das Verfahren zur analytischen Bestimmung von Indikatoren für die nachhaltige Entwicklung in Kraft zu setzen;

- sich auf analytische Indikatoren von der nachhaltigen Entwicklung und dem Grad der Harmonisierung der Entwicklung bei der Ausarbeitung von der sozioökonomischen Entwicklung der Gebiete zu stützen;

- die Programme zur Entwicklung des ökologischen Netzes mit den Wirtschaftsindikatoren in Kraft zu setzen;

- die Indikatoren von der Rekonstruktion und Modernisierung der städtischen Infrastruktur im Generalplan in Betracht zu ziehen;

- die Indikatoren von den integrierten Grünflächen mit der anthropogenen Belastung auf 1 m2 der besiedelten Gebiete abzustimmen.

Die praktische Umsetzung der nachhaltigen Entwicklung in der Ukraine ist deutlich durch objektive Umstände beschränkt. Um die oben genannten Probleme zu lösen, ist es nötig, die Forschung in diesem Bereich zu verstärken und Mechanismen für die Koordinierung der Interessen auf verschiedenen Ebenen zu entwickeln.

MIGRATION VON KREBSERREGENDEN SCHADSTOFFEN

NATALIA KRUTOGOLOVA, Studentin 5 DEKm
Charkiwer nationale Universität für Kraftverkehr und Straßenwesen

Im täglichen Sprachgebrauch versteht man unter Schadstoffen in der Umwelt vorhandene Stoffe oder Stoffgemische, die schädlich für Menschen, Tiere, Pflanzen oder andere Organismen sowie ganze Ökosysteme sein können. Dabei kann die Schädigung durch Aufnahme durch Organismen oder Eintrag in ein Ökosystem oder seine Biomasse hervorgerufen werden. Als „schädlich" wird ein Stoff in engerem Sinne wegen seiner Wirkung auf ein Ökosystem definiert (von den Mikroben bis hin zu Pflanze, Tier und Mensch).

Diese Festlegung zeigt jedoch auch die Schwierigkeit bei der Definition dieses Begriffes auf. Ein bestimmter, chemisch definierter Stoff (Substanz) ist also nicht unbedingt in jedem Falle der Kategorie Schadstoff (oder auch Giftstoff) eindeutig zuzuordnen oder aus ihr auszuschließen, sondern es kommt auch auf die Menge und die Umgebungssituation an.

Ein Karzinogen ist eine Substanz, ein Organismus oder eine Strahlung, die Krebs erzeugen oder die Krebserzeugung fördern kann. Eine andere Bezeichnung lautet Kanzerogen.

Karzinogene kann man in zwei Gruppen unterteilen: initiierende Karzinogene sind Stoffe, die Krebs erzeugen können, und promovierende Karzinogene hingegen fördern die (Weiter-)Entwicklung des Krebses [1].

Man spricht von Co-Karzinogenen, wenn ein Stoff selbst nicht krebserzeugend ist, jedoch in bestimmten Kombinationen mit anderen Stoffen (die ebenfalls nicht krebserzeugend sind), Krebs erzeugen kann.

Viele Karzinogene sind erst nach einer Metabolisierung im Körper wirksam. Beispielsweise ist 3,4-Benzpyren erst nach enzymatischer Umwandlung in Epoxybenzpyren karzinogen. Ähnliches gilt für Nitrosamine, die in die entsprechenden Aldehyd und reaktive Carbeniumionen metabolisiert werden. Nitrosamine können nicht nur aus der Umwelt aufgenommen (z.B. Zigarettenrauch), sondern auch im Magen aus Aminen und Nitriten gebildet werden. Die Wirkung der Karzinogene beruht im Wesentlichen auf genotoxischen Veränderungen der DNA und führt damit zu einer Entartung der Zelle [1].

Zu den karzinogen Substanzen gehören:

polyzyklische aromatische Kohlenwasserstoffe und deren Derivate (unvollständige Verbrennung von Erdölprodukten, Haushaltsabfällen und Abgas);

Dioxine (brennende Hausmüll);

Aflatoxine (biologische Bildung);

Peroxide (Ausbildung in ranzigen Fetten; starke Erwärmung von Pflanzenölen);

Asbest (Bergbau und Bauschutt, aufgrund der inzwischen eindeutig festgestellten Gesundheitsgefahren, die von Asbest ausgehen, ist der Einsatz heute in vielen Staaten verboten, unter anderem in der ganzen Europäischen Union und der Schweiz. Asbest stellt heute in den meisten Industrieländern primär ein Entsorgungsproblem dar);

Benzol (Benzol ist in Motorenbenzin enthalten. In Deutschland und der EU sind nach EN 228 nur noch maximal ein Prozent erlaubt, wie auch in den USA).

Man unterscheidet folgende Prozesse des Übergangs von Toxinen in der Biosphäre:

‒chemische Reaktionen, die eine Menge von Schadstoffen konvertieren, deren Umwandlung in unterschiedliche Zustände es möglich ist;

‒Transfer von chemischen Elementen bei ihrer Auflösung im Wasser und Zerstreuung in ihrem geologischen Strukturen;

‒biologischer Abbau und Transformation von gefährlichen chemischen Elementen in harmlose Formen;

–Abscheidung- und Auflösungsprozesse, die die Porosität, Durchlässigkeit des Mediums erhöhen oder verringern können und damit die Geschwindigkeit der Wasserreaktionen ändern können

Durch Autoverkehr, Lastwagenverkehr und motorisierten Kraftradverkehr werden Schadstoffe freigesetzt. Dabei ist zu unterscheiden zwischen den Abgasen und dem Feinstaub, der durch den Abrieb der Reifen, der Fahrbahn und der Bremsbelägen entsteht.

Die Abgasgesetzgebung sieht eine Regulierung der bei der Verbrennung entstehenden Schadstoffkomponenten Kohlenstoffmonoxid, Stickstoffoxid, Kohlenwasserstoffe und Partikel vor. Zusätzlich wird der Kohlenstoffdioxidausstoß limitiert. Für heute neu zugelassene Neufahrzeuge gilt die Pflicht die Euro 5 Abgasnormen einzuhalten. Zukünftig tritt die Abgasnorm Euro 6 für die in Europa verkauften Fahrzeuge in Kraft.

Zu den wichtigsten krebserregenden Luftschadstoffen zählen Abgase aus dem Straßenverkehr und der Industrie. Der daraus entstehende Feinstaub ist nachweislich eine Ursache von Lungenkrebs. Auch Belastungen durch Dieselabgase im Straßenverkehr können krebserregend sein. Studien zeigen, dass Personen, die oft und über einen längeren Zeitraum Dieselabgasen ausgesetzt sind, ein höheres Lungen-, Blasen- und Brustkrebsrisiko aufweisen [2].

Die Mehrheit der Krebsfälle weltweit hat ihre Ursache in Umwelt- und Lebensstilbedingungen. Auf Grund dessen können diese Fälle – fast die Hälfte der Fälle weltweit – prinzipiell präventiv verhindert werden.

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BIONIK IN DER ARCHITEKTUR

SYNYTSKA ANNA, Studentin
YURCHENKO DMYTRO, Lektor, wissenschaftlicher Betreuer
Charkiwer Nationalen O.M. Beketow Universität für Stadtwirtschaft

Bionik nennt sich dieses Verfahren, bei dem Ingenieure und Architekten die Funktionsweisen der Natur beobachten und auf die Technik übertragen. Die Evolution hat im Laufe der Zeit geniale Lösungen für Pflanzen und Tiere entwickelt, sich ihrer jeweiligen Umgebung anzupassen, zum Beispiel im Wasser, an Land oder in der Luft. Wer dort überleben will, braucht besondere Fähigkeiten und Eigenschaften.

Das Wort "Bionik" leitet sich aus einer Kombination der beiden Begriffe "Biologie" und "Technik" her. Das junge, interdisziplinäre Forschungsgebiet verbindet Biologie vor allem mit den Ingenieurwissenschaften, der Architektur und der Mathematik. Ziel der Bionik ist die Übertragung von Problemlösungen der Natur in den Bereich der Technik, um die in Jahrmillionen entwickelten und optimierten

"Erfindungen der Natur" zu nutzen. Im Laufe der Evolution hat die Natur viele optimierte Lösungen für bestimmte mechanische, strukturelle oder organisatorische Probleme entwickelt. Die Bionik analysiert diese vorhandenen natürlichen Lösungen zunächst. Anschließend können die gefundenen Prinzipien aufbereitet und in einer abstrahierten Form der Technik zugänglich gemacht werden. Die Bionik stellt keine Blaupausen für die Technik bereit, sondern lebt vom Austausch von Experten aus verschiedenen Fachrichtungen. Im englischen Sprachraum beschränkt sich die Bedeutung von bionics zumeist auf die Konstruktion von künstlichen Körperteilen. Das was wir unter Bionik kennen wird im Englischen eher unter dem Begriff "Biomimetics" einsortiert. Laut Frederic Vester hat der amerikanische Luftwaffenmajor Jack E. Steele diesen Begriff 1958 geprägt.

Architektur aus der Natur

Den Anstoß gab eine Anatomievorlesung: Karl Culmann, ein Ingenieur und Mathematiker aus Zürich soll, so eine Erzählung aus der Bionikgeschichte, um 1865 eine Vorlesung seines engen Freundes, des Anatomen Hermann von Meyer besucht haben. Zufällig wurde gerade in dieser Stunde die Struktur des Oberschenkelknochens behandelt. Dieser verläuft im Bereich des Hüftgelenks nicht gerade, sondern knickt zur Seite ab, das Hauptgewicht trägt dabei der seitliche Ausleger. Das Innere des Knochens ist jedoch nicht massiv, sondern besteht aus einer Unmenge von scheinbar wahllos angeordneten feinsten Knochenbälkchen, der Spongiosa.

Im Mittelpunkt der von Culmann besuchten Vorlesung stand genau diese seltsame Anordnung der Knochenbälkchen. Dem Ingenieur fiel sofort auf, dass die Ausrichtung der Spongiosa genau den Verlauf der Kräftelinien wiedergab, die auf den Oberschenkel bei Druck und Zug einwirken. Culmann war zu dieser Zeit gerade damit befasst, einen neuartigen, hochbelastbaren aber dabei möglichst leichten Kran zu konstruieren. Im menschlichen Oberschenkelknochen fand er genau das Modell, dass er brauchte. Er zeigte die effektivste Weise, wie mit geringem Materialaufwand große Belastungen ausgehalten werden können.

Nicht nur für Culmanns Kran war damit ein Modell gefunden, eine ganze Schule der Statik fußte auf diesen neuen Erkenntnissen des Ingenieurs. Bei ihm lernte unter anderem der spätere Architekt des Pariser Eiffelturms, Maurice Koechlin, die Anatomie der Metallarchitektur kennen. Wenig später übertrug der italienische Ingenieur Nevi das Konzept der den Kräftelinien folgenden Verstrebungen auf die ersten Stahlbetonkonstruktionen.

Zur gleichen Zeit regte in England ein Vorbild aus der Botanik den Gärtner und Amateuringenieur Joseph Paxton zu einer neuartigen Entwicklung an: 1846 war es erstmals in England gelungen, die Samen einer aus Südamerika stammenden Riesenseerose zum Keimen zu bringen. Die schwimmenden Blätter der Victoria amazonica erreichen bis zu zwei Metern im Durchmesser. Durch ein Netz von strahlenförmigen und konzentrischen Rippen ist das Schwimmblatt so stabil, dass es auch bei großem Gewicht weder verbiegt noch untergeht. Dieses System regte Paxton zu einer neuartigen Gewächshauskonstruktion an, die er im Jahr 1850 zum Patent anmeldete. Ein ziehharmonikaförmig gefaltetes Glasdach entsprach dabei der

Blattmembran, die Rolle der Verstärkungsrippen übernahmen bei Paxtons Erfindung Querstege aus Holz. Internationale Beachtung erhielt seine "bionische Konstruktion" ein Jahr später auf der ersten internationalen Weltausstellung in London. Die Ausstellungshalle im Londoner Hyde-Park wurde nach Paxtons Leichtbauweise errichtet und ging als "Crystal Palace" in die Architekturgeschichte ein.

Mit dem Zugang zur Bionik als neue Wissenschaftsdisziplin und der Vorliebe zu den Baustoffen Holz und Lehm lassen sich für ein menschengerechtes und ökologiebewusstes Bauen große Möglichkeiten erahnen – und dies gilt natürlich erst recht für den Krankenhausbau, wo der Anspruch auf eine menschengerechte Architektur besonders hoch ist. Das Verhältnis zwischen Architektur und Bionik entspricht am Beginn des neuen Jahrtausends etwa jenem zwischen Architektur und Baubiologie bzw. Ökologie vor 25 Jahren. Dabei stellt sich die Situation heute so dar, dass bionisches Denken für das Bauen im überwiegenden Maße außerhalb der Architekturlehre bzw. des architektonischen Schaffens existiert. Es sind die Bioniker bzw. Professoren, welche aus dem Bereich der Biologie, der Chemie und der Physik stammen, und die bionische Gesichtspunkte für eine Vielzahl von Schaffensgebieten der Menschen vorschlagen und einfordern, wie etwa für die Entwicklung neuer Materialien und Strukturen, für die Konstruktion neuer Geräte, für Steuerungstechnik, für Laufmaschinen, Flugzeuge, für biomedizinische Technik und schließlich eben auch für das Bauen. Die Baubionik kann dazu beitragen, dass wir unsere Häuser künftig mit natürlichen Materialien besonders sparsam und energieeffizient bauen können. Das Potenzial der noch jungen Wissenschaft ist groß.

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SUR LE CLUSTERING D'OBJETS DISTRIBUES SUR L'ENSEMBLE DES RELATIONS FLOUES

S.O. GLOUCHENKOV, doctorant
 Université Nationale de gestion urbaine O.M. Békètov de Kharkov
E.I. KOUTCHERENKO, Docteur ès sciences
Université Nationale de radioélectronique de Kharkov
I. M. VARAVA, chargé de cours
Université Nationale de gestion urbaine O.M. Békètov de Kharkov

Un aspect important de la classification de l'objet est la représentation, la structuration et l'analyse d'énormes quantités d'informations qui sont à la base du

fonctionnement et du développement de systèmes complexes. Lors de l'analyse multidimensionnelle des objets distribués sont nécessaires polyvalent et robuste, les approches visant à réduire ces critères sur l'ensemble des restrictions de domaine. Cela est particulièrement vrai lors de la mise en œuvre de systèmes d'information géographique (SIG).

Le problème de la prise de décision dans tels systèmes n'est pas une tâche triviale [2], est caractérisée par l'incertitude, qui peut être réduit grâce à l'application des connaissances floues (fuzzy) de la technologie orientée vers. Cependant, les propriétés de l'intersection de cluster est souvent conduit à des difficultés de classification des objets et des systèmes de production.

Le but des études est de développer et d'améliorer les approches d'optimisation et de classification de ces objets sur la base du développement de méthodes et d'algorithmes de clustering flou et des systèmes à leur base.

L'analyse de cluster est une tâche du fractionnement d'échantillon des objets sur des sous-ensembles, appelés clusters, pour que chaque groupe soit composé d'objets semblables, et les objets de différents clusters soient variés [1]. L'analyse de cluster est une procédure statistique multidimensionnelle qui accumule des données qui contennent des informations sur un échantillon d'objets et qui mets en ordre des objets dans des groupes relativement homogènes, clusters.

Actuellement, les méthodes et les algorithmes de clustering ont été largement développés, comme la conséquence d'attirer les objets. À cet égard, nous examinerons certains aspects qui reflétent des manières d'aborder un problème des méthodes et des algorithmes.

Application de l'analyse à base de clustering se résume en général aux étapes suivantes [3, 4]:
- la sélection de l'échantillon d'objets pour le clustering;
- définition d'un ensemble de variables sur lesquelles seront évaluées des objets dans l'échantillon de normalisation des valeurs des variables;
- le calcul des valeurs de similitude entre les objets;
- application de la méthode d'analyse à base de clustering pour créer des groupes d'objets similaires (clusters);
- la présentation et l'interprétation des résultats d'analyse.

Pour chaque paire d'objets on mesure la distance entre eux et le degré de similitude. Il existe une multitude de métriques [3].

Il existe des méthodes et des algorithmes de clustering suivants [6]: les algorithmes de clustering hiérarchique, les algorithmes de l'erreur quadratique, les algorithmes flous .

Les algorithmes flous. Le plus exploré des algorithmes flous de clustering est un algorithme c-moyennes (c-means) [6]. C' est une modification de la méthode des k-moyennes [2].

La présence d'une multitude de méthodes et d'algorithmes de clustering ne couvre pas l'ensemble des approches et des caractéristiques de la distribution des caractéristiques des objets, ce qui est propre à une répartition de la nature différente. À cet égard, il est important de considérer également les approches de clustering des

objets en fonction de la densité de leur distribution. On a proposé la nouvelle méthode de clustering basée sur la densité de la distribution des caractéristiques intégrales des objets dans l'espace flou des états. On a défini approches pour trouver des rayons et du nombre de clusters.

La perspective de la poursuite de la recherche est l'étude et l'algorithmisation de la méthode, son adaptation dans l'espace de caractéristiques.

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LA FORMATION DE L'IMAGE D'ART PAR DES MOYENS DE LA CONCEPTION DE LA LUMIRERE ET DE LA COULEUR

A.D. Bondarieva, étudiante de la sixième année
V.P. Doubinskij, docteur en sciences d'architecture, professeur
I. M. Varava, chargé de cours
Université Nationale de gestion urbaine de O. M. Beketov de Kharkov

Problématique: assurer l'interaction de la lumière avec la forme architecturale dans toutes ses formes et catégories (l'espace, le volume, la matière plastique, la couleur). La transformation optique à l'aide de l'éclairage s'applique largement comme un moyen de modifier l'image artistique des volumes architecturales. Les régularités de la construction et de la perception de la lumière de la composition définient, que la profondeur de l'espace architectural des ensembles diminue en augmentant la luminosité de façades à mesure de leur éloignement, à coté de ça la tension et l'expressivité de la lumière de la composition augmentent en raison de la contradiction de la taille réelle et apparente de l'espace (l'accueil de «l'inversion de la force luminance»). L'ordre inverse des modalités de distribution de luminosité provoque l'impression d'approfondir les perspectives et une baisse visuelle de l'activité de la lumière de l'ensemble.

Les effets de la dynamique visuelle et de la plastique de volume des formes architecturales sont plus efficaces avec de certaines des gradients de luminosité et de rapports éclats connexes des façades et des surfaces que des couleurs de contrastes. La coloristique spatiale de la forme est très importante pour la formation de l'image d'art de l'espace, car il est capable de provoquer une identification visuelle de la nouvelle forme et d'affaiblir l'importance des autres chauses présentes. Les formes de

la même vue géométrique, de l'amplitude, de la masse, sont égales à allumées et placées dans les mêmes positions par rapport au spectateur, si leurs couleurs sont différentes. Artistique et esthétique, la fonction de couleur est de provoquer chez le consommateur les expériences esthétiques, sur la base desquelles des images mémorables de l'environnement d'art se produisent. La palette de couleurs de l'objet-environnement spatial dépend de plusieurs facteurs: les conditions climatiques de la région, la hétérochromasie traditionnelle, la culture des couleurs de la société. La sensation de l'interaction entre les couleurs spatiale de la forme et du clair-obscur est étroitement lié à la nature de clair-obscur: le clair-obscur active détruit la hétérochromasie. Conclusion: Dans la soirée, une gamme de moyens de formation de l'environnement architectural et spatiale est en pleine expansion, car l'architecte a à sa disposition le matériel formant avec des paramètres ajustables – l'éclairage artificiel.

L'UTILISATION DES SIG DANS L'EVALUATION DES BIENS IMMOBILIERS POUR LA DETERMINATION DE LA PERTE DE L'ACTION DES CONDITIONS HYDROGEOLOGIQUES

M .A. Kouhar, étudiant
C.O.Météchkin, Docteur, professeur
I. M. Varava, chargé de cours
Université Nationale de gestion urbaine de O. M. Beketov de Kharkov

Résumé. Dans cet article on examine les questions de l'estimation immobilière en Ukraine, ainsi que l'utilisation des technologies d'information géographiques pour l'évaluation de l'immobilière. On indique comment des SIG peuvent évaluer les dommages causés par les activités de conditions d'hydrogéologiques de l'immobilier.

Mots-clés: l' évaluation, l'immobilier, SIG, des technologies d'information géographiques, des facteurs hydrogéologiques.

L'objectif du travail est de déterminer la possibilité de l'application des SIG dans l'évaluation des biens immobiliers pour la détermination de la perte de l'action conditions hydrogéologiques.

Les changements qui se produisent en Ukraine sont liés avec le processus de la reconstruction et du développement de tous les domaines de l'administration publique pour devenir une puissance européenne, parmi lesquels la sphère du marché immobilier, ce qui nécessite un système de contrôle. Pour cette raison, cette industrie exige l'application immédiate de mesures visant à améliorer les méthodes de gestion des données de marché, ainsi que de leur utilisation pour l'évaluation de la valeur des biens immobiliers.

En Ukraine, il existe une base juridique et de l'évaluation, qui permet de déterminer le coût de l'immobilier [1-5]. Elle caractérise les approches et les méthodes d'évaluation qui sont conformes aux normes internationales. Malheureusement, pas tous les aspects de l'évaluation peuvent être respectées, parce

que le contrôle du marché de l'immobilier est impossible dans son intégralité. Cela est dû, tout d'abord, l'incertitude liée à l'absence complète de la quantité de données sur les objets de l'immobilier, et d'autre part, en raison de la dynamique de la modification de leurs caractéristiques quantitatives et qualitatives.

Les circonstances déterminent la nécessité dans la formation complète et structurée d'information méthodologique, qui permet aux participants du marché à utiliser efficacement les technologies modernes de l'information dans les opérations d'achat et de vente de biens immobiliers. L'analyse de l'information qui est utilisé sur le marché de l'immobilier des pays Européens et les pays de la UEI permet de faire la conclusion que la priorité dans ces pays, est relégué à l'élaboration de systèmes d'information efficaces d'évaluation de l'immobilier [2].

La priorité semblable s'explique par le fait que les consommateurs de l'information sur les objets de biens immobiliers ne sont plus seulement les professionnels, les participants du marché, mais l'état, devant laquelle il est question de la décision des objectifs de l'organisation, le système d'imposition, des stocks, de la comptabilité et de la gestion des biens immobiliers [3].

Pour améliorer de l'information moderne qui est utilisé dans le processus d'achat et de vente sur le marché de l'immobilier on peut utiliser la géoinformatique. La formation, de l'information, le soutien et le marché des logiciels de gestion de l'immobilier doivent être basées sur l'utilisation des réseaux des technologies de l'information et notamment les technologies de l'information géographique et de télédétection, ainsi que les données de l'analyse sociale.

Comme exemple on peut citer la Biélorussie qui s'est approchée de la solution de ce problème. Dans le domaine du développement et de la surveillance du marché de l'immobilier de la Biélorussie il y a des spécialistes de différentes branches de la connaissance - des économistes, des juristes, des professionnels de l'immobilier, des programmeurs et des autres, notamment par les géographes, qui exercent le soutien spatiale de l'activité d'évaluation à travers la thématique de la cartographie. Les géographes - SIG-spécialistes effectuent des travaux sur la qualité et les cartes d'évaluation des zones pour les consommateurs, de clarté, de présentations et d'aider dans le processus de prise de décision [2].

L'utilisation de données géospatiales permettront de mieux comprendre la situation sur le marché de l'immobilier de Kharkov et d'autres villes. Le SIG permettra d'identifier rapidement des données nécessaires . En outre il y a la possibilité de la création d'une filiale de programmes informatiques qui permet d'automatiser le processus d'évaluation.

Une tâche importante du SIG dans l'évaluation avec une bonne construction des bases des données est la grande quantité de travaux de maintien de la valorisation de l'immobilier au niveau de l'etat.

Par conséquent, le développement du réseau des technologies des SIG sur l'exemple de la ville de Kharkov dans le domaine de l'évaluation immobilière peuvent devenir la principale d'un registre unique des unités administratives et des collectivités territoriales, le registre des prix, lors de l'exécution des travaux, lors de l'analyse du marché de l'immobilier, de la prise en compte des facteurs d'évaluation,

la conduite de l'entreprise SIG de l'Ukraine. Cela vous permettra de mieux assurer le soutien de l'estimation immobilière au niveau de l'etat, de contrôler le processus de paiement des impôts, se débarrasser d'un grand nombre d'escrocs et de créer en Ukraine le système d'évaluation au niveau européen.

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COMPOSTAGE , UN PROCESSUS BIOLOGIQUE

A.S. Seroglasov, étudiant de la cinquième année
G.I. Blagodarnaja, Docteur en sciences, maitre de conférences
I.M. Varava, chargé de cours
Université nationale de gestion urbaine O.M. Beketov de Kharkov

Le compostage est un processus biologique de conversion et de valorisation des matières organiques (sous-produits de la biomasse, déchets organiques d'origine biologique) en un produit stabilisé, hygiénique, semblable à un terreau, riche en composés humiques, le compost.

Le compostage peut être réalisé à l'échelle d'un foyer ou de quelques foyers, dans des composteurs, ou bien à plus grande échelle sur des plateformes de compostage, qui traitent des quantités de déchets plus importantes. Le compostage est une opération qui consiste à dégrader, dans des conditions contrôlées, des déchets organiques en présence de l'oxygène de l'air. Tous types de déchets organiques peuvent être compostés (plus ou moins bien) : déchets de cuisine, déchets de jardin, déchets de maison, mais aussi certains déchets de l'industrie, les boues d'épuration, des effluents d'élevage, des digestats de méthanisation.

Plusieurs phases se succèdent dans un processus de compostage. Selon que les quantités de matière impliquées sont importantes ou non, l'évolution de la température du tas peut permettre de suivre l'évolution du compostage. Si le tas est de petite taille, la chaleur produite par les micro-organismes impliqués dans le compostage est facilement évacuée et la température varie peu. Si le tas est de taille plus importante, la chaleur est mieux conservée, et le suivi de la température du

compost permet de distinguer plusieurs phases. La première, amenant les résidus à l'état de compost frais, est une dégradation aérobie intense. La seconde phase, par une dégradation moins soutenue, va transformer le compost frais en un compost mûr, riche en humus.

Le compostage à l'échelle domestique peut être réalisé à partir de la plupart des déchets biodégradables des ménages : déchets alimentaires (épluchures, coquilles d'œufs ou de fruits à coques), déchets de jardinage (tontes de pelouse, feuilles, branches fines, paille), papier, carton et bois (non traités). Il est cependant déconseillé de mettre au compost des déchets de plantes toxiques comme le thuya ou l'if ; de même, les plantes malades seront brûlées pour éviter la propagation des éléments pathogènes. Dans la mesure où les déchets d'origine animale (viande, poisson) peuvent attirer des animaux, certains évitent d'en incorporer au compost.

Il est possible de composter des effluents d'élevage agricole (fumier, fientes, crottin), seuls ou en mélange avec des matières végétales broyées. Le compost obtenu peut être commercialisé s'il répond aux contraintes de la norme NF U44-05111. Sur les plateformes de compostage qui traitent des quantités importantes de déchets, les principales matières organiques utilisées sont : des déchets verts broyés provenant de la taille des végétaux, des boues d'épuration urbaines ou industrielles (boues de papeteries, d'industries agro-alimentaires par exemple), et la fraction fermentescible des ordures ménagères, triée à la source ou séparée des ordures ménagères « brutes » par tri mécano-biologique.

Le compost peut être utilisé en agriculture, notamment en grandes cultures, maraîchage et sur prairies. Son usage améliore la structure des sols (amendement du sol par apport de matière organique), et apporte des quantités non négligeables d'éléments fertilisants (azote, phosphore, potasse notamment). Une partie importante de l'azote contenu dans les composts est sous forme organique : intégré au sein de molécules complexes, il est rendu disponible pour les plantes de manière progressive. L'utilisation de compost augmente également la biodiversité de la pédofaune[réf. nécessaire].

Au jardin, il sert à fertiliser les plates-bandes, les arbres fruitiers et le potager. Il peut également être utilisé comme terreaupour les plantes en pot et pour faire du nitrate de potassium (salpêtre). Il peut être extrait pour y multiplier les micro-organismes et les transporter ainsi dans un liquide. Le but étant alors de pulvériser sur les parties foliaires des cultures et créer une concurrence et une prédation contre les maladies (cryptogamiques ou bactériennes) par action préventive ou curative. Le jus de compost peut aussi être arrosé sur les cultures ; il participe alors à la diminution de la fréquence et des quantités astronomiques de compost sur les cultures de plusieurs hectares de SAU[pas clair]. Les micro-organismes transportés dans le sol vont entre autres aider à dégrader la matière organique présente dans le sol et digérer les pollutions.

Le vermicompost (ou lombricompost) est un amendement organique entièrement naturel, issu du vermicompostage (ou du lombricompostage), soit la transformation de fumier ou de déchets organiques domestiques par des vers. Le vermicompostage peut être réalisé très simplement dans une exploitation agricole en

entassant le fumier de cheval etbovin à même le sol en extérieur et en attendant quelques mois qu'il arrive à maturité. Ensuite, il suffit de créer un nouveau tas mitoyen de fumier frais et les vers migrent du compost à maturité, prêt à être épandu, vers le fumier frais.

Certains particuliers recyclent leurs déchets organiques afin de limiter leur quantité de déchets à traiter et obtenir un engrais gratuit pour leur potager ou leur bacs à fleurs. Pour cela, ils s'équipent d'un vermicomposteur placé dans le jardin ou même en appartement. En effet, le vermicompost ne dégage pas d'odeur s'il est correctement réalisé. Le vermicompost s'utilise par simple épandage autour des cultures.

L'inconvénient de la technique est que, contrairement au compostage classique avec montée en température, les graines présentes dans les déchets ne sont pas neutralisées. Il est donc fréquent de retrouver des plants de tomates, melon et autres là où le vermicompost a été épandu mais dans ce cas c'est qu'il n'a pas été suffisamment travaillé.

MODELLING OF THE PROCESS OF BIOLOGICAL SEWAGE TREATMENT IN AERATION TANKS

TAMARA AIRAPETIAN, associate professor, PhD (Engineering).
Olena Ilyenko, associate professor, PhD (Linguistics).
O. M. Beketov National University of Urban Economy in Kharkiv

The methods of aerobic biological treatment by means of microorganisms of active silt are widely applied for sewage treatment recently.

However, the degree of organic pollution extraction in biological treatment works in many cases does not meet the necessary standard requirements. Therefore, under modern conditions a very important problem for the treatment works is the problem of meeting the requirements for maximum permissible dump, which value regularly becomes tougher. The insufficient degree of treatment promotes release of a plenty of polluting substances into the reservoirs, which results accordingly in deterioration of the ecological situation in the regions.

Nowadays, a big attention is paid to increase of the existing structures efficiency; the development of mathematical models and methods for parameters estimation for the works of biological clearing during removal of pollution are also considered.

The technological mode and the overall performance of the biological treatment works are defined by a great number of factors including quality and quantity of active silt and sewage acting in aeration tank, oxygen mode, temperature, the hydro dynamical scheme of the stream, presence and intensity of the circulating streams inside or between the elements of the scheme. Therefore, to increase the efficiency of biological sewage treatment works it is important to study the features of the process of biological sewage treatment in the system " aeration tank - secondary sediment bowl" as well as the influence of different factors on the quality

of sewage treatment and studying the basic regularities of the processes and development of mathematical models.

The aeration tank operation is based on the ability of the microorganisms to take organic pollution from sewage during their life activities. A great variety of microorganisms in active silt, which changes eventually, and existence of different types of their interaction causes multifactoriality and complexity of the description of biological clearing processes in aeration tanks.

One of the effective directions for intensification of the biological sewage treatment is an increase of the silt doze and increase of the silt mass in the aeration tanks by filling all the volume or a part of it by inert materials, namely, using neutral carriers for fixed micro flora formation on them. It means that in the aeration tank two kinds of microbial cultures are supported: freely floating, i.e. the usual active mule and the culture attached to the carriers floating in the silt mixture.

For description of the processes occurring during the biological sewage treatment, mathematical modelling is used. Thus, all the processes of inter conversions starting from the input of active silt into the aeration tank and sewage and up to the output of treated sewage and settled silt from the secondary sediment bowl are usually described by a system of the equations for different physical sizes.

The mathematical model of biochemical oxidation of the pollution is supplemented also by empirical dependences, which characterize a hydro dynamical mode in the aeration tanks. Taking into account the hydro dynamics and the speed of the biochemical oxidation in the aeration tanks allows to carry out a more rational aeration; to use the maximum volume of the aeration tank at the beginning and to avoid superfluous power consumptions at the final stage of the process (at the beginning of aeration there is a big concentration of pollution and a significant speed of biochemical oxidation and, therefore, a high speed of oxygen consumption).

For the analysis of the joint extraction of organic pollution suspended and fixed by the biocenose in aeration tanks, in mixing machines and displacers a general mathematical model is developed related to the changes of concentration of organic pollution in the aeration tank.

For estimation of the influence of organic pollutions extraction mechanisms, various boundary cases of aeration tank operation in the system of biological sewage treatment are considered. The following cases have been analyzed:

- the case of fixed biocenose absence and extraction of organic pollutions only with the help of the suspended (free flow) active silt;

- the case of extraction of organic pollution with the help of only the biomass fixed on loading;

- the case of extraction of organic pollution in the aeration tank with the help of suspended and fixed biocenose in the form of a biofilm formed on the surface of the nozzles placed inside the aeration tank.

In the latter case, a very important issue is definition of the optimum parameters of loading, in particular, the possible options of the loading arrangement in the aeration tank volume and the necessary area of the surface biofilm. Actually, the elements of loading (a nozzle, a grid, etc.) can be located along the whole length of

the aeration tank or the location can be more compact or compact only in separate places. A great value for the aeration tank operating mode will take place the arrangements of loading, namely, its location at the beginning of the aeration tank or at the end of it.

Thus, under modern conditions development of new methods for management of sewage treatment works to provide maximum efficiency of aerobic biological sewage treatment is very important.

METHODS OF DEVELOPMENT OF BLOCK URBAN TYPE SETTLEMENTS IN BIG AND MAJOR CITIES OF UKRAINE

BALO DARIA, student,
DUDKA O.M., associate professor, PhD (Architecture),
ILIENKO O.L., associate professor, PhD (Linguistics)

The relevance of the study is proved by the solution of urban problems and formation of the architectural environment of urban-type settlements taking into account the need for their harmonization in new conditions.

Besides, the relevance of the study is supported by the psychological factors. Among the positive characteristics of living in low-rise areas a highly developed engineering infrastructure should be mentioned.

In this regard, the concept was formed, that the development of block settlements has a particular investment attractiveness, provides a wide field of creativity for today's designers and stimulates a high consumer interest in this product of urban housing.

The hypothesis of the research:

On the basis of the theoretical works, the concept was formed for the development of block urban-type settlement for big and major cities of Ukraine.

Analysis of the works on the theory of settlements designing proved that, despite of the elaboration of the related branch of science, the system of categories is still underdeveloped.

The need for development of blocks of houses has the following economic, social, architectural and urban planning reasons:

- the desire of many citizens to have a separate house with a plot of land, but a lack of financial opportunity to own a private single-family house. Block houses provide such an opportunity at a lower price;
- cost effectiveness;
- density of development;
- availability of a small plot of land.

The purpose of the study is to develop a block urban type settlement on the basis of historical experience and current requirements.

Accordingly, the following tasks were set:

1) to make a retrospective analysis of the methods for development of urban-type settlements (the concept of "Town House")

2) to explore the social dynamics of residential areas development;

3) to analyze the parameters and functional-planning bases of block urban type settlement development;

4) to identify the main requirements;

5) to suggest models for design solution.

The scientific novelty of the study is that the modern city block is considered on the basis of the changed socio-economic situation in the country.

The practical significance lies in the recommendations aimed at improving the living conditions in the block residential buildings of modern urban-type settlements.

It should be mentioned that low-rise urban development is based on 2-4 (5) storey houses with different planning structure: cottages for one or two families, block and section buildings and houses of combined planning structure. According to the level of density, this type of development can be divided into a traditional low-rise cottage or block development, development of high density (more than 15% higher than for the corresponding norms for mid-rise settlement) and a high-density low-rise settlement development (with the density level 25-30 % higher than the specified one for the respective mid-rise area). The size of the territory and the number of the apartments in the block of low-rise houses immediate depend on the specific space-dimensional solution of every of the types. The low-rise cottage development has free standing building placed in the space volume. A social and territorial community can be defined as a group of houses in the territory bounded by the length of the dead-end passage (100-150 m) and located within a comfortable walking distance to the children's playground or adjoining space of general use. The analysis of the foreign experience shows that such groups in the settlement development consist of 5-30 houses with the population of between 25 and 150 people.

As for the dimensional-spatial part of the development, it should be noted that residential districts development was based on typical model projects of residential, public and industrial buildings. The main problem of such a development is the lack of "proper consideration of urban and landscape features of the specific areas", as well as a possible little or a sufficient distance from the industrial enterprises.

It should be highlighted that blocks of houses can have various combinations of blocks:

a) single-row - the simplest and most common type of the block;

b) two-row block;

c) single-row block with a shift;

d) block with household buildings between the residential blocks;

e) cross-shaped block, used in order to increase the development density;

e) L-shaped block of apartments with inward yards;

f) compact L-shaped block of apartments;

h) loose or "carpet" development.

The architectural and compositional part of the project consists of:

1. Perimeter development.

2. Group development.

3. Ribbon development.

4. Free development.

5. Combined development.

Energy-efficient space-planning decisions of residential buildings are provided by:

- reduction in the surface area of the exterior walls by reducing the amount of irregularity of the building;
- increasing the width of the construction taking into account the regulatory requirements for illumination of premises;
- increasing the length of the building considering the urban development situations;
- increasing of the total area of the apartments on the floor considering the fire safety requirements;
- using planning elements that enhance the thermal efficiency of the residential building (including the use of blanket with smoke stairwells of H2 or H3 types and the usual staircase of A2 type with an overhead lighting).

Providing of the energy efficiency of multi-block buildings using the output area widening on the floor section is recommended for the following structures:

- residential buildings with straight or turning ordinary sections;
- residential buildings with latitude T-shaped sections;
- corner sections;
- latitude buildings;
- extended meridional buildings (including those with slight shift in the plan).

Conclusions:

The study identified a need for block houses in the developments of residential buildings, which is proved by economic, social, architectural and town-planning reasons.

On the basis of the concepts, a detailed study has been made, namely, a retrospective analysis of the methods for development of urban-type settlements (the concept of "Town House"), the social dynamics of the development of the residential areas; parameters and functional-planning bases of block development forming; the general requirements as well as the project design models.

APPLICATION OF MEMBRANE TECHNOLOGIES FOR CONCENTRATED SEWAGE TREATED

MARIA DEGTYAR, Associate Professor, Phd
O.M. Beketov National University of Urban Economy in Kharkiv

A source formation of the concentrated sewage are the enterprises easy (tanning, textile), the food-processing industry (meat-processing, oil - fatty, dairy), and also the enterprises of the heavy industry (galvanic manufacture, etc.).

It is necessary to notice, that all named sewage have the common features sharp negative influence on an environment, multicomponent structure (the raised

amount of phosphates, synthetic surface-active substances, oils, etc.), complexity in selection of treated methods and multistaging technologies of clearing.

The choice of a method and treated technology by qualitative structure and requirements to the cleared sewage has been influenced. So for the enterprises of light industry, in particular skinneries preliminary physical and chemical clearing with possible allocation of valuable components is recommended, use membrane methods of clearing also is recommended.

For the enterprises of the food-processing industry clearing with the subsequent biological clearing is recommended physicomechanical. For an intensification of process use coagulants, flocculation a process electrocoagulation and electroflotation. as tertiary treatment can be used membrane methods, in particular nanofiltration or reverse osmos.

The leachate treatment the physical, chemical, biological methods, and also their combination are used.

Application **membrane technologies** has a wide distribution caused by high reliability, technological expediency and high efficiency.

The special attention have to be given leachate treatment, as to the most toxic and dangerous.

The structure leachate of various ranges dump solid domestic waste (as in Ukraine, and the countries distant and near abroad) is non-uniform, that is caused by set of factors: in the speed and completeness of course chemical and biochemical destruction each fraction of waste products, a stage of life cycle of range, morphological waste structure.

Leachate are characterized mainly on integrated parameters – BOD (biological oxygen demand) and COD (chemical oxygen demand) which in tens times can exceed these parameters for usual sewage, and also under the contents of heavy metals, nitrogen and other substances.

High salt content a filtrate provides use membrane technologies for additional leachate treated, cause ion-exchange methods apply at such high concentration unprofitably. In this case membrane technology can be used as alternative adsorption methods.

Membrane elements can be the following types:
- Tubular;
- Rolled;
- On a basis hollow fibres
- Disk

The leading firm using the given technologies for sewage treatment of ranges is. ROCHEM (Hamburg).

At present in Ukraine (Kiev, dump №5) is maintained system of the reverse osmose PALL-ROCHEM by productivity of 220 per day which has been started on range in 1998, in 2008 - modernized and in 2013 is reconstructed.

The given system treated are used allows to lower considerably index BOD and COD, chlorides, ammonia. At a filtration through a membrane the stream is divided on the cleared water, and a concentrate. Pressure upon installations makes

from 65 up to 150 bar (depending on a degree of clearing). Received treated water it is restored on biotopes and merges in surface reservoir.

Design feature of installation is the modular disk - tubular system (fig. 1), process of clearing occurs in conditions of absence of phase transitions at dash precipitation.
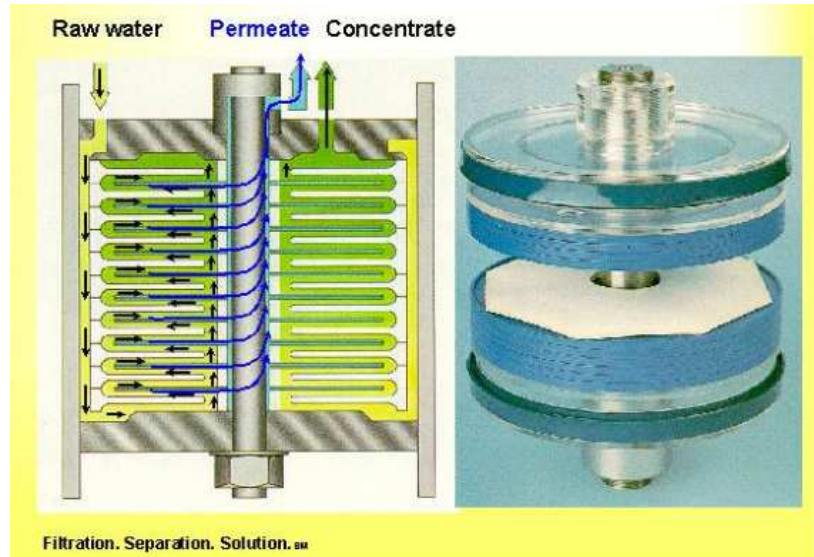
Figure 1.-Modular disk - tubular system

Membrane technologies are using   it is necessary to consider, that at components sewage could be causing membranes destruction, hence water treating is necessary for reliable operation.

To preliminary processing frequently recommend to apply chlorination, carbon treatment, and coagulation.

Efficiency of oxidizing methods by prepreparation is insignificant.

At research coagulation methods by the example leachate dumpe №5 (Ukraine, Kiev) have established, the basic sulfate of aluminium that the most effective coagulant is which allows to achieve 50 %-s' degrees of clearing on COD and 80 %-s' decolourations. The filtrate after preliminary processing by the basic sulfate of aluminium and to the subsequent reverse osmose treatment corresponds norms to dump in a sewer network (according to the experimental data received on dump №5).

Except for that for an intensification preclearing process are offered to use the activated solution cougulant sulfate of aluminium. For activation it is supposed to use the special device. Which provides simultaneous and consecutive activation of a solution magnetic a field and saturation by its the anode dissolved iron.

According to the carried out researches such technological reception allows to increase efficiency of preclearing up to 30 %.

Thus, it is possible it is possible to emphasize, that leachate treating provides use of multiphasic technology, and for achievement of high results it is recommended to use membrane filtration with the various pore size, and for increase of efficiency it is necessary to pretreatment use.

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SEVERSKY DONETS RIVER AS MAIN DRINKING ARTERY OF KHARKIV REGION

OKSANA KOLODJAZHNAJA Master degree student
TAMARA AIRAPETIAN, Associate Professor, Ph.D (Engineering)
O.M.Beketov National University of Urban Economy in Kharkiv

One of the most important problems of Kharkiv region is the problem of drinking water. General water resources security per one person is 4.1 thousand cubic meter per year.

Centralized drinking water supply for Kharkiv and regional settlements is made from three independent sources. 25.850 thousand m^3 / year of drinking water are taken from 240 artesian wells. 97. 575 thousand m3 / year are taken in from the channel of Dnieper-Donbas basin and, finally, from the Seversky Donets comes 4154 27 thousand m^3 / year.

The Seversky Donets is the main waterway of Kharkiv region. The water is used for drinking and industry supply in the area. Water quality of the Seversky Donets due to basic contaminants does not match regulatory standards.

The current environmental condition of the Seversky Donets and the impact of anthropogenic factors on the river was analyzed. A graphical analysis of the variability of certain pollutants concentration   in the waters of the Seversky Donets in Kharkiv region was made.

 The water state of the Seversky Donets is greatly affected by the anthropogenic factors of Belgorod region, in which the river arises. The environmental conditions are favorable in the upper reach of the river. However, the situation changes drastically when the Seversky Donets is passing through the city of Belgorod the catchment basin of which posseses a variety of contaminants penetrating the river during rainfalls. The list of the substances includes elements and compounds of anthropogenic and natural origin which are used in various industries.

Closer to the border of Ukraine the Seversky Donets runs through environmentally friendly area, so its purity grade increases from 5.6 (very dirty and polluted) to 3 (moderately polluted).

Near the village of Ohurtseve the river enters the territory of Kharkiv region. Kharkiv is a large regional center with a well-developed industry, including heavy engineering and chemical industries, with a population of over one million and a half inhabitants. In Kharkiv region there are 4 cities and 33 settlements which do not have a centralized wastewater disposal. The current capacity of water treatment plants including the main ones such as "Dykanivskyy" and "Bezlyudovskiy" as well as institutional and public water supply does not provide taking waste waters in the proper amount. Therefore, about 48 million m^3 per year of inadequately treated and 36 mln. m^3 per year of completely untreated sewage is discharged into the upper waters. Thus, communal economy, due to the worn-out and obsolete equipment of water treatment plants is the main source of water pollution.

In addition, industrial, agricultural enterprises significantly influence the level of water pollution as well as the upper waters drainage, which is almost uncontrollable. As the result of the abovementioned factors influence, the quality of water of the Seversky Donets river and its major feeders does not conform the standards of permissible level of contamination.

Researching and improvement of the waterway is one of the priority environmental tasks not only in Kharkiv region but also in the neighboring regions which the Seversky Donets runs through.

INTEGRATED FACTORS FOR FORMING OF CAR CENTERS ARCHITECTURE

KONSTANTIN SERGEYEV, PhD degree student
Hearer Institute of Education, Art and Identity, Bialik Street 47 Ramat Gan, Israel
E-mail: kostya@sergeyev.co

One of the key sectors of the modern dynamically developing economy worldwide is the automotive industry. It synthesizes a wide range of products and technological developments. Moreover, it contributes to the improvement of international standards for the design of automobile showrooms, auto centers and objects related to the modern automotive industry, which, in turn, develops a search for new approaches to form the brand image which has an impact on forming of the architectural environment of cities.

The most important characteristic of today's world economy is the internationalization of the economic life. It is based on international integration processes of production, internationalization of capital and formation of transnational corporations. Currently, these corporations play a leading role in the development of global economic relations through global strategies, bringing together national and regional markets. One of such strategies is formation of a network of the automobile industry including international car exhibitions (Paris Motor Show 2014, Frankfurt Motor Show, Geneva Car Show 2013); the system of auto service and car dealerships in large and medium size cities of the world; exhibition car centers (Big Sight in

Tokyo, multifunctional exhibition center BMW AG located in Munich, etc.).

If exhibitions are temporary showrooms presenting the most advanced developments of the automotive industry, car services and car dealerships as well as exhibition centers are the objects of the urban environment forming the image of the city and , to some extent, the image of the modern architecture (Picture 1; Picture 2).

Picture 1.Multifunctional BMW AG exhibition center located in Munich

Picture 2. Big Sight Exhibition Center in Tokyo
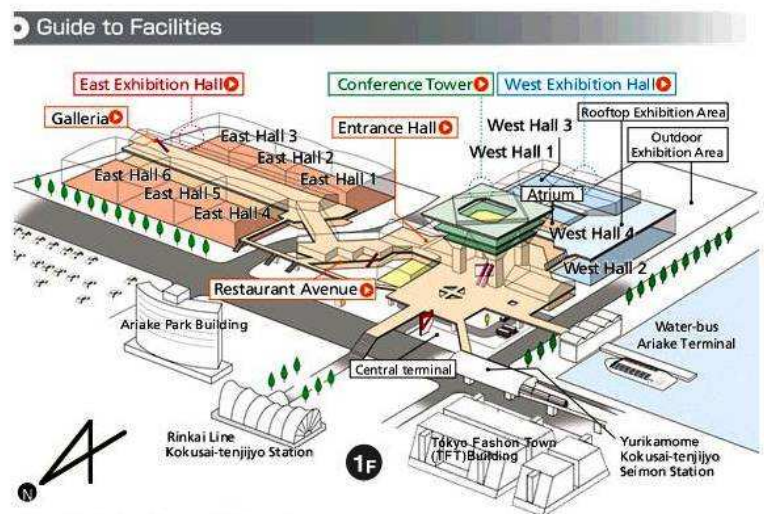
Over the past decades in the historic centers of the cities as well as in modern areas new car show rooms and auto centers appear, which include car dealerships, maintenance service, sites for the new and used cars as well as office buildings. As a rule, new car dealers, occupy the first line, adjacent to highways, transport arteries of

the city and shape its aesthetic component. One of the main problems here is blending into the urban environment of the modern architectural object. To implement this strategy, strict functional factors should be considered, such as the size of vehicles, their location, standards for driveways and grounds for test drive. A service center as an integral option of a modern showroom mirrors the brand book that the developer of the project receives for work. This is a clear demonstration of the level of scientific, technical, architectural and spatial developments, which is traditionally the world's car producers count on..

In Ukraine, car dealerships can be located both in detached and infill buildings. Detached showrooms are constructed in new locations or can appear as the result of reconstruction of former industrial sites. Such global brands like Mazda, Honda, Audi, Renault and others have developed their own designs for car dealership. This includes not only the spatial-color standards, but also the design of individual parts. For instance, famous Honda visor can only be produced by a certain company in England. Therefore, a Ukrainian architect designing of a showroom in Ukraine should be able to integrate in the project activities, on one hand, the corporate brand standards of the world and, on the other hand, the specific characteristics of the urban environment, the mentality of Ukrainian people and the legal base of Ukraine. The economic component of the object depends on these factors.

Architectural design of car showrooms includes an advanced integrated design approach. This approach involves developing of the showroom space in such a way that every detail, every accent or a color accent reflects the brand and forms the image of not only a single car, but the general concept of the brand as well the technological component of the service center based on using environmentally friendly and energy-saving technologies.

5. INNOVATIVE METHODS IN TEACHING FOREIGN LANGUAGES IN HIGHER AND SECONDARY EDUCATION

SAFE AND ACTIVE SCHOOLDAY

GEORG AHER, Director of the centre
SIRJE AHER, Manager of the centre
NGO Ecological Centre Hared (Estonia)

The main goal of Safe and Active Schoolday is the promotion of sustainable healthy life and well-being of children and youth in the school context. This is striven y the fostering and encouraging active life style, participation and involvement as well as by strengthening the community involvement and participation. In order to reach these goals, we are going to:

1) **Create operational models and concrete tools to:**

Increase active participation and involvement: e.g. break time activities, pupils as planners, activators and organizers of activities and environments, activating environmental tools, learning outdoors activities etc.

Strengthening the feeling of togetherness: how and what we can do together, school yard projects with paintings, simple tools etc., older pupils taking responsibilities of activating younger ones, cooperation between school and families etc.

Creative innovative cooperation in schools, between schools, on the city level (cross administrational cooperation) and cross the border: well-being teams in schools, networks between schools, working groups on a city level, cross border working groups & promoting group.

Create the foundation for a new kind of partnership model for promotion of well-being of children and youth; actors, roles, responsibilities.

2) **Gather, process and analyse data about:**
- The life style of children and youth,
- Conceptions of well-being, participation and involvement in schools etc.
- Different actors, their roles and responsibilities in creating a new model of WellBeing Partnership of children and yout

3) **What results we are expecting?**

Organisational, operational and cross border structures for sustainable and successful development activity in schools, between schools, on the city level and cross borderly.

Activating methods and tools to increase participation and involvement on a school level: a) equipment, activation materials, training, campaigns, b) a new way of organizing a school afternoon activities which promote participation in cooperation

with others actors working with children and adolescent, c) the idea of an "extended schoolday".

Activating environments: a) school yards planning and development, b) co-operational model and methodological "tool box" for participatory and involving planning.

New innovative operative and financial models for preventive promotion of health and well-being of children and adolescent – WellBeing Partnership model: actors, roles, responsibilities.

To make the project as efficient as possible we have divided it into five work packages: 1) Project management and coordination is needed to create a functional and practical operational and strategic structure of the project, 2) meetings, seminars and trainings are essential to produce ideas and innovations of concrete actions on a school level and to enable the exchange of ideas and experiences, 3) equipment and materials for school activities are campaign are needed to enable the activating, participatory and involving practices on a school level, 4) we have to inform all focal interest groups and actors about the project and its goals and to raise awareness about those issues, 5) evaluation and modeling is important to produce reliable and valid information and evaluation of the project.

INNOVATIVE METHODS OF TEACHING VOCABULARY

SVITLANA ALEKSANDROVYCH, Teacher
O.M. Beketov National University of Urban Economy in Kharkiv

As English teachers we always look for new and interesting ways to stimulate our students to learn English.

Vocabulary is a very important means to express our thoughts and feelings, either in spoken or written form. Vocabulary is considered an essential part of learning English since it leads to communication.

Traditional approach to learning English includes looking words up in the dictionary, writing definitions, and using new words in sentences. Word lists, teacher explanation, discussion, memorization, vocabulary books, and quizzes are often used in an effort to help students learn new words. But these methods are not very effective.

Teachers should teach vocabulary in context, combine vocabulary with reading and writing activities, and provide students with different lexical information about the words they learn. Giving learners something new does wonders in relieving boredom and spiking interest in a topic.

There are some techniques that teachers can use in their classrooms to improve their students' vocabulary:

1. Showing models and objects.

It is a very useful technique to teach vocabulary to the beginners. The names of many things can be taught by showing actual objects. It gives real experience and sense to the learners.

2. Demonstrations and showing pictures.

Teacher can act and learners try to imitate it. For example, the words like run, read, cry, eat, sleep, and dance can be demonstrated. Miming works well with younger students. You can mime out emotions and everyday activities to teach new words. Many situations can be dramatized or demonstrated. This works well with young students or students studying a foreign language to help introduce them to new concepts. After explaining new vocabulary, you can then ask the students to perform the actions. Teachers also can use picture dictionaries. Some words work well with pictures, particularly nouns. This can also be a good way to introduce blocks of related words, that are often used in foreign language classes, such as nouns and verbs related to the classroom or the house. Pictures can also be used in printable worksheets and flashcards, where pictures are matched to the word they represent. Learners remember better the material that has been presented by means of visual aids'

Another visual way to teach vocabulary is to find videos that showcase the words used in lesson. Videos created for people learning English as a second language are also ideal for teaching younger students words with which they have had little or no exposure. YouTube Teachers' Language Arts section is a good place to look for video content that is safe for classroom viewing.

3. Teaching words in context.

Just learning words separately, doesn't help students to learn how to use the word. When students learn in context, this problem is solved, because they are given an example sentence, right in front of their eyes! Students can write down their new sentence and the example in their vocabulary notebook, to be practised later. If students are reading digital texts, they can mark the text in a number of different ways to identify context clues. They can highlight, underline, bold, or vary the font (size, style, or color) of unknown words and/or the surrounding context. They can mark the clues that they believe will help them uncover a word's meaning.

Many supports can also be embedded in the digital text to help students while they are reading. For example, selected words and phrases (the unknown words as well as the surrounding context) can be linked to definitions, synonyms, antonyms, images, and audio explanations.

4. Etymology.

Every word has its origin and its story of how it gets its current meanings. So, whenever we teach a new English word we can ask students to look it up in a dictionary or other reference books, or surf the Internet to find its origin. The interesting stories behind a word's origin can be a very good reminder for students to remember the particular word. Thus, learning the etymology of a word will certainly promote students' comprehension of new words.

5. Collocations.

It's a widely accepted idea that collocations are very important part of knowledge and they are essential to non-native speakers of English in order to speak or write fluently. The term collocation generally refers to the way in which two or more words are typically used together. For example, we talk about *heavy rain* but

not *heavy sun,* or we say that we *make* or *come to a decision,* but we don't *do a decision.* So, *heavy rain* and *make a decision* are often referred to as collocations and we say that *heavy* collocates with *rain*.

6. Synonyms.

A synonym may be used to help the student to understand the different shades of meaning, if the synonym is better known than the word being taught. Synonyms help to enrich a student's vocabulary bank and provide alternative words instantly. These can be effective since they build on words and phrases that students already recognize.

7. Short stories.

Another way to make teaching vocabulary more fun is to have students create a short story or screenplay using the words they have just learned. Teachers can also make this a final project or midterm project. Typically, this will go over much better than a final exam, and students will be more willing to engage and get creative with such a task, especially if a large portion of their grade depends on it.

8. Using an i-Pod

Do your learners carry iPods or tablets? Don't be angy at them for using technology in their lives. Turn it to your advantage! A number of good websites now exist that can get you and your learners up and running using this latest new technology for language learning and practice.

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APHORISMS IN ESL CLASS AS A TOOL OF DEVELOPING STUDENTS' SOCIO-CULTURAL COMPETENCE

OKSANA ANASTASIEVA, senior teacher,
Kharkiv Petro Vasylenko National Technical University of Agriculture

Language and culture are closely tied to one another and have a profound influence on both verbal and non-verbal communication. A variety of daily and intellectual contexts must often be taken into consideration in order to understand the meaning of something that is said. Such contexts can differ greatly from one culture to another, often making it difficult for newcomers to effectively communicate with other members of their new culture. Developing an understanding of general cultural contexts and their implications will enable someone who was not raised in a particular culture to fully comprehend speech or text in that culture's language, and to use the language more easily (American Immigration Law Foundation, 2002). That is the basic idea behind socio-cultural competence and its use in ESL education.

The idea of teaching socio-cultural competence in ESL programs is fairly recent. Moreover, there has been a slow progression of information and teaching materials that would enable ESL educators to understand the importance of this topic and to implement it in their classrooms. Several models and theories have been introduced in recent years to further explain of socio-cultural competence and how the lack of this information can negatively affect ESL students.

A language is a reflection on a national mentality and culture. That's why, when teaching a foreign language, to provide students with a stock of lexical units (vocabulary) and instructions as for their arrangement (grammar) is not enough. Developing socio-cultural competence is urgent. It is possible due to the application of a certain methodological system which embodies socio-cultural approach as a methodological foundation and communicative-cognitive method as a theoretical basis of teaching technique. Aphoristic text, in particular, is a source of getting socio-cultural information, which gives an opportunity to satisfy cognitive needs of the students. In any language aphorisms are units that reflect the picture of the world of native speakers. Aphorisms as a mirror of national culture contain a great volume of information about tradition, foundations, word outlook and mentality of a language community [1, p.58].

The word aphorism was first employed by Hippocrates to describe a collection of concise principles, primarily medical, beginning with the famous, 'Life is short, art is long, opportunity fleeting, experimentation dangerous, reasoning difficult. . . .' Eventually the term was applied to statements of principles in law and agriculture and extended to other areas.

As a linguistic means of reflection of the picture of the world, aphorism allows to express an idea more exactly and informatively, imparts certain stylistic colouring to the speech. That's why the application of aphorisms helps to make speech more expressive and emphatic. So a student can feel more confident in the situation of foreign language communication.

Aphorisms contain pragmatic settings, which reveal themselves in a perfection of vocabulary and a wise demonstration of actual life phenomena into general principles or dominant ideas. The opportunity to appeal to the author's experience allows to use aphorism as 'a pragmatic tool' with an evident didactic и polemic function. Many aphorisms aim to overwhelm a reader or a listener with an unexpected argumentation or comparison, which makes them a true weapon in polemic: *I pick my favourite quotations and store them in my mind as ready armour, offensive or defensive, amid the struggle of this turbulent existence. Robert Burns* [4].

The specific of aphorism in cognition of various aspects of life reveals in the fact that these short sayings polish, enrich and systemize knowledge about the reality. The extreme concentration of a message is achieved in them. Aphorisms in the cognitive activity are primarily used for revealing some invisible, for fixing the result of thinking. Highlighting essential aspects of the object, aphorisms make the cognition process easier [2, p. 7-8].

Students should also be aware of the convincing or even manipulative power of aphorisms. As Arthur Krystal warns 'Anything that can educate can also manipulate,

and anyone selling anything to the public dictators, CEOs, advertising executives knows the power of easy-to-remember expressions. I, for one, still believe that 'It takes a tough man to make a tender chicken.' Effective ad copy, of course, doesn't have to be true; it simply has to be catchy. But a well-honed aphorism not only stops us in our tracks; it impedes our moving forward. Even if we don't immediately buy into it, it can still deliver a wallop: 'There is no female Mozart because there is no female Jack the Ripper,' Camille Paglia tells us. Is this worth discussing? Or are we being bamboozled by the phrase's conspicuous symmetry? True or not, some aphorisms make it hard to imagine anything better ever being said on the subject. . .

'And herein lies the danger as well as the appeal of the aphorism. A statement can be so well put that its cogency is entirely dependent on its formulation, but as soon as we reflect on it we may come to another conclusion' [3].

Thus, bringing aphorisms into ESL class helps to form socio-cultural competence of the students and, consequently, to master the foreign language.

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INNOVATIVE METHODS IN TEACHING ENGLISH FOR ESP STUDENTS

HELEN ANISENKO, Lecturer
O.M. Beketov Kharkiv National University of Urban Economy

The purpose of education is not just making a student literate, but adds rationale thinking, knowledge and self sufficiency. That's why teaching nowadays must include innovative communication methods that impart knowledge. Some innovative methods of teaching could be multimedia, the combination of various digital media types such as text, images, audio and video, into an integrated multi-sensory interactive application or presentation to convey information to an audience.

English as the official language of the entire world is a very tricky language to teach. English is a very old language and has undergone many forms changes from Proto English derived from the Latin and the German culture to the Modern English which was established after in the post Renaissance period. Each version was simpler than previous. Present day English is the simplest adaptation of a very old language and yet it is still difficult to teach this language effectively especially to those who speak English as a second language.

In today's world English is taught in a very orthodox manner. The basic teaching is needed. Teaching the alphabets and the formation of the words is essential and a must. But there is something that is even more important. The students must be able to speak the words and understand their meaning before writing them down. The foundation to teach English can only be taught using the orthodox methods of teaching the alphabets and the words and the rules. But then teaching only the rules is found to be boring by most students and because of this they lose interest in learning the language. When it comes to teaching English for ESP students who already know the basics, the traditional methods generally tend to yield poorer results than innovative methods. This has already been proven by methods implemented like using of stories, poems, movies, books and newspapers etc. These methods help the students learn the language better without them actually realizing and also it keeps their interest.

Teaching through stories. Stories form a very integral part of teaching a language. These stories help teach the students about the formation of sentences and how to express their thoughts and a lot of other things and they help in keeping the students interest alive as the story ends. It is something that every student wants to know. A story is supposed to appeal to the creative part of the brain. It helps students be more imaginative, by trying to visualize the things that are happening inside the story. The story will help them to learn the language as they will be enacting it by dialog which they will themselves extract from the stories and also modifications can be made to the plays to help the students be more interactive and creative.

Teaching through conversations. Conversations are by far the most useful ways of teaching the language. Conversations form a very important part of the teaching process. The sentence construction and the grammar is not something that can be entirely taught by rules. They have to be taught intuitively. That can only happen through a lot of reading and a lot of listening. This can be taken care of easily as every conversation needs a topic. The topic can be given to the students in form of written documents which they have to read, then form an opinion and then have a conversation about it or it can be spoken out and then they can listen, understand and also take part in the conversation. The participation and other aspects of the conversation can always be evaluated through points which will also push the students to take part in the conversation. These conversations have to be general. They have to happen as if friends are talking to each other. This way the students are comfortable in expressing themselves in the best possible way. This process may take some time but in the end it would be the most efficient one in teaching the language.

Teaching through games. This is a very interesting method of teaching. Students generally tend to like games and want to play them more and more. Traditional methods dictated for study and games to be separate but the fact remains that the students tend to be more interested in playing games rather than sitting down to study. The games part of learning would help the students keep their interest as the desire to win is very strong. It keeps us going and when included with different aspects of learning the learning process would continue almost throughout the day without the children getting tired or bored of studying.

Teaching through competitions. Most of the times competitions like debates also help the students a lot in learning the language as the aspect of the competitions keep them at the best in conversations. It forces them to use the best possible construction of sentences to put forward their opinions and to use good vocabulary etc. This is a very important tool in helping them learn the language. Also these competitions help them address large crowds which is again is a very important part of personality development.

Teaching through creative assignments. Assignments help the students learn something on their own and most of the times they have to research on something then write something up on it. This method of approach is very appropriate for sciences and engineering although when it comes to languages the students should be given assignments in which they have to modify something that already exists. If the students are just given assignments like „write a story or a poem or a report" then most of the students crack because not everyone can come up with a story or even if they come up with one they cannot write it down. In such case the students should be given the base knowledge and data and then ask them to modify the data, for example the students can be given a base story and then ask them to modify a part of it. This

engages their creativity and also helps them overcome their difficulty of writing.

Teaching through multimedia. Multimedia sources like songs, movies, TV series, magazines, newspapers play a very vital role in improving our language. This method should be used in the final stages of learning as that is the only place where there is no scope of damage as most of the movies and songs etc. use colloquial English most of the times which is grammatically wrong. It is very important that the students understand that fact so that they do not use that form of the language in their everyday usage. Apart from that this source is very helpful as it does not feel like education. This is something that the students will do in their spare time. The songs are the best way to communicate, how to use a language, to express their feelings. Movies are a very common past time but apart from that most of the times they are also very instructional and educational.

Conclusion. The languages play a very important role in our lives. They help us express our emotions. They help us to communicate and hence are the prime tools to express who we are. Thus the knowledge of a language and its proper utilization is very important as it defines us. Since English is the official language of this world it is of utmost importance that this language has to be taught in such a way that it will help us not just to speak and write and listen but to communicate. That is purpose of the language and that is what it must be used for.

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NEW OPPORTUNITIES OF COMPUTER ASSISTED LEARNING ON THE WAY TO HOSPITALITY STUDENTS' ESP PROFICIENCY

SVITLANA BUCHKOVSKA, Senior Teacher
O.M.Beketov National University of Urban Economy in Kharkiv

The primary goal of ESP teaching is to equip learners with the knowledge and language skills that will be of great demand in the sphere of their future professional activity. Therefore, this kind of instruction is to be learner-centered inherently, as in this case a second language is not taught as the subject separated from students' needs, it is integrated into the area important to their professional interests. From the early 1960s, ESP has grown into one of the most prominent areas of EFL teaching, and currently it is taught at many universities of the world. This fact is another undeniable proof of the significance of the English language knowledge in the globalized business world and the relevancy and efficiency of this kind of instruction in training future professionals. To face new challenges, nowadays ESP teaching uses a wide range of efficient approaches and methods and implements new technologies in the educational process.

For the students majoring in hospitality and tourism, ESP has become a necessity in the era of a global customer. Having more options to choose desirable travel destinations and being equipped with the latest technology, people travel all over the globe and you never know where your next visitor will be from. To remain competitive in the hospitality market and keep customers' loyalty, future graduates have to demonstrate not only their theoretical knowledge, but their practical skills and the ability to cope with any problem that can arise. Therefore, the training language course must be designed with respect to the situations close to real professional environment. In this way, the Internet has become one of the most powerful tools and invaluable source of new professional information and knowledge.

No matter how well the ESP course books are developed, they can become even more valuable if supplemented with materials from authentic books published for those who work in the target field. For instance, due to the Internet the students of hospitality obtain the access to such professional books as *VIP: Introduction to Hospitality*, *Hotel Management and Operations*, *Food and Beverage Management*, *Hotel Front Office Management*, *The Geography of Tourism* and a number of others written and edited by professionals for future professionals. They cover such issues as hospitality marketing, segments and types of hotel and restaurant establishments, front office communication and accounting, hotel performance, yield management and forecasting and many more aspects vital for being successful in hospitality. Selected appropriately and used simultaneously with course books, they do not only enrich useful vocabulary and provide the understanding of key notions, but give the idea of how different management mechanisms function in reality, providing a business successful running and further development. Many of these books include sections with case studies that make them even more popular with learners and extremely motivating as they provide examples of the situations and problems that

real hospitality businesses have faced in their operation or might have to deal with in the future. These specific real life situations or imagined scenarios can be used effectively as a training tool. Among the practical advantages of conducting a case study are the possibilities to develop and improve analytical and creative thinking, communication skills, the ability to defend one's own point of view as well as to learn on someone else's experience. This method encourages learners' interest and stimulates their involvement if it concerns the issues of future professional activity.

Apart from professional e-books, another useful option in ESP teaching is audio lectures and presentations given by leading scientists and specialists in the field. The learners can be asked to prepare the overview of the ideas presented. The students not only derive some new knowledge, but learn to perceive and process authentic information from audio sources.

Video is a special option in CALL for hospitality students. Actually, learners are much more engaged in the learning process as they see language in action, not just in textbooks. In this way, YouTube video materials provide the hospitality students with the possibility to see the destinations they are going to sell, to learn more about facilities and amenities at the disposal, activities tourists can experience, places of interest to recommend, etc. What is more, video resources allow the learners to take video training sessions on internet travel booking, checking-in and -out procedures, servicing patrons in catering establishments, providing customer service excellence, dealing with difficult customers and a number of other aspects the future graduates will have to be able to deal with. Such video training sessions are of special value, as they do not only give instructions, but familiarize the learners with the world standards and experience. There are numerous possibilities to develop the tasks to video programmes into further practice, more complicated and challenging. For example, after watching some excursions around a city or a country, a lecturer can ask the students to find some programme without a tour guide's comments on the Internet, and develop their own virtual guided tours. The other options are to watch the video and describe orally or in writing some process or analyse the tendencies on the basis of different years statistic data on the number of travels, tourist expenditure at some destinations, tourist companies revenues or the hospitality market fluctuations.

Developing projects on the most popular destinations, designing tourist information leaflets or restaurant menus are only some of numerable interesting ideas that can encourage learners' interest, stimulate their creativity and increase self-motivation.

Being developed on professional authentic materials, the tasks mentioned above greatly contribute to successful learning and actually signify a new phase in training ESP students making them confident target language users.

New information technologies and free excess to a numerable Internet resources give endless possibilities to organize the ESP learning process in the most interesting, challenging and efficient way. With new methods and approaches to teaching a foreign language, the learners receive a wonderful opportunity to see and examine how the target language functions in their future professional sphere as well

as gain valuable international experience and the awareness of world standards. For the hospitality students in Ukraine the latter is of special value, as the industry in its attempts to meet the challenging and sophisticated tourists' demands should take into consideration world modern trends and learn from the best examples of creativity and excellence.

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RAISING THE LEVEL OF ENJOYABILITY IN THE PROCESS OF STUDYING

VICTORIA BUGAIEVA (Kharkiv, Ukraine)
O.M.Beketov National University of Urban Economy in Kharkiv

What can a teacher do to make studying more enjoyable? One of the most frequent question a teacher can face in his/her career. This paper will present some of the techniques which can help a teacher to raise the level of enjoyability in his/her class.

A popular saying says "There is no gain without pain" meaning that you have to work hard and often go through subsequent difficulties to reach your goals. They say that of the two paths, the path of pleasure and the path of pain, the latter is faster. Personal suffering and tragedy causes us to look beyond the concerns of our everyday life and consider larger questions. The path of pleasure also works but slower. Dr. Stephen Krashen, expert in the field of linguistics University of Southern California says that in literacy and language development, however, only the path of pleasure works. In his opinion what is good for language development and literacy development is perceived to be pleasant by the acquirer and the teacher. His pleasure hypothesis does not say that anything students enjoy is beneficial. It says that if an activity is good for language and literacy development, then the activity is pleasurable.

A Venetian scholar Paola E. Balboni has elaborated a model that analyses the motivation for studying in general, not only languages. That model is essentially based on three possible activating factors: duty, need, and pleasure.

Balboni says that "pleasure" is not only a pleasant feeling or emotion but also a gratification of a cognitive need and of a desire for participation, the pleasure of making new experiences, the pleasure of a challenge, the pleasure of systematizing knowledge by making it into a personal competence.

In negative emotional situations such as pressure, discomfort, fear, anxiety there is the formation of a chemical mechanism that stops the production of adrenalin, which is a neurotransmitter that favours memorization, a key chemical to make our memory strong and lasting.

Mario Cardona, a scholar from Venice, writes that this negative phenomenon occurs, when stress is not positive. In this case a steroid hormone, called the stress hormone is produced, that prepares the body to react to difficult situations. Controlling the production of such a hormone is the palatin tonsil, that in a stressful situation signals for an increased production of this hormone, which eventually reaches the hippocampus and the prefrontal cortex of the brain.

In such stressful for learners situations as tests, examinations, etc there is a conflict between the palatin tonsil, which requests more introduction of the hormone into the blood to cope with the situation, and the hippocampus, that instead tries to regulate the quantity of it. If the situation continues, the hippocampus's control functions cannot work properly, nor can it carry out its normal tasks. The hippocampus is the appointed area for long-term memory.

J.H. Schumann in *The Neurobiology of Affect in Language (1997)* asserts that no cognitive process is generated without an emotional process being generated first and that also from the neurobiological point of view the pleasant emotion plays a fundamental role in the activation of the cognitive processes that permits the stable and durable acquisition of information.

It is believed that pleasure is the best state of mind for a stable and durable way to learn a language. Italian educationalists Caon F., Rutka S. present the methodological proposal called the playful Language Teaching Method (LTM) that translates into practice both the presuppositions and the purposes of the humanistic (affective and functional) and communicative approach, and the presuppositions and purposes of socio-cultural constructivism. The key thing of the playful LTM is the game.

To avoid falling into dangerous prejudicial visions wherein the game at school is a moment of relaxation to be put before the "serious" learning moment, it is fundamental first of all to differentiate a free game (practiced by the students in a extra scholastic or non-controlled environment) and didactic game (proposed by the teacher in the context of learning.

Two other terms were introduced by the educationalist, Aldo Visalberghi (1980): playful activity (corresponding to free game) and playful-like activity (corresponding to didactic game).

The "purpose" of the game does not correspond with the end of the activity: in the didactic game it consciously achieves a purpose that is beyond the game itself.

Therefore, as one more reperesentatives of the Italian school G. Staccioli says, playful-like activities are "intentionally built to give an amusing and pleasant shape to certain forms of learning".

Mario Polito believes that "the game has enormous educative potentialities that facilitate learning and socialization. The game ignites the enthusiasm, fires the interest, primes the involvement, favours social activities, increases expression, stimulates learning.

Considering the frequent and almost spontaneous association of the game with childhood, it seems important to us to deconstruct this prejudice (that is, that the playful activity belongs only to infancy and/or that the didactic game can be practiced solely in the primary school) and expand the horizon of the playful LTM in order for it to be proposed to adolescents and adults alike, with the obvious differentiations in the modalities and in the activities themselves in accordance with the age of the player.

"The adolescent student often does not accept activities perceived as too infantile, or of little significance, that frustrate hisintellectual capacities because they are cognitively too simple. Thus, the objective is to encourage students to experience this pleasure through challenging activities (for instance, problem solving or certain creative activities where their talents are valorised) and to encourage intellectual and emotive understanding through feedback, through post-experiential discussion.

Attending to the pleasure in its various possible declinations has always been at the centre of the concerns of the Venetian school: Titone, in his studies, often refers to the pleasure of the systematisation of new information in the cognitive structure of the learner; Freddi speaks of the pleasure that is awoken by satisfying curiosity and by recognizing cultural variance; Balboni, equally interestingly, dwells upon the pleasure of intellectual challenge. Therefore, the activities being proposed must be playful, defined thus far as pleasurable and also challenging in a cognitive sense, so as to initiate a desire to surpass oneself, to embark upon challenging oneself prior to any challenge directed at others.

One more activity which can promote pleasure of studying can be reading. As many researches show learners prefer free reading to traditional language instruction. Self-selected voluntary reading can be very efficient in this case because learners are given a choice, they can read whatever they like and whatever they want, they often even get addicted to it because they do enjoy it, they do enjoy reading.

Dr Krashen mentions a number of case histories when adult second language acquirers made impressive progress in English as a second language simply by reading books. Many studies made in Asia provide consistent results showing that self-selected reading raises the learners language levels. Students in classes where reading was encouraged outside the class did better than other comparison groups.

It should be noted that when we understand what we read or listen to, and we're relaxed and feeling good about ourselves, we acquire, or pick up, more language. Learners find reading pleasant when they can find interesting and comprehensible reading material. To cut it short, we can say that if English reading and listening gives us pleasure, it's helping us acquire more English. So, one of the

keys, or secrets, to improving our English is to read and listen to books, articles, and podcasts that give us pleasure.

One of the types of reading which can be applied to free voluntary reading is the so called junk reading. It is a kind of fun and entertaining light reading that does not require a dictionary. It involves reading in large quantities, and it is considered to be more valuable than serious reading in small quantities. The materials should be almost 100% comprehensible, so learners can focus on the content rather than separate words.

Self-selected free reading cannot substitute traditional language instruction, it is not enough to guarantee students' reaching higher levels of competence in another language but is a great tool on the way to mastering foreign languages. Moreover one will definitely find this path rather pleasant.

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TEACHING WITH SMRT

ALEKSANDR GALUNENKO, Eastern European Marketer
Canadian College of English Language

Teaching with technology isn't just about staying current on the latest tools, it's about knowing how to successfully incorporate the best tools into your teaching when and where it makes sense. However, technology is already integrated in nearly everything we do and nearly every job our students will encounter. Technology is a literacy that is expected in higher education and in our economy. It is a universal language spoken by the entire world, regardless of the profession.

The landscape of ESL teaching has changed dramatically over the past 5 years or so, and CCEL is in the forefront of this exciting change in the way students are learning.

The learning and teaching approach enabled by Smrt is informed by many of the principles derived from a sociocultural approach to language learning, including recognising the importance of context, interaction and dialogue in the teaching process, scaffolding learning, and mediation of language and culture. An underlying principle is that 'language and culture learning is considered to be a fundamentally collaborative process whereby socially formed knowledge and skills are transformed into individual abilities.' (Hall 2012, p.48) The goal is to enable students to make meaning, as opposed to scoring well on tests of discrete grammatical knowledge (Savignon 1991).

Two of the important elements of this approach that relate to Smrt are collaborative learning and the fact that Smrt is responsive to the needs of the students.

Smrt was designed to encourage students to work together (in pairs and/or small groups) as a way of using the target language in a real and meaningful way. This can be seen in every unit of every level where students work together on practice activities focusing on correct usage of the target grammar structure, for example, and then move on to production activities based on Smrt-provided situations. During these activities, the teacher's role is often that of a prompter and/or resource (Harmer 2007), and the aim is the successful scaffolding of learning. Within the classroom scaffolding is the process by which the teacher guides and supports the student within the zone of proximal development (Vygotsky 1994), to master the skills which they would have been unable to without guidance. Scaffolding is here a process of simplifying, directing, marking task-critical features, controlling frustration, and demonstrating. (Wood et al. 1976) This allows the students to develop learner autonomy, something which is central to the theory of CLT.

Scaffolding can, and should, be both designed-in to the curriculum at the course design and learning materials level, and performed by the teacher in the classroom, dependent on students' needs at that moment. Thus a distinction can be made between macro-level scaffolding and micro-level scaffolding, between the teacher's ability to 'plan, select and sequence tasks' that take account of different student needs, and their ability to take advantage of the 'teachable moment', the contingent situation in the classroom (Hammond and Gibbons 2005, pp. 10-11). Smrt offers the facility to do this.

Participation - student/student and student/teacher – is enabled through verbal and textual collaboration on shared documents. For example, students can peer-edit each other's written work via Google docs, either in the classroom or as off-site self study. Within each unit the material is organised in a non-linear fashion which allows teachers to select and plan lessons which best meet the students' needs and gives students the opportunity to work on areas of interest outside the classroom, thus increasing motivation for learning through greater student autonomy.

The teacher's role is to enable the process of mediation of culture and language by which students are able to internalise knowledge and skills: 'this process involves the cognitive and linguistic socialisation of students as they are initiated by their teachers into ... educational discourse' (Hammond and Gibbons 2005, p.8). Mediation

is also enabled by tools or mediating artefacts, such as technologies (Motteram and Sharma 2009).

Smrt is extremely flexible and allows the students to work at their own speed in the classroom setting. Teachers can monitor the classroom situation and adjust the pace instantly to maximise the learning experience for all the students. This could take the form of extra activities or research opportunities for a writing assignment, for example, or allowing faster students to access finer grammatical points through the teacher's blog. This allows the students to develop their competencies to a deeper level. The combination of face-to-face and online material gives the teacher the facility to use the medium most appropriate for the students' needs and match the delivery to the activity (Motteram and Sharma 2009). Classroom time can be used for developing fluency and teacher clarification of 'fuzzy' areas such as grammar, whereas student self-study can concentrate on 'crisp' areas, such as acquiring vocabulary via an interactive website that can give a clear yes/no answer, and for pre-class reading activities. This is an invaluable aid for both students and teachers in providing a full-service learning environment.

Smrt contextualises language in a meaningful way: a huge amount of real-life input, from listening activities on demand from the internet, to immediate reading material from live websites such as news sources. The students live in a connected environment and learning through using these same resources has an immediate and relevant connection to their everyday lives. Smrt mediates access to web- based materials for learners in non-English speaking countries, thus scaffolding their encounters through careful selection of appropriate material combined with related tasks and activities to enable learning. The affordances of technology facilitate a curriculum experience that is collaborative and communicative.

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PROJECT WORK AS ONE OF THE STRATEGY OF LEARNER-CENTERED APPROACH

MARIYA GOROVENKO, associate professor, PhD (philology)
Kharkiv National Pedagogical University.

The origin of learner-centered approach can be traced back to 80s when the United States initiated its first educational reform. The first reform efforts were directed at reforming the educational standards, the content, the process, the role of teachers. By the beginning of 90s the first educational reform was found to be seriously flawed for having used the wrong framework for reform. To provide the needed framework, American Psychological Association and Mid-Continent Regional Educational Laboratory jointly developed "The Learner-Centered Psychological Principles" in 1990 to 1993. These principles can be considered as universal principles applicable to all learners in different cultures.

Learner-centered approach places the student at the centre of the education. It begins with understanding the educational contexts from which a student comes. It continues with the instructor evaluating the student's progress towards learning objectives. By helping the students acquire the basic skills to learn, it ultimately provides a basis for learning throughout life.

The new role of a teacher focuses on ways to facilitate the learning process:

- Fostering student's learning
- Accommodating different styles
- Motivating students to accept responsibilities for learning
- Designing activities in which students interact with the material, the teacher and each other
- Encouraging, inspiring student ownership of learning

"Learner-centered teachers connect students and resources. They design activities and assignments that engage learners. They facilitate in individual and collective contexts" (5, p.76)

In student-centered classroom, at different time, students may be working alone, or in a group. Also they may be teacher-led. The ideal size for a student-centered class is 12. The larger class, the more necessary it is to have a student-centered class. The only way to give all the students time to speak is by having them work together.

There are different types of interactive activities that can be utilized in the learner-centered classroom. Some activities, like discussion and role play, are quite suitable as working together activities. Brainstorming can lead to a very lively discussion. In this article we would like to touch upon the project work as one of the best way to implement learner-centered approach. The project-based learning takes learner-centeredness to a higher level. The main advantage of this activity is that the students get control for what they are doing. The role of a teacher is to observe the students, to watch how they interact, how they carry out the research, how they organize and plan their projects.

A project is an extended piece of work on a particular topic where the content and the presentation are determined by learners. The teacher provides the topic, but the project writers decide what they write and how they present. Project usually integrates language skills through number of activities: planning, gathering of information through reading, listening, interviewing, discussion, problem solving, reporting, display.

Haines identifies four types of projects :

1. Information and research projects which include such kinds of work as reports, displays.

2. Survey projects which may also include displays, but more interviews, summaries, findings.

3. Production projects which presuppose the work with radio, television, video, wall newspapers.

4. Performance/Organizational projects which are connected with parties, plays, drama, concerts.

Project work gives a clear sense of achievement. It enables all students to produce a worthwhile product. This feature of project work makes it particularly well suited to the mixed ability class, because students can work at their own pace and level. The brighter students can show what they know, unconstrained by the syllabus, while at the same time the slower learners can achieve something that they can take pride in, perhaps compensating for their lower language level by using more photos and drawings.

Projects bring real life into the classroom. It brings facts to life. Project work allows "life itself" to form part of the classroom and provides hundreds of opportunities for learning. Apart from the fun elements, project work involves real life communicative situations (analyzing, deciding, editing, rejecting, organizing, delegating) and often involves multi-disciplinary skills which can be brought from other subjects. All in all, it promotes a higher level thinking skills than just learning vocabulary and structures.

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LIFELONG LEARNING AS A CRUCIAL EDUCATIONAL MINDSET

ANNA GUSEVA, associate professor, PhD (Linguistics)
Kharkiv Karazin National University

Globalization and the growth of the fast-changing knowledge economy mean that people require upgrading ща their skills throughout their adult lives to cope with modern challenges, both in their work and in their private lives. Nowadays, there is an increasingly important basic skill in ever-changing technological universe: the ability to learn and adapt to the needed new skills and training. This paper seeks to research into the concept of lifelong learning, giving an account of what we achieve through learning, and explains the reasons for why we need to learn lifetime.

The demand for more flexible educational environments increases according to continuous learning which comes to be seen more and more as a necessity for almost everyone in our rapidly changing and increasingly global society [1]. In the 21st century, we all need to be lifelong learners. Our living conditions are changing in such a frantic pace that if we do not continue to grow and develop, we will soon be left behind. We need to continually keep our skills sharp and up to date so that we have an edge in all we do [3].

Lifelong learning covers the whole range of learning that includes: formal and non-formal learning. It also includes the skills, knowledge, attitudes and behaviours that people acquire in their day-to-day experiences [2]. Lifelong learning is a continuous building of skills and knowledge throughout the life of an individual. It not only enhances social inclusion, active citizenship and personal development, but also competitiveness and employability. The term lifelong, as applied to education or learning, has been in circulation for more than a quarter of a century [4]. Lifelong learning requires that learning outcomes from different settings and contexts can be linked together.

The Cedefop glossary [5] defines core concepts of various forms of learning as follows:

• Formal learning consists of learning that occurs within an organized and structured context (formal education, in-company training), and that is designed as learning. It may lead to formal recognition (diploma, certificate) [5, p. 70];

• Non-formal learning consists of learning embedded in planned activities that are not explicitly designated as learning, but which contain an important learning element such as vocational skills acquired at the workplace, [5, p. 112];

There are numerous assumptions following lifelong learning. We can summarize the greatest benefits of lifelong learning as:

1) Change adaptation. A lifelong learner will keep up with society by staying current and aware of changes in such areas as technology, news and political trends or finance and money issues. Our children adapt and grow and seem to thrive on staying up on the latest technology. Lifelong learners look for opportunities to embrace the new technologies;

2)   A bigger paycheck. Job promotions go to the employees who are the best versed and educated in their job fields. New jobs and positions are created all the time. New careers open up all the time. A viable applicant or employee is one who has the certifications and diplomas in place all ready. A lifelong learner stays on top of their field so that when opportunities come knocking, they can answer immediately;

3)   Enriching and fulfilling environment. To people for whom continuing education becomes a second nature, they can look forward to active and meaningful lives instead of 20+ years of sitting around and watching life passing by. We all have subjects in which we are interested in. A lifelong learner uses opportunities to explore these topics which they find compelling. That can reduce stress in professional as much as in personal interaction.

Lifelong learning is not a fad or intellectual fashion but an observable and essential part of the world in which we live. It offers an attractive vision of sustainable prosperity, a knowledge able citizenry and a civilized society in which access and equity no longer figure as constraints. Internationally, there has been a torrent of official reports promoting lifelong education, including three Green Papers in the UK, similar papers in Norway, Germany and Ireland, legislation in Spain, the USA and Japan, as well as a UNESCO world conference, a series of statements from the OECD and a White Paper from the European Commission. Lifelong education is therefore being taken very seriously and has overtaken the more limited approach subsumed under the various concepts of vocational education and training, adult education, community education and recurrent education.

Lifelong education has a range and universality that should be mirrored in diversity of provision: through formal and informal courses at institutions, the workplace, professional associations, adult education organizations, community organizations, etc. The proportion of adults engaging in learning that may or may not be related to their working lives is growing and will continue to grow. This provides a much broader perspective than mere vocational education, confined to specific career preparation and training. From now on one-off front-end education will never be sufficient in an internationally competitive, ever-changing business world.

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CRITICAL FACTORS OF INTEGRATING CONTENT AND LANGUAGE PLATFORM IN UKRAINIAN HIGHER EDUCATION

OLENA ILIENKO
O.M.Beketov National University of Urban Economy in Kharkiv

"Taking charge of your own learning is a part of taking charge of your life, which is "the sine qua non" in becoming an integrated person"
Warren G. Bennis, an American scholar, organizational consultant and author

Advocates of Content and Language Integrated Learning (CLIL) have extolled the virtues of this approach to fostering both content and language alike. However, the generalised and varied implementation of English as a Medium of Instruction (EMI) in universities worldwide has led many lecturers to question these claims [1]. This paper presents some considerations concerning a Common European Framework (CEFR) - based model for measuring the impact of EMI at the tertiary level.

Most universities around the globe now offer full or partial degrees taught through a foreign language. English has long been the language of science, but these degrees have made English the language of higher education in Europe. Serving partly as programmatic development, partly as an explicit competition in a wider tertiary environment, English has become the de-facto language for academic discourse [1]. And those refusing to provide English-taught modules endanger their global scientific visibility and professional competitiveness. Particularly in Europe, there is a strong consensus on the methodological approach to be used when a content module or degree is taught through a language other than the students' mother tongue (often in English as the Medium of Instruction). More recently, it has also become a major move towards multilingualism at the university level. It is claimed to foster a flexible, inclusive approach which can be applied through many specific methodologies, since both content and language are integrated. "By integrating language and subject teaching, various forms of educational success can be achieved where classrooms comprise learners with diverse levels of linguistic competence" [2].

After the Bologna reform process [3] carried out in the Ukrainian higher education system, many universities have decided to introduce English as the language of instruction for some studies. The new study programs have been implemented, and there is an urgency to define what is meant by "teaching in English". Some constraints and difficulties of introducing a second or third language of instruction have been investigated and the difficulties content teachers have in recognizing and describing their disciplinary discourse have been shown [1]. Thus, there seems to be a need for a dialogue between language and content teachers, in which they can express their experiences, opinions and fears.

In the higher education system the interest in foreign languages has brought about the introduction of bilingual programs, where students can choose between Ukrainian or English as the language of instruction, or programs exclusively taught in

English. However, the integration of content and language in higher education requires understanding of concepts such as interdisciplinarity and teacher collaboration. Contemporary interpretation of knowledge is not seen in separate chunks, but "within the framework of real life application where solutions are required for complex problems" [1]. An effective resource of the latter could be collaboration between content subjects and ESP teachers. Some authors have reported these collaborations in the past, when relationships were not easy, and ESP teachers took the initiative and gathered information by means of needs analyses techniques from students, content teachers and future employers and applied it to their courses. Today in Europe, there is a reported tendency to introduce English as a second or third language of instruction in European universities, with an effort to try and integrate content and language (ICL). In order to manage this integration in Ukraine it is necessary to consider the kinds of communication tasks and skills that form the core competence profile as well as the intercultural communication conventions in each discipline, the skills that may be transferable between languages, and the academic genres that should be covered from the language point of view in order to use them in the content variety of interpretations about how to implement the new policy. The above-discussed uncertainty could serve to be the main motivation to gather a group of content teachers and English language teachers in order to create a discursive platform to share experiences and points of view at a time to make it possible to reflect on how to introduce a new language of instruction. The locus of interest for such a potential interdisciplinary discussion could cover the following aspects: 1) outlining the number of competencies for each subject, which students should acquire and teachers should adequately assess; 2) distribution of subjects with credits in English; 3) students' needs for courses delivered in English; 4) disciplinary differences in modes of teaching and pedagogical strategies; 5) opinions about a second language of instruction.

Moreover, the involvement and enthusiasm of the university community is also essential for the success of the program. Making discursive spaces available for interdisciplinary collaboration of teachers is a good measure to motivate and involve them in integrating content and language, but new creative spaces and platforms where students and administrative staff can also participate, such as workshops, seminars, or on-line platforms will help to create a corporate image about multilingualism at the university level. Furthermore, other accompanying activities can help to successfully develop a multilingual higher education policy, such as a good communication plan for students, teachers and administrative staff, as well as for the society in which the institution is embedded, which would foster a higher level of its academic competitiveness.

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THE DEVELOPMENT OF INCLUSIVE EDUCATION IN THE U.S. AND EFFECTIVE CURRENT PRACTICES

LISLE KAUFFMAN, Fulbright Scholar, PhD, (Special Education)
Vinnytsia Institute of Economics and Social Sciences, Open University "Ukraine"

The United States is often viewed as a leader in education, but American educators have not always pursued progressive polices. There is a dark side to American history of special education that few outside academia are aware. Before the 1970s, American children with disabilities were either taught in special schools or were not educated at all, as they were considered uneducable. Students with disabilities did not have the same educational rights as other children and were typically isolated in institutions calling themselves "schools," but in reality were simply warehouses for unwanted children. One such institution was Willowbrook State School in New York.

The conditions at Willowbrook were horrendous. The children were often chained to their beds, locked in dark rooms in isolation or spent hours lying on filthy floors. Visitors to Willowbrook were disturbed by the continual screaming and crying. Neglect was rampant, as basic needs such as toothbrushes and toilet paper were rarely provided (Rivera, 1972b). In his groundbreaking television expose, the young journalist Geraldo Rivera (1972a) lamented, "It smelled of filth. It smelled of disease, and it smelled of death." Without consideration of ethical practices, children were deliberately exposed to hepatitis during experimental studies, in which doctors injected the virus directly into their bodies to study the effects of the disease (National Institutes of Health, 2009).

Unfortunately, Willowbrook was part of a general educational trend in the U.S. It was not the only institution subjecting students with disabilities to inhumane conditions. Similar levels of abuse and neglect were common in many other institutions for children with disabilities. Violation of the rights of children with special needs was pervasive.

While this history is certainly tragic, the aim is to show that positive change is possible, even under the most difficult of circumstances. Beginning in the 1950s and continuing through the early 1970s, a series of influential events and court cases culminated in federal legislation that made illegal the educational isolation of children with disabilities. One impetus for positive change was the Civil Rights Movement, during which people of color fought for the right to vote, receive an equal education and participate fully in society. The courage of early civil rights leaders inspired others to advocate for equal rights of individuals with disabilities. If it is wrong to discriminate against individuals on the basis of ethnicity, then it is wrong to discriminate on the basis of any other physical characteristic, such as disability (Turnbull, Turnbull, Stowe & Huerta, 2006). The 1960s and 70s saw many protests by individuals with disabilities who demanded access to public transportation, community services, equal employment and safe housing. People also fought for the

rights of children with special needs to receive the same quality of education as children without disabilities.

During the turbulent decade of the 1960s, there was a major paradigm shift in American attitudes towards children with disabilities as people rejected Social Darwinism and embraced an attitude of equal protection and rights of all people. Americans began espousing the belief that everyone has the right to live in safety and dignity, and all children have a right to an equal and appropriate education. Additionally, scientists were proving that students with even severe disabilities could learn. Numerous scientific studies proved that education could help all children with disabilities.

As Americans' attitudes changed, politically powerful families began to talk publicly about their own sons and daughters with disabilities. Congressmen with children with special needs became leaders in the fight for the rights of individuals with disabilities. John F. and Robert F. Kennedy's sister Rosemary had cognitive disabilities, and Robert paid a visit to Willowbrook insisting that the school reform (New York Times, 1965). But the school refused to reform, and eventually, a furious public outcry forced the permanent closure of Willowbrook following Geraldo Rivera's publicized investigative television report, in which he brought cameras directly into the infamous institution (Rivera, 1972a). Other similar institutions were closed, as well, ending a tragic and notorious chapter in the history of American special education.

In response to widespread discrimination, parents and advocacy groups filed numerous lawsuits against schools that refused to provide equal educational opportunities to all children, and generally, the U.S. Supreme Court sided with the parents and children. One of the most influential cases was Brown v. Board of Education of Topeka, Kansas. In 1954, Linda Brown, an African American girl, was barred from attending an elementary school with white children in Topeka, Kansas. The U.S. Supreme Court ruled that separate educational facilities are unequal and racial segregation violates the 14th Amendment. Segregation makes children feel inferior and is psychologically damaging. The significant implications of this case are that segregating an entire group of children on the basis of any characteristic, including disabilities, is unconstitutional (Turnbull, Turnbull, Stowe & Huerta, 2006). If separating children based on ethnicity is a violation of their civil rights, so, too, is separating children with disabilities.

In 1971, the Supreme Court heard arguments in the case Pennsylvania Association for Retarded Children (PARC) v. Commonwealth of Pennsylvania. Children with cognitive disabilities were being denied education in Pennsylvania. The state argued that children with mental retardation cannot learn and therefore cannot benefit from schooling. The Supreme Court ruled that all children ages 4-21 must be provided free public education, because all children can learn (Turnbull, Turnbull, Stowe & Huerta, 2006).

One year later, the Supreme Court listened to arguments in Mills v. Washington, D.C. Board of Education, another landmark case. Seven children with learning disabilities had been refused admittance to public school in Washington,

D.C. The school argued it did not have enough money to teach the children, but the High Court ruled that insufficient funds is not an excuse for refusing to educate children and ordered the school to accept them and provide an appropriate education (Turnbull, Turnbull, Stowe & Huerta, 2006). The Supreme Court reiterated previous rulings that all children with disabilities have a right to an education (Turnbull, Turnbull, Stowe & Huerta, 2006).

In 1992, the Supreme Court heard Holland v. Sacramento City Unified School. In this case, a school district claimed that a young girl with moderate cognitive disabilities could not be educated in a general education classroom and argued for the right to place her in special classes for children with disabilities. The High Court disagreed and held that she had a right to be educated in a general education classroom. This milestone ruling affirmed that children with disabilities have a right to be educated in an inclusive education program (Turnbull, Turnbull, Stowe & Huerta, 2006).

Following years of protests, successful lawsuits by parents and a monumental shift in societal attitudes, the U.S. Congress enacted a series of laws to protect the rights of students with special needs. In 1973, Congress passed Section 504, which legislated that schools, colleges, and universities receiving federal money must provide architectural accommodations to make their buildings physically accessible to students with disabilities (Turnbull, Turnbull, Stowe & Huerta, 2006). In 1975, Congress passed the Education for all Handicapped Children Act, which required schools to provide a free and appropriate public education to all children and introduced the principal of "zero reject," the legal concept that no child can be denied a free and appropriate education. It also mandated that educational teams must consider providing students with disabilities education in the least restrictive environment, i.e., inclusion in general education, and it mandated parental participation in planning students' educational programs (Turnbull, Turnbull, Stowe & Huerta, 2006). The rights of children with disabilities were further strengthened in 1986, when Congress created a new federal program for infants and toddlers with disabilities. The law requires an education plan for young children (birth to 5) called an Individualized Family Service Plan (IFSP), which is essentially an IEP (Individual Education Plan) for a family (Turnbull, Turnbull, Stowe & Huerta, 2006).

As a result of Supreme Court rulings and federal laws enacted by Congress, current educational practices favor inclusive education for students with disabilities. In the United States, most students with disabilities receive some level of educational services in a general education setting. In 2010, some 95% of 6 to 21 year old students with disabilities were served in regular schools and of these students, 60.5% spent eighty percent of their school day in an inclusive general education classroom with peers without disabilities (U.S. Department of Education, National Center for Education Statistics, 2013).

Inclusion refers to educating students with special needs in a general education environment with peers who do not have disabilities and consists of two levels: full inclusion, where students with special needs spend 100% of their day with peers without disabilities, or partial inclusion, where students spend part of their day with

peers without disabilities (Hallahan & Kauffman, 2011). For instance, a student may spend 75% of his or her day in a general education classroom and 25% of the day in a special class. The level of inclusion is dependent on the individual needs of the student.

Providing an inclusive education to children with disabilities achieves a number of significant goals, one of which is to develop students' independence to the greatest extent possible. Inclusion also provides students without disabilities opportunities to learn how to live and work cooperatively with children with special needs. They develop acceptance of their peers with disabilities, which encourages positive social interactions and successful integration within the wider community. Inclusion also provides greater access to the same curriculum for all students, facilitating successful inclusion at the post-secondary level. Students with disabilities have a very difficult time succeeding in higher education when they arrive at colleges and universities unprepared for the curriculum. Finally, inclusive education is a critical feature of a democratic society. How can a society claim to be democratic, if it denies an entire segment of its population equal access to education and, subsequently, the community?

Inclusion is a critical educational practice, but it takes careful planning and effort. Dr. Olga Krsek of Volodymyr Dahl East Ukrainian National University often reminds other educators that simply placing students with special needs in a general education classroom is not enough and does not automatically guarantee a successful educational experience. Students must be educated in a deliberatively supportive environment that meets their individual educational needs. Educational supports for students with special needs provide accessibility to the curriculum and include: sign language interpreters for students who are deaf or hard of hearing, books and materials in braille for students who are blind, large print books for low-vision students, peer tutoring in which classmates without disabilities provide academic support to peers with special needs, peer note-takers which allow students with disabilities to focus on classroom discussions and lectures, graphic organizers which help students with cognitive or language disabilities learn new vocabulary or concepts and assist them in organizing ideas for essays or stories, and hands-on activities and visuals which make concepts more accessible to all students (Hallahan & Kauffman, 2011).

Additionally, inclusive education cannot succeed without collaboration between general and special education teachers who work together to solve problems and provide an effective education to students with disabilities. One example of collaboration is team teaching, which allows special and general education teachers to plan lessons together that both of them will teach in the same classroom for the benefit of both students with and without disabilities. Other examples of collaboration include special education teachers consulting with general education teachers, as well as teachers working together on Individual Education Planning (IEP) teams (Hallahan & Kauffman, 2011).

Two final critical supports for students with disabilities include accommodations and modifications (Hallahan & Kauffman, 2011). Accommodations

are changes to how students learn content. A few examples include extended time for assignments or tests; oral tests in place of written exams; supportive seating, such as placing a student near the teacher; and shorter assignments. Modifications refer to changes to what students learn. These include changes to the curriculum itself, rewriting tests at a lower reading level, requiring fewer assignments, reducing the number of vocabulary words, and changing types of mathematical operations to be learned.

Certainly, successful inclusion of children with disabilities is challenging and takes considerable effort, but that is not a reason to deny students with disabilities the same educational rights and opportunities as other children. It is important that all of us open our hearts and minds to each child, because all children deserve equal respect and opportunities to succeed at their greatest potential. As educators, we must maintain high expectations for all of our students, because all students have the potential to learn.

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INFORMATION TECHNOLOGIES IN DISTANT LEARNING

OKSANA KHODAKOVSKA, Associate Professor, PhD (Philology)

Education must always correspond to the requirements of the time and society. Today's urgent need is a new learning environment connected with both innovative learning technologies and innovative technical means. Distance learning can be defined as a result of rapid contemporary changes in education; it is learning via computer network. It was designed for those ones who, due to various reasons, such as lack of time, financial difficulties etc., do not have an opportunity to learn directly at a university under the supervision of a tutor, but seek to study independently. Psychologists are sure that only independent work with textbooks, manuals, reference books results in knowledge. Distance education develops skills of independent thinking, teaches to work systematically, to assess a learning situation, draw conclusions, and forecast. It allows you to read the latest information and makes it easy to navigate through the subject.

The technology of distant study is an interactive educational technology: an instructor and a student are only involved. The instructor takes into account the individual abilities and skills of the student. It affects the quality of education.

The instructor is a tutor who represents learning courses. The teacher should take into account the individual characteristics of both the student and his / her sphere of activity, practical knowledge. The instructor of a course prepares learning material, answers letters and questions if any, provides advice, answers, controls assessment, if necessary, provides additional materials for the development of specific skills. On the whole, the teacher creates an active learning environment. This environment requires continuous improvement of knowledge and skills.

Student is a person who is aware of his / her needs due to interactivity and personality of studies. Distance learning makes the process of acquiring knowledge more accessible and convenient. Students work independently with the learning material, complete assignments; consult with both the teacher and students to participate in an e-forum or a chat. Training materials as usual involve course books, electronic libraries, and variety of on-line resources. Forms of communication involved are lectures, tutorials, electronic forums, videoconferences.

The training process is carried out on the basis of distance learning technologies; it includes both classroom training and self-study activity. Participation of teachers in educational process is determined by need to implement constant support of educational and cognitive activity of students through the organization of current control of network sessions and consultations.

Informational technologies applied in distance learning can be divided into three groups:

1) presentation of educational information;
2) transmission of educational information;
3) storage technology and processing educational information.

The basis of learning process is the transmission of information from a teacher to a student. It means that any technology used in education can be called *information*. On the other hand, the term "information technology" is often applied to all technologies based on computer usage technology and telecommunications. To avoid misinterpretation, three concepts should be pointed out:

1) educational information;
2) educational technology;
3) information technology.

Educational information encompasses knowledge that is to be transferred to the student in order that he / she could competently comprehend and perform any learning activity.

In case of distance learning the student himself interprets knowledge and, therefore, the quality of educational information and methods of its presentation must meet increased demands. It refers to newly created electronic books, as well as to databases and knowledge banks, reference and expert systems used for educational purposes. Represented in electronic means they, unlike the printing ones, should have completely different organization and structure. It is caused by peculiarities of

psychophysiological perception of information on a computer screen, and by online access to information.

Educational information should not be accumulated in one or a few means. Its variety should be taken into account, in order to ensure the most possible access to it by any student notwithstanding location, amount of telecommunication channels etc. Such areas of information can be located in large libraries, scientific and educational centers, created on the basis of leading universities.

Educational technology presupposes a set of teaching methods and techniques used for the transmission of educational information from a source to the recipient, and it depends on the form of presentation.

The main point in educational technology is to represent ideas by means of visualization. The most adapted forms in distance learning include:
- video lectures;
- multimedia lectures and laboratory courses;
- multimedia electronic textbooks;
- computer training and testing system;
- simulation models and computer simulators;
- online tests;
- video conference.

"Extra curriculum Activities for Students to Improve English Skills"

Svitlana Korneliuk, teacher of English

Okhtyrka gymnasium

Face to Faith is the Tony Blair Faith Foundation's Global Schools programme, active in a wide range of schools in countries across the world.

Face to Faith:

– gives students the opportunity to **interact directly** with their peers from around the world to dialogue about the range of faiths and beliefs, values and attitudes that they hold. This occurs safely through **facilitated** videoconferences and a **moderated**online community.

– **supports teachers** by providing a rich range of high quality, engaging and appropriate materials to help them prepare their students for dialogue.

– talks about culture and identity, but always emphasises **Faith** and **Belief**, because those two things can play a very positive role in our world, yet are almost always referred to in a negative way.

– emphasises **Similarity** and **Difference** – finding the ways in which we are similar to other people is often easy, but discovering the ways in which we are different gives us much more opportunity to learn.

– supports the development of **key skills** for global citizenship, including respectful dialogue, information technology, cooperation, conflict mediation, reflection, global awareness and faith literacy.

– is a set of **flexible materials**; designed to fit alongside, and enhance existing curriculum requirements.

Face to Faith works across the world delivering a pioneering education programme to help prevent religious conflict and extremism. It helps students

embrace an open-minded approach to others, to diversity and to difference that can lead to tolerant stable societies.

The Essentials of Dialogue is an indispensable part of Face to Faith, which is why it is the only compulsory module. Students take part in lessons that explore topics on vital issues such as: understanding the faiths and beliefs of others, the facts of identity, respectful dialogue and its role in peacebuilding, power and influence and the requirements of global citizenship.

The lessons also use activities to introduce students to the core concept of respectful dialogue. They do this by identifying and building a number of key skills required to prepare students for meaningful and respectful dialogue on faith and beliefs.

Our experience has been that many articulate students are well equipped to take part in discussion and debate, but that building mutually respectful and meaningful dialogue, even amongst those same students, requires careful focus. This is why the Essentials of Dialogue focuses almost entirely on these skills.

Once students are properly prepared, the module introduces students to their first videoconference with another school that is part of the global network. The videoconference in the Essentials of Dialogue allows the students the opportunity to explore and articulate their own values, as well as encounter and consider those of others.

Face to Faith uses technology to give students ages 12-17 from throughout the world meaningful opportunities to express their beliefs and values and to learn about the beliefs and values of others.

More than 800 schools in 19 countries use Face to Faith: Australia, Canada, Egypt, India, Indonesia, Israel, Italy, Jordan, Lebanon, Mexico, Pakistan, Palestine, Philippines, Singapore, UAE, UK, Kosovo, Ukraine, and USA. This includes almost 200 public and private schools in the United States. The program is most often integrated into the social studies curriculum, but it is also used in other courses or as a school club.

Students involved in Face to Faith develop skills in respectful dialogue, active listening, and conflict management. They have opportunities to build relationships and exchange ideas with their peers around the world through facilitated videoconferences and a secure online community.

In addition to encouraging student voice and civil dialogue, Face to Faith enables students to learn about religions and cultures. Teachers are given a menu of teaching modules on global issues such as wealth, poverty, and charity; the environment; and the art of expression. Each lesson exposes students to the ways in which the major religious traditions of the world approach global concerns. All of the modules use state-of-the-art cooperative learning strategies and provide civic engagement opportunities tied to questions of social justice.

Face to Faith is not just another education program — nor is it an "add-on" to what overworked teachers must already do. Rather, Face to Faith teaches core civic skills necessary for negotiating religious and cultural differences in a diverse society and world.

USING VIDEO IN FOREIGN LANGUAGE TEACHING AT UNIVERSITY

OKSANA KOVALENKO, Professor, Doctor of Pedagogy
TETIANA PODUFALOVA, Associate Professor, PhD (Philology)
H.S. Skovoroda Kharkiv National Pedagogical University in Kharkiv

There is no denying the fact that video is an effective tool in foreign language teaching. Firstly, it stimulates students' interest in language learning by appealing to several senses, sight and hearing in particular, simultaneously. Secondly, it develops students' listening skills and expands their vocabulary. Finally, it provides access to culture.

In this paper we aim to show how the National Geographic documentary *Megacities: London* can be used in teaching the topic *On the Move* to university students in the course in Oral and Written English. This video examines London's infrastructure covering different kinds of city traffic (air, road and river). It can be shown at the revision stage when students are already familiar with the vocabulary for traffic and public transport, which can contribute to students' comprehension of the documentary and revision of the vocabulary.

The video *Megacities: London* is easily broken down into four sections each dealing with a certain kind of traffic in London: Section I. Air traffic in London. Section II. Road and Street Traffic in London. Section III. Thames Traffic. Section IV. Terminal 5. We worked out a set of tasks and activities on each section following the classic model of viewing activities that involves pre-viewing, while-viewing and post-viewing tasks. Sections I, III, and IV are of equal length and it takes one 80-minute period to complete each of them. It takes two 80-minute periods to complete Section II.

The pre-viewing activities are mainly of introductory and anticipatory character: they introduce the topic and issues the section deals with and make students anticipate what they are going to see. We suggest questions as the main type of pre-viewing activities. The pre-viewing questions in Section I deal both with the documentary as a whole and with air traffic as the subject of the section. They are as follows:

- *The programme you are going to watch is called "Megacities. London". What city do you think is qualified as a megacity?*
- *What problems in relation to traffic do you think a megacity like London may face? How do you think these problems are solved? How is traffic controlled in megacities?*
- *What airports are there in the London area? Which is the busiest one? List problems it may experience.*
- *Taking into account the great number of planes crisscrossing the skies at busy airports at the same time, how do you think they keep from colliding?*

The pre-viewing activities can also be based on reading tasks set and done as homework before the video lesson. In Sections II, for instance, we ask students to

read the texts "On the road", "Public transport in towns and cities" in the book *Britain. The Country and Its People* by James O'Driscoll [2] and the text "Greater London" in the book *Britain in Close-up* by David McDowall [1] in order to obtain the background information on the transport system in Britain in general and in London in particular. The task students do at home is to make notes under the following headings: a) British people's attitude to the car and factors defining it; b) problems caused by traffic; c) communication system in Greater London and its attendant problems; d) the British government's transport policy.

The while-viewing activities of each section comprise the first viewing and comprehension activities. The former involve questions designed to check general comprehension of the section whereas the latter are aimed at detailed comprehension of the section. First students read the first viewing questions, then watch the whole section and answer them in pairs or as a class.

The comprehension tasks further break down the section into a number of successive episodes (clips). Each episode is usually shown separately twice. First students read the task, then watch the episode at the first show and finally do the task at the second show. Comprehension activities can vary greatly. They involve multiple-choice questions, gap-fillings tasks, sentence completion, true/false statements, finding and correcting mistakes, matching tasks, defining what figures (numbers, symbols) refer to. In gap-fillings tasks you may need to pause after each sentence with missing words if necessary. Sentence completion tasks that are not intended to reproduce exactly what you hear in the video can give some key words as clues in brackets to help students summarize this information, for instance:

Complete these sentences using the clues in brackets:
1. COMIT has a .... (to screen, a scanner).
2. The monitor gives us .... (congestion, warning).
3. COMIT offers a .... (to see, a megacity).

Matching tasks can involve matching the beginnings of the sentences taken from the episode to their endings and the so-called three-way matching tasks when you should match 3 items with the information relevant to them, for instance:

1.   Decide which sentences describe the traditional sonar (T), which the most advanced, next generation sonar (A) and which both (B):
It measures depths.
It bounces narrow sound waves of the riverbed back to the ship.
It has a multi-beam swath system. ...
2.   Here are some reasons why Terminal 5 at Heathrow is needed. Watch Section 4 of the programme and then note who said what: Mike Forester (MF), Mike Davies (MD), Adrian Dollen (AD):
Terminal 5 is going to be a gateway to London.
Terminal 5 is going to be a gateway to the UK.
We have an opportunity to build a new airport effectively in one go. ...

Special attention should be paid to the vocabulary exercises, which are usually combined with comprehension tasks. They can precede comprehension tasks to contribute to comprehension by introducing words and expressions that the students

may not be familiar with. The most common exercise in this case is matching words with their definitions before watching the episode containing them. Vocabulary exercises that follow comprehension tasks can involve finding words or expressions in the preceding exercise, using their definitions/explanations or synonyms. Alternatively, students read the definitions of the words that are used in the extract, and then they try to hear and note them down while watching/listening to it. The teacher can ask the students to guess what words may have the given meanings before showing the episode. Another kind of vocabulary exercise is first matching the words to their definitions, then using them to fill in the gaps in the extract before watching it, and finally watching the extract and checking.

After completing the comprehension or vocabulary task students can compare their answers in pairs or small groups.

The post-viewing, or follow-up, activities involve discussion, in which students share their impressions of and views on what they have heard and seen and compare the different aspects of London's infrastructure and traffic control with those in Kyiv, Kharkiv or other Ukrainian cities. Follow-up activities can also involve writing. For instance, in Section III we offer this writing task as a follow-up activity: *Write an article about the traffic surveillance system in London to appear in a British newspaper using what you have found out from the documentary. Try to impress your reader highlighting the advantages of this system.*

To sum up, elaborately designed video courses can develop students' linguistic and cultural competence and should be intensively used in foreign language teaching.

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TEACHING ENGLISH AS A LIFE SKILL

YULIA LAKTINA, associate professor, PhD (Literature)
Kharkiv National Pedagogical University named after H.S. Skovoroda

As modern foreign language teachers, we hear more and more that a modern course concept needs to simultaneously target our modern learners' language needs and provide a range of professional, academic, social and personal skills that learners will need in order to succeed in the 21st century. It could be an opportunity to enhance the value of English teaching. As people gradually realized the inadequacy of traditional teaching approaches, such as audiolingualism and grammar-translation, in preparing students for engagement in social interaction, cries for a teaching approach that addresses students' ability to produce the right thing at the right time echoed in the countries, where English is taught as a foreign language, and these cries precipitated communicative language teaching.

Teachers in communicative classrooms will find themselves talking less and listening more – becoming active facilitators of their students' learning. The teacher sets up the exercise, but because the students' performance is the goal, the teacher must step back and observe, sometimes acting as referee or monitor. A classroom during a communicative activity is far from quiet, however. The students do most of the speaking, and frequently the scene of a classroom during a communicative exercise is active, with students leaving their seats to complete a task. Because of the increased responsibility to participate, students may find they gain confidence in using the target language in general. Students are more responsible managers of their own learning.

With classrooms operating more like grade factories, it's hard to make the case for school-driven empathy. Faced with an endless cycle of memorize, drill, spit back and test, teachers have become the wardens of a new educational reality that pits the head against the heart. Even if educators manage to skate past the dizzying array of standards and value-added evaluations, they must still contend with this fundamental divide: academic rigor, with its unflinching emphasis on measurable success, seems strangely at odds with emotional intelligence, a mix of moods and feelings. Which leaves many to wonder – can empathy feel its way back into the classroom?

For an unlikely accomplice, look no farther than tomorrow's lesson plan. That's because evidence-based models of instruction can become empathy builders, tools for the mind and spirit. Designed around cooperative learning, your lesson plan can actively foster class-wide feelings of cohesiveness, collaboration and interdependence – without sacrificing instructional time or learning goals.

Cooperative Learning: An Empathy Lever. In cooperative learning, students work together, think together and plan together using a variety of group structures designed along an instructional path. This dynamic learning model breaks with the dusty forms of frontal teaching that often create classrooms of "lonesome togetherness" – students who may sit together but live worlds apart. Cooperative learning creates what is called a kind of "cognitive empathy", a mind-to-mind sense of how another person's thinking works. The better we understand others, the better we know them – pointing toward (among other virtues) greater trust, appreciation and generosity.

But wholesale adoption of cooperative learning does not automatically yield the kind of results that educators want and students need. Dispatching students into "groups" with the hopes they'll become more empathetic carries the same potential for success as trying to hit a dartboard while blindfolded – maybe a few lucky strikes, but not much more. To harness the power of cooperative learning as a tool for building empathy, teachers need a specific strategy, a best practice that works – in real classrooms with real students. Fortunately, one exists. It's called jigsaw.

The Jigsaw Classroom: Goals and Execution. Created in 1971 by psychologist Elliot Aronson to defuse his volatile fifth grade classroom, the jigsaw method has a long track record of successfully reducing classroom conflict and increasing positive educational outcomes. As an empathy builder, it also opens doors of opportunity.

In jigsaw classrooms, lesson content is divided into self-contained chunks and assigned piece by piece to different groups of learners. Each group – strategically arranged to reflect differences in learning style, prior knowledge or socio-economic makeup – simultaneously studies a different but complementary piece of the lesson. When this "mastery" round is complete, every student should possess unique knowledge of one slice of the lesson. Groups are then reshuffled to form new units that draw a member from each of the mastery teams. Working in these newly minted teams of "experts", each student shares a brand new piece of content with team members who only now learn that particular lesson segment. When every group has finished sharing information, checking for understanding and re-teaching complicated points, the jigsaw activity is over.

To be sure, jigsaw classrooms look and feel almost nothing like their traditional counterparts – and neither do the students who occupy them. The fluid movement, flexible groupings and redistribution of responsibility force kids to be more actively engaged in what and how they learn. Unlike the slow drip of frontal instruction, jigsaw learning flows freely between group members. Familiar roles change, too. Teachers re-outfit themselves as sideline reporters, monitoring, questioning and analyzing the action, while the quickest and slowest students suddenly discover themselves in supporting and leading roles they never quite imagined.

Educational Empathy: Learning by Doing. The most powerful feature of jigsaw learning – the very reason behind its conception – Is practiced empathy. Creating points of contact between students who would otherwise not interact delivers a humbling but elevating awareness of the "other". Seeing classmates as bona fide sources of knowledge builds emotional capital and lowers the artificial gates of detachment. Students learn quickly to adhere to jigsaw's inviolable rule: "Tune in or miss out". In this social construct, the hard currency is active listening, or the art of thinking about what the other person is saying. And because each student has a purpose (a teaching role) and something valuable (new and necessary information), every learner is regarded as an asset, not a liability. To the unsuspecting student, all this may seem like a lesson plan. But to the empathetic educator, it's a life skill.

All told, jigsaw learning is a counterweight to the high-stakes testing culture that too often tears kids apart instead of stitching them together. It recognizes that behind every educational label stands an alternate version of the child waiting to be exposed. Jigsaw is rooted in research, embedded in instruction, and aligned with the wider world. There's no simple way to catch a quality as elusive as empathy, and with oversized federal mandates, precious little time. But a "total education", the kind we want to give every student, ought to value not just what children know, but how they feel.

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NON-VERBAL MEANS (NVM) OF COMMUNICATION. GENERAL OUTLINE

OKSANA MAMATOVA, **Senior Teacher & Lecturer**
National O.M.Beketov University of Urban Economy in Kharkiv

A brand new field for study as it is not quite enough studied and still a lot of information and material is in the process of its investigation.

A wide-spread idea is that the behavior of a man is communication itself, as its different aspects bear information about communicants; and it's a well-known fact that the non-verbal means of communication are much more informative than the verbal means. The communication field under the study is a combination of 5 different disciplines, namely psychology, psychiatry, anthropology, sociology, ethnics, etc. This combination of disciplines that are human-oriented makes a mixture where human communication is studied from the psychological, physical and cultural points of view at the same time. [An Overview of Nonverbal Communication in Impersonal Relationships \\www.nvc.net].

At the same time there is no systematic description of linguistic representation of non-verbal means of communication, except for some papers, devoted to separate aspects of the given problem. (e.g. [Yanova, Vasilenko, Bartashova]).

A number of linguists points out, that there are 2 main aspects of speech influence, namely verbal and non-verbal. [Sternin, Vatslavik P., Bivin J., Jackson D.]

There is a point of view, that the verbal communication is impossible alone. Thus, we have 2 types of units: super-segment units mean that they are in the symbol language field defining it prosodic, rhythmic and intonation characteristics of an expression and also those that are out of this language field – kinetic elements of communication. Namely the synthesis of a language (segment and super-segment series) and kinetic symbols that include mimics, that is, all the gestures of a face, gesticulation and body movements, which denote the semiotic syncresity of phases in the process of spontaneous communication. [Chanysheva].

All these factors make the speech more vivid and are considered in a speech influence exclusively in their relation to speech which allows to use the term of non-verbal communication [Sternin]

Some researchers consider that modern non-verbal semiotics is comprised in general of 3 main separate studies: para-linguistics (prosody) – the study of voice codes of non-verbal communication; kinesics (kinetic behaviour – the study of gestures (kinemas, kinetic signs, kinetic elements), gesture processes and gesture systems; proximy – the study of a communicative space and spaces of communicative behaviour of an individual.

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MODES OF DISCOURSE IN THE ENGLISH LANGUAGE CLASSROOM

Tetiana Maslova

National Technical University of Ukraine "Kyiv Polytechnic Institute"

The term "mode of discourse" may be used synonymously with "text type", and traditionally falls into narration, description, exposition, and argument. The idea of employing modes of discourse for educational purposes, especially for teaching writing, was introduced in the late nineteenth century. Since then, there has always been some criticism of this approach, so the objective of the present paper is to summarize the variety of modes of discourse identified by different classifications, point out the possible drawbacks of mode of discourse pedagogy, and finally give recommendations on how to make the most of it in the English language classroom.

Considering the classic linguistic studies of text typology, one finds out that, although the classification principles can widely vary, there are a few types of written communication that are easily distinguished among the others (see Table 1).

Table 1. Traditional text types classified in terms of communicative intentions.

Classification by / Text type	James Kinneavy	Eron Werlich	Robert Longacre
1	2	3	4
Narration	Changes are discussed from a dynamic view of reality, indicating causality as well as chronology of events.	Perceptions of factual, conceptual phenomena are differentiated in the temporal context.	Temporal succession and agent orientation are both evident.
Description	Focus is on individual characteristics of an object, studied in a static view.	Perceptions of factual phenomena are differentiated in the spacial context.	
Evaluation (argumentation, behavioural mode)	The potential for the reality to be different is considered, with the aim to "pronounce judgment".	Relations between the concepts are evaluated through finding similarities, contrasts, and transformations.	It is the identity of the agent(s) that matters, rather than the chronology.

1	2	3	4
Exposition (explanation)		Comprehension of general concepts is achieved through differentiation by analysis and/or synthesis.	It is neither temporally sequenced, nor agent oriented.
Instruction (procedural mode)		Planning of future behavior is conducted.	There is temporal succession, but no agent orientation.

In the 80ies and the following years James R. Martin in collaboration of fellow researchers elaborated a generic schemata of "large families of texts", possessing prototypical functional, structural and linguistic features. This originally developed in the Australian tradition taxonomy has consequently resulted into a language-based approach to teaching and learning, and has been widely used up to now.

In particular, academic texts are divided into those which (either in a certain successive order, or not) express personal experience (*narrative, recount*), present factual information (*procedure*, *report*), contain analyzing and debating (*explanation*, *exposition, discussion*) (see Table 2).

Table 2. Academic texts classification by James R. Martin

Text type	Purpose	Genres	Linguistic features
1	2	3	4
narrative	to entertain the reader, introducing characters in some setting and telling a story, unfolding a series of events, and eventually bringing about some resolution	jokes, anecdotes, stories, novels, literary texts of different kinds	a variety of process verbs and verb tenses, clauses, adverbs of time and manner
recount	to reconstruct experience in temporal sequence and tell what and when occurred, with the aim to inform the reader.	newspaper and television news, history reports, autobiographies, diaries	past tenses, proper nouns, personal pronouns, descriptive words, additive and temporal conjunctions, process clauses
procedure	to direct one's behaviour in undertaking activities	directions, rules of games, regulations, itineraries, recipes, instructions, manuals	present tenses, imperatives, adverbs, impersonal pronouns, diagrams, schemes or other illustrations, short sentences
report	to classify phenomena, and describe characteristics by organizing all the facts clearly	scientific reports, book reviews, newspaper articles	the third person, action verbs, specialist (technical) language, few evaluative words

1	2	3	4
explanation	to identify a phenomenon or historical event, and explain how or why it occurs, what its consequences are	textbooks, scientific articles, entries in encyclopaedias and dictionaries	technical language, specific-subject vocabulary, words to show cause-effect relationship
exposition	to put forward an argument and try to persuade the audience, relying on generalization, classification, and categorization	opinion essays, advertisements, editorials	abstract nouns, markers of contrast, logical sequence; emotive and qualifying words, modals of probability, visuals
discussion	to explore issues, and arrive at opinions or recommendations on the basis of evidence	for-and-against essays, newspaper articles, speeches, (radio) debates	formal language, linking words of compare and contrast

The greatest problem with this classification, as with many others, is that it concerns ideal texts, which can be rarely encountered in practice, displaying all the features in question. Thus, it is a false pedagogy to restrict the learners only to the models of organizing a paper, offered as examples of a limited number of texts, and suggest copying the language and structure involved. Text types should be instead viewed as broad communicative functions, realized on the linguistic surface structure as modes of discourse, which acquire specific functions within a certain genre, and tend to interact, depending upon the choice of discourse strategies. For example, the mode of descriptive discourse can be found in narrative genres, serve as exposition in scientific prose, or be part of instructions, or manuals.

As a result, it is practicable to let the English language learners progress through the modes, moving from a simpler one, say personal narrative, to a more sophisticated one, such as argument, always making sure that there is enough exposure to real-life texts, in which modes of discourse combine to perform entirely different functions in various generic contexts.

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INNOVATIVE AND CONVENTIONAL IN TEACHING LANGUAGES

TATIANA MELNIKOVA, Associate Professor, PhD (Philology)
Yaroslav Mudryi National Law University in Kharkiv

Innovative methods of teaching are a constant challenge for many educators.

In a nowadays short-attention world to keep students interested, excited and involved in the studying process is a quite challenging goal. But, nevertheless, all the efforts must be applied to fulfill this task.

"The core objective of teaching is passing on the information or knowledge to the minds of the students" [1]. Taking these words into consideration we can admit that any method either implying soft-ware application or modifying conventional practice is equally innovative if it is intended to achieve the "core objective" of teaching.

Speaking about soft-ware application we have in mind the combination of various digital media means providing interactive activity while problem-based learning i.e., learning to be creative and have critical and analytical way of thinking.

Traditionally, a teacher sends information and a student receives it. This is a common technique, which has been used for dozens of years as an educational method in all educational institutions. In fact, a teacher controls an educational process delivering information to his audience and emphasizing essential knowledge, – that is, a teacher is speaking and an audience is receiving information. For students this method is passive, and they take little part in the process of learning which is the reason for poor effectiveness.

Nowadays educational institutions tend to problem-based learning as a tool to display the inadequacies of traditional "chalk-and-talk" teaching since it is accounted that conventional methods do not encourage students to be aware of what they have learnt and what the association with previously obtained knowledge is.

A teacher uses multimedia means to modify the contents of the studying material and represent it in a more memorable way. "By incorporating digital media elements into the project, the students are able to learn better since they use multiple sensory modalities, which would make them more motivated to pay more attention to the information presented and retain the information better" [1]. Creating multimedia projects is quite fascinating for students, and the additional advantage of such activities is that while creating multimedia projects, students generally do this in groups. Working in this way, students work cooperatively using their group potential and skills to achieve the project goal. They are actually involved in the process of learning, and practical participation is a well-known best way for knowledge adoption.

Wisely managed classroom technology – computers, tablets, digital cameras, videoconferencing technology and smart boards can improve students' learning potential [3]. This may sound strange, but even video games may be considered a possible device for teaching a foreign language. The Skype technology can be used to

communicate with speakers from around the world, or a subject matter can be investigated with the help of various multimedia projects, for example, such as films.

Teacher's special attention and control are required while applying technical devices. Practically, it presupposes to teach students, first of all, to use these tools carefully and avoiding possible damages to the equipment.

There is some necessary advice on using classroom technical equipment [3]:

• A teacher should explain that the use of technical tools is a privilege not for everyone, and in case of careless treatment, it can be disconnected.

• A teacher should control students' applying devices in a proper way. When irresponsible students are aware of such supervision if they go off-task, students know they must focus on their task.

• Some students should be appointed to act as technical monitors responsible for distributing and storing equipment and technical assistance. This creates a sense of value and responsibility for the integrity of classroom equipment.

But speaking about effectiveness and innovativeness we should not leave out of account rather effective methods which have traditional background.

For instance, the so-called **Mind Map method** of the late 60s origin teaches students making notes by using key words and images. Modern teachers can apply the Mind Map method to explain material in an innovative way, when making notes saves time, information is easy to remember, and even reviewing notes is rather effective because of their visual nature (e.g., maps for grammar structures and lexical and grammatical connotations). Reviewing Mind Maps a student links and makes cross-references of visual elements refreshing information just by one glance. While remembering Mind Maps students use more mental visual and sensory potential than memorizing conventional notes, obtaining an ability to recall information when necessary. According to the recent researches, the information presented in a form of graph charts makes considerable impression on people minds, and through this reason the Mind Map method can be of great use for teachers. So, the main advantages of the MM method are: 1) it facilitates to understanding the material, 2) improves abstract thinking, 3) can be the basis for the Power Point as an innovative method.

Conversations method has been definitely recognized as one of the most useful while teaching languages because of being natural for a human being. Plus to grammar theory and exercises practicing, situational speaking and listening as well as actual involving in a conversation are the basic grounds of studying. The topic of the conversation can be proposed to the students in various forms. It can be presented as a written text for developing opinions and conversation or it can be spoken out with the same aims. The character of conversations must be argumentative but friendly. The way of friendly talking makes the students feel comfortable and gives them a possibility to express themselves in the best possible way. Conversations sometimes tend to become long and boring, and the task of a teacher is not only to present a concrete and actual topic but also be a supervisor over the process of conversation to avoid its being overlong and aggressive. Conversations must be organized and built in an extremely proper way to be successful as one of the most efficient methods of teaching languages.

Playing Out the Stories gives students many useful habits. First of all, the inquisitive nature of students is involved and makes the process of learning more effective. Moreover, any creative work is "teaching" itself (of course, directed by a teacher) because it keeps students' interest alive. Enacting plays or stories students are personally incorporated into a procedure, they can produce their own interpretations and understandings of characters and events, activate their imagination which is a creative method of learning languages. Such "colourful" learning gives students a chance to be creative and interactive – they can change characters and events which should be awarded by a teacher, even if these modifications are not perfectly successful, they should be corrected but praised to support motivation. Such an activity is not dull for sure, and it leads to team work skills development, personal self-development, and first and foremost it teaches a language.

Active Learning method involves instruction, working in students' discussion groups and cooperative solving of a stated problem. The method of active learning projects is the way to make students think, discuss and share information in the classroom. The structure is the following: a teacher produces a brief of a proposed topic and gives students a challenge to compare the results at the end of the class by presenting their own solutions of the problem. The students are divided into small groups to make researches (online, if possible); they deliberate their ideas and discuss ways of meeting the challenge. At the end of the class, each group shares the results of their research with the audience.

And, to crown it all, let's admit that teaching with a reasonable sense of humour is an ageless and always fresh method. Humour not only plays an important role in the healing process but is also very important in education [2]. Humour strengthens the relationships between a teacher and an audience, relaxes, reduces stress and can even improve a student's ability to remember information. Humour can be a clue pervading a lesson and making it delightful and entertaining. Relax atmosphere can be created through producing jokes, discussing funny stories, watching or reading comics, etc. Even observation of reality and exaggerating it is the way of reducing tension and dullness and is effective for developing linguistic competence. Naturally, students as young people prefer animated and lively persons. An educator who teaches in entertaining way has considerable chances to achieve his goal and make the process of teaching win-win for his audience and for himself.

Application of innovative methods of teaching including modifications of conventional ones can help high school students obtain the most effective education.

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MEDIA RESOURCES IN CONTENT-BASED INSTRUCTION

NINA MISHCHENKO
O.M.Beketov National University of Urban Economy in Kharkiv

Since the 1980s a lot has been said about content-based instruction (CBI) that can give multiple benefits of integrating language and content for second language students and can be considered to be one of the most useful and perspective methods in teaching ESP. CBI supporters stress that it is impossible "to teach language as if it were a set of patterns or rules or interactions apart from the content" (Crandall 1993). Professionals in teaching English are developing approaches to CBI that differentially represent context of CBI, perspectives of the integration of content and language, and leaning strategies. However, all these approaches "uniformly view language as a medium for learning content, and content as a resource for learning language" (Stoller and Grabe, 1997). All these approaches involve students in content learning and motivate them. Key questions arisen from CBI are "What content?" and "How much content?" CBI supporters say, "Don't teach a second language, teach content in a second language" (Rodgers, 2003).

CBI in EFL classes is implemented through theme-based courses which are the most commonly used model of CBI in Ukraine. The shortage of class-hours and requirements of professional-oriented language skills make it obligatory. All our syllabi and manuals are professional-oriented. Textbooks used for theme-based CBI classes usually contain a variety of authentic texts followed by comprehension and vocabulary exercises as well as grammar exercises using occupational vocabulary. No doubt language teachers cannot compete with the academic curriculum, and language lesson content is far from being as profound as traditional academic content. At language classes ESP students deal with ideas and concepts of their future profession but it is impossible to comprise entire academic courses in content blocks. Moreover, it happens rather often that students acquire basic information concerning their future speciality at theme-based English classes because ESL classes are usually at the first and second years of study whereas specialization begins at the third year of study. So in the process of preparation syllabi and manuals concurrent work of language teachers and academic subject lecturers is especially important. Much shorter blocks of interesting, meaning-structured units are highly productive in language leaning. Even separate sentences used for teaching grammar can be interesting and content-based.

In order to increase students' interest to the content studied and to demonstrate its practical importance for improving professional communication skills it is of particular interest to use TV news and news from the Internet. The students of the environmental department, for instance, can easily find news concerning topics having learnt at the previous classes. In the course of discussion of up-to-date information they have opportunity both to use professional vocabulary and grammar patterns learnt and play games aimed to combine language studies with attempts to solve problems existing in real life. Such tasks and discussions can be considered as

preparation for their future activity. The next important resource is YouTube with its innumerable reserve of audio and video files that can help students deepen awareness of topics and develop their listening and speaking skills. Discussion questions can be used before and after viewing clips or listening which allows watching with purpose. Practically there are no topics that couldn't be supported and enriched with video clips or audio files from the Internet. With the help of media resources it is possible "to create some really interesting classroom materials as long as the need for comprehensibility is not forgotten" (Davis, 2003). And students are encouraged to make short presentations on the topics learnt at the end of each big theme. Surely, classrooms at the university should be equipped with multimedia equipment that allows using video clips with ease.

Thus, it can be said that CBI has advantages for ESP classes that cannot be overestimated:

- The content increases students' interest in the subject.
- It helps students develop a wider knowledge.
- It encourages students to search information from multiple sources and analyzing it.
- The content resources "provide opportunities to use language and content for meaningful communicative purposes" (Stoller&Grabe 1997).

CBI effectively combines language and content learning. Teachers can use interesting content material that their students will enjoy. And learner's motivation "increases when students are learning about something, rather than just studying language" (Davis, 2003).

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INNOVATIVE METHODS IN TEACHING ENGLISH LANGUAGE AND COMMUNICATION SKILLS

IEVGENIIA MOSHTAGH, Senior Teacher
O.M. Beketov National University of Urban Economy in Kharkiv

Today's world is rapidly changing in a technical way. Innovations come out of an ever increasing pace. Due to tremendous progress in information and communication technology, the scenario of contemporary teaching techniques is entirely changed. The teacher of 21 century should combine traditional concepts and techniques of classroom teaching and should adopt the recent and innovative teaching techniques. It has how become a question of proficiency for English language teachers to be innovative, imaginative, and resourceful and have deep knowledge of

the subject and adopt new techniques to change socio and economic status of the country. Due to globalization the world is changing rapidly, hence a teacher has to improve and update knowledge of innovative techniques to meet the demands of changing era. Various innovative materials and strategies will contribute to the students' development. The present article explores the use of innovative techniques for teaching English. Novel methods such audio video aids, mimicry, group discussions, dialogue construction, enactment of drama would pave way for learning the language and boost the confidence of the learners.

Firstly, multimedia based teaching should be mentioned. Multimedia is the combination of various digital media types such as text, images, audio and video, into an integrated multi-sensory interactive application or presentation to convey information to an audience. Traditional educational approaches have resulted in a mismatch between what is taught to the students and what the industry needs. As such, many institutions are moving towards problem based learning as a solution to producing graduates who are creative; think critically and analytically, to solve problems. In this paper, the focus is made on using multimedia technology as an innovative teaching and learning strategy in a problem-based learning environment by giving the students a multimedia project to train them in this skill.

The teacher uses multimedia to modify the contents of the material. It will help the teacher to represent in a more meaningful way, using different media elements. These media elements can be converted into digital form, modified and customized for the final presentation. By incorporating digital media elements into the project, the students are able to learn better since they use multiple sensory modalities, which would make them more motivated to pay more attention to the information presented and retain the information better.

Secondly, mobile phone assisted language learning method has also become quite popular. Mobile phones are considered as miniature computers because of their additional facilities like texting, gaming, emailing and recording. Mobile Phone Assisted language learning covers PDAs, iPods and wireless computing. MPALL applications consist of mini lessons of grammar points, closed ended quizzes or games testing discrete language points available through SMS, the web or download, the vocabulary lessons, short definitions of words with examples of use, recording lectures for better understanding, dictionary, and a communicative language learning games using actions.

The most important features of Mobile Phone Assisted language learning are social interactivity, context portability, sensitivity, connectivity, individuality and immediacy. Due to greater opportunities of Computer Assisted Language learning, more and more language learning is likely taking place outside classroom setting.

Finally, games which are task based and have a purpose beyond the production of speech serve as excellent communicative activities. The aim of all language games is for students to use the language; however during game play learners also use the target language to play, persuade and negotiate their way to desired results. This process involves productive and receptive skills simultaneously. Games offer students a fun filled and relaxing learning atmosphere. After learning and practicing

new vocabulary, students have the opportunity to use language in a non-stressful way. While playing games, the learner's attention is on the message, not on the language. Rather than paying attention to the correctness of linguistic forms, most participants will do all they can to win. This eases the fear of negative evolution, the concern of being negatively judged in public which is one of the main factors inhibiting language learners from using the target language in front of other people. In a game oriented context, anxiety is reduced and speech fluency is generated thus communicative competence is achieved.

Currently, teachers enjoy an opportunity to operate a number of both traditional and innovative teaching methods. The methods which are more congenial for the needs of students based on their knowledge of the language are always appreciable in all aspects. The present article addresses a few of many innovative methods which can be very helpful for the teachers in meeting the expectations of students at intermediate and graduate level.

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PROBLEM-BASED LEARNING IN THE ENGLISH LANGUAGE CLASSROOM

ALISA OMELCHENKO, Senior teacher
O.M.Beketov National University of Urban Economy in Kharkiv

Problem-based learning (PBL) is certainly not a new but effective teaching methodology. It is a term used within education for a range of pedagogic approaches that encourage students to learn through the structured exploration of a research problem. Problem-based learning is both a teaching method and an approach to the curriculum. It consists of carefully designed problems that challenge students to use problem solving techniques, self-directed learning strategies, team participation skills, and disciplinary knowledge.

Problem-based learning is different with traditional education system. In traditional education system, teachers tend to start by providing information, and then expect students to use the information to solve problems. In a problem-based approach to learning the problem comes first. Students both define the problem and gather information to explore it. Working in self-directed groups, students thus take an active and systematic approach to defining and exploring a research problem. Students learn how to learn and to think critically and creatively. PBL challenges students to reflect on how they think (meta-cognition) and how they learn as they define the problem; discuss and debate with peers; develop and refine hypotheses; conduct research; analyze, evaluate and synthesize information; and reflect on the problem-solving process. In the PBL framework the students are stimulated to search for knowledge in a systematic, scientific and realistic way, use modern technology,

take responsibility for their own learning, work individually and in a group, understand and apply their newly gained knowledge.

In problem-based learning teacher provides students with appropriate problems to work on, assists them in identifying and accessing the materials and equipment necessary to solve the problems, gives necessary feedback and support during the problem-solving process, and evaluates students' participation and products, with the goal of helping them develop their problem-solving as well as their language and literacy skills. The teacher's role in problem-based learning includes the following steps:

- pre-teach;
- introduce the problem and the language needed to work on it;
- group students and provide resources;
- observe and support;
- follow up and assess progress.

The following are some of the defining characteristics of problem-based learning:

1. Learning is driven by challenging, open-ended problems with no one "right" answer.

2. Problems are context specific.

3. Students work as self-directed, active investigators and problem-solvers in small collaborative groups.

4. A key problem is identified and a solution is agreed upon and implemented.

5. Teachers adopt the role as facilitators of learning, guiding the learning process and promoting an environment of inquiry [2].

Supporters of PBL believe that, as a strategy, it develops critical thinking and creative skills, improves problem-solving skills, increases motivation, helps students learn to transfer knowledge to new situations.

Kosel (2002) enumerates the following as some of the advantages of PBL approach in teaching English across the curriculum:

1. A real problem raises motivation, much more than a preselected sequence of information from a course book.

2. In the model, students can integrate their professional knowledge and their knowledge of English.

3. The model makes them better equipped with functional skills needed for their professional careers and thus makes them more competitive on the job market.

4. Individual and social learning are combined.

5. English is learnt while doing something else, which goes together with the slogan "Learn by Doing" [1].

A common criticism of PBL as student-centered learning is that students cannot really know what might be important for them to learn, especially in areas which they have no prior experience. Therefore teachers, as facilitators, must be careful to assess and account for the prior knowledge that students bring to the classroom.

Another criticism is that a teacher adopting a problem-based learning approach may not be able to cover as much material as a conventional lecture-based course. Problem-based learning can be very challenging to implement, as it requires a lot of planning and hard work for the teacher. It can be difficult at first for the teacher to "relinquish control" and become a facilitator, encouraging the students to ask the right questions rather than handing them solutions.

In spite of criticism problem-based learning is considered as a strategy which gives enough opportunity for the students to learn on their own. PBL challenges students to reflect on how they think (meta-cognition) and how they learn as they define the problem; discuss and debate with peers; develop and refine hypotheses; conduct research; analyze, evaluate and synthesize information; and reflect on the problem-solving process. In a problem-based learning class, students are engaged in language learning through organized and purposeful activities with authentic materials and collaborative learning models.

So problem-based learning is highly student-centered and it combines cognitive and metacognitive teaching and learning. It produces independent learners who can continue to learn on their own in life and in their chosen careers.

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INCORPORATING ELEMENTS OF CRITICAL THINKING INTO EFL COURSES

SERGII PETRENKO, PhD (Linguistics)
Taras Shevchenko National University of Kyiv

The verb *think* has a lot of synonyms, which justifies its importance in human communication, such as *conceive, conclude, consider, determine, deem, believe, guess, judge, reckon, regard, suppose, hold, brood, cogitate, deliberate, have in mind, meditate, mull over, ponder, muse, chew over, rack one's brains, weigh up* etc.

The scholars distinguish between several types of thinking: memorizing, understanding, creative and intuitive thinking, and critical thinking. Memorizing is the important cognitive operation. The computer, for example, has memory that is better than ours. However, its ability to memorize cannot be thinking. Understanding is a complicated cognitive operation. When we try to understand someone's ideas, we only perceive things that were created by another person. Creative and intuitive thinking comes spontaneously. Cognitive processes are left unconscious. For instance, the artist doesn't think about how to do every stroke at the picture. They do it intuitively.

Critical thinking, on the other hand, is an independent one. The thinker formulates the ideas and beliefs independently, first of all raises a problem that should be settled, and builds a persuasive argumentation. The information is the starting point in cognitive process. Critical thinking is a social thinking.

In the history of human mind throughout centuries, the idea of critical thinking developed. Socrates stated that 'people accept ideas as worthy of belief' after they ask deep questions to justify their 'confident claims to knowledge'. Plato's theory of Eidos (pure mental forms that were imprinted in the soul before it was born into the world) was later developed by psychiatrist Carl Jung in his theory of archetypes. In the Middle Ages (Thomas Aquinas) the necessary stage in the development of human being was to think critically. The philosophers of the Renaissance stated that people should critically think about religion, art, law, science, etc. From the 16th century came the ideas of reasoned criticism (Hobbes, Locke, Montesquieu, Voltaire, Diderot), pure reason (Kant), sociocentricity (Sumner), pragmatic basis (Dewey).

The elements of thinking are the basic building blocks of thinking. Working together, they shape reasoning and provide a general logic to reason. They are as follows: 1) Purpose, Goal or End in View; 2) Question at Issue, or Problem to be Solved; 3) Point of View, Frame of Reference; 4) the Empirical Dimension of Reasoning; 5) the Conceptual Dimension of Reasoning; 6) Assumptions; 7) Implications or Consequences; 8) Inferences.

The elements of thinking are important in teaching EFL. When the students write an essay or discuss a certain problem, they have to think critically about the given topic. But without the elements of thinking the students' essays and discussion fail.

For example, the students study the topic "Globalization: problems and perspectives". After learning the vocabulary and grammar issues, they have to prepare their own presentations, but each student should play a certain role (a representative from the government, mass media, university, health organization, etc.). The *Purpose* here is implicit, because in the play the students study language using the new vocabulary and new grammatical constructions. The *Question at Issue* is explicit. During the discussion the students decide the merits and demerits of globalization, and how to solve problems. The *Point of View* is ether explicit or implicit. The students play different roles in the discussion. They try to present the points of view of those people whom they act. On the other hand, the students have their own points of view, which are implicit in this situation. As for the *Empirical Dimension of Reasoning*, during the discussion the students are supposed to distinguish evidence (here pros and cons of the process of globalization) from conclusions made by others. This element of thinking is implicit. The *Conceptual Dimension of Reasoning* is also implicit, because the students while discussing do not yet understand that globalization, globalism, localization, glocalization, etc. are the concepts. *Assumptions* are implicit, because the students discuss given information about globalization which is presented in the Internet, newspapers, and textbooks. They use the assumptions of the others. In the process of discussing the topic one group of students agree with the points of view of other group, others disagree. And

this is the *Implications and Consequences* of their discussion. The students also try to prove their statements giving some examples, explaining their ideas. Therefore, the *Inferences* are explicit.

According to Richard Paul, the assessment of critical thinking skills is defined at multiple-choice testing. However, its legitimate use is restricted. Multiple-choice questions will require students: to identify an author's purpose in a passage; rate selected inferences as justified, probably true, insufficient evidenced, probably false, unjustified; select among formulations of the problem at issue in a passage those that are reasonable, probably reasonable, probably unreasonable, clearly unreasonable; recognize unstated assumptions; distinguish evidence from hypotheses and conclusions; rate described evidence as reliable, probably reliable, probably not reliable, unreliable.

To sum up, the elements of critical thinking are essential in teaching EFL. Using the elements of thought assesses the understanding of a concept, students' writing, speaking, reading and listening, as well as improves their thinking.

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FILMS AS A MEANS OF SPIRITUAL AND EDUCATIONAL INFLUENCE ON STUDENTS

VALENTINA PRYANITSKA, Teacher
O.M.Beketov National University Of Urban Economy in Kharkiv

Our world is constantly changing. Technological advancement has become a focus of today's society. Technology has entered the lives of even the poorest members of society. You can hardly find anyone who does not have a TV, a computer etc. But spiritually people especially the young are becoming poorer. Violent crime has increased among young people.

An important part of deterring young people from violent crime is better education. That's why a teacher has to influence the youth especially teenagers spiritually. And a teacher of English is not exception. If taught that violence is not the answer to their problems young person would be less likely to turn to crime.

It is useful to think of mastering a language in terms of four related skills. But teaching English doesn't imply only reading, writing and so on but also formation of learner personal qualities. Playing role-games, studying traditions of different countries, watching good programs or films etc help to fulfill this paramount task. Moreover watching good films is really useful as it helps to build up a large

vocabulary, to reproduce the right intonation, to study grammar, to broaden outlook of a learner, to enrich knowledge of English-speaking countries' culture, to develop creative thinking and so on.

Written English and spoken English are obviously very different things. The distinction is essential as we need different means and methods of teaching and – most importantly – different teaching materials. To some extent we can consider some English films as good teaching materials. As interest to spoken English has been growing it is vital to watch good films. If a film is impressive and a learner becomes interested in the plot a spoken word will be better remembered.

Word is the most powerful instrument of influencing people's mind and behavior. Among great variety of cultural and moral "conveying" instruments a good film is one of the wisest and meaningful one.

Among great varieties of films I try to choose meaningful ones with educational purpose. Such films as "Dead Poets' Society" and "Mona Lisa smile" show us examples of outstanding teachers who devoted their lives to teaching. Mostly students are really impressed by main characters behavior. Nowadays it is difficult to follow such people in the world of false moral values. But we must do it if we want to have intelligent, well-educated generation..

Students in these films were shown not only ways of getting knowledge but also ways of "spiritual surviving" in our difficult world. With no doubt these students would never commit a crime or do harm to anyone.

From such films we can conclude that in educational process a teacher must be like a bricklayer who lay bricks of knowledge on the foundation if moral values. And a teacher mustn't forget to cement this knowledge otherwise the "building" will be vulnerable and won't be able to withstand "storms of life".

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INNOVATIVE TECHNIQUES IN EAP/ESP AND KNOWLEDGE TRANSFER: DETERMINATION OF NOTIONS

ALLA I. RADU, Associate Professor, PhD (Linguistics)
Ivan Franko National University of Lviv

The main priority of university education in Ukraine is academic and professional training of specialists in humanities and sciences, specialists with a high level of professional and communicative competence. The development of students' academic skills in English is in the focus of attention of the ESP course in the Law School of Ivan Franko National University of Lviv.

The course meets the needs of teaching the university students the foundations of professional communication, information and knowledge transfer in the era of globalization. Thus, the **significance** of the research is determined both by the importance of introducing new teaching techniques into the practice of EAP/ESP

teaching and learning in the Ukrainian universities in the context of the globalization of the academic environment and the necessity to work out new methods of teaching English for academic and specific purposes within the cognitive-and-discursive paradigm.

The terminological basis of the research includes such terms as 'instructional/educational technology' and 'innovative teaching techniques', we suggest their interpretation in regards to teaching English for academic and professional purposes (EAP, ESP). It will help us to define the notion 'innovative techniques in ESP/EAP'.

As far as the terms 'instructional technology' and 'educational technology' circulate in academic communication and refer to the same semantic sphere as the term 'teaching techniques', moreover they belong to the same professional/institutional environment and are often used interchangeably we suggest considering them first. According to the Association for Educational Communications and Technology (AECT) Definitions and Terminology Committee *instructional technology* (IT) is determined as "the theory and practice of design, development, utilization, management, and evaluation of processes and resources for learning" [1]. Often it is referred to as a part of educational technology. IT covers the processes and systems of teaching and learning and is subdivided into teaching technology and learning technology. IT is a growing field of study that uses all the latest achievements in the field of innovative technologies for solving educational challenges both in the classroom and in virtual learning environments.

Educational technology (ET) is "the study and ethical practice of facilitating learning and improving performance by creating, using and managing appropriate technological processes and resources" [2]. ET is aimed at developing human cognitive potential and creativity. The synonym to ET is *learning technology*, which, on the one hand, contradicts the *learning technology* as a component of IT, and, on the other – demonstrates how close these two notions – IT and ET – are to each other both in their meaning and sphere of application. Commonly both terms are used interchangeably, though, generally *educational technology* is considered to be a broader notion than that of *instructional technology*. Both terms – IT and ET – rely on a broad definition of the word *technology*. Generally, by *technology* the scholars mean any valid and reliable process or procedure derived from the basic research when scientific methods of investigation are employed. *Technology* can denote material objects such as machines or hardware, but it can also include broader notions: systems, methods of organization, and techniques [2].

The term *technology* comes from the Greek *Techne* meaning *craft* or *art*. The term *technique* is of the same origin. It seems reasonable to use both interchangeably as it is actually taking place in academic communication. Thus, *educational technology* can be broader defined as the study and practice of facilitating learning and improving academic performance by creating, using and managing appropriate academic technological processes, resources, and teaching *techniques*.

Unlike e-sources that mostly use the term *technology*, the printed ones give preference to the term *technique*. For instance, The Oxford Paperback Thesaurus

suggests the following definitions of the term *technique*: 1) *new business technique*: method, method of working, system, procedure, style of approach, manner, way, course of action, mode, fashion, means; 2) *technique of performance*: execution, performance, skill, skillfulness, proficiency, expertise, mastery, ability; 3) *technique in dealing with management*: skill, ability, capability, proficiency, capacity, expertise, talent, gift, genius; *inf.* know-how [3: 813-814].

The first meaning deals with the approach to a certain academic/professional problem/task, organization and management of the academic/professional process, as well as means in implementing the tasks – in this respect the terminological unit *innovative techniques in teaching English* means new effective approach to organizing, managing and implementing the teaching and learning process based on the use of effective methods and ways of work and means of achieving the expected goals. The second meaning suggests high level of proficiency and creativity of a person in employing his/her skills in a certain academic or professional sphere – this semantic touch broadens the definition of the terminological unit *innovative techniques in teaching English* to: new effective approach to organizing, managing and implementing the teaching and learning process that is based, on the one hand, on the use of effective methods and ways of work and means of achieving the expected goals, and, on the other – on a high level of proficiency and creativity of the English teacher in performing his/her tasks in the classroom.

The third meaning concerns personal intellectual and creative potential of a professional in dealing with the organization of his/her professional sphere, in generating new ideas, as well as forms and ways of their implementation. Thus, finally, we can define the terminological unit *innovative techniques in teaching English* in its entire semantic realization as follows: innovative techniques in teaching English are new effective approaches to organizing, managing and implementing the English teaching / learning process that is based on: 1) the use of effective methods, ways of work and means of achieving the expected educational goals; 2) high level of proficiency and creativity of the English teacher in performing his/her tasks in the classroom; 3) personal intellectual and creative potential of the teacher in dealing with the organization of the learning environment, in generating new ideas in the sphere of EAP/ESP, as well as productive forms and ways of their implementation.

As far as the last decades have definitely proven that the latest developments in scientific investigation are connected with the information or computer technologies, we use the term 'information/computer techniques' as a synonym to the terminological combination 'innovative techniques'. Thus, we can further specify the definition of the notion 'innovative EAP/ESP teaching techniques' as innovative EAP/ESP teaching techniques that introduce computer-assisted and computer-based forms and methods of teaching and learning English. Taking into consideration all the statements mentioned above we suggest the following definition of the notion 'innovative techniques in ESP/EAP' – **EAP/ESP innovative techniques are new teaching techniques and learning technologies that meet the requirements of the cognitive-and-communicative process of the knowledge transfer and the development of the language personality in the modern information society and**

help to introduce modern computer devices and information technologies into the sphere of university education.

The effectiveness and productivity of the innovative EAP/ESP teaching techniques are determined by their great didactic and communicative potential, namely: 1) **methodological potential –** it is connected with the promotion of collaborative learning and research as far as all the participants can: a) submit the abstracts presenting the results of their research in humanities or sciences; b) read all the abstracts submitted for the conference and participate in further commenting; c) initiate discussion of the problems mentioned in the reports, leave their comments and feedback, thus, e-conferencing encourages new on-line students' research communities aimed at exploring and investigating the unknown cognitive sphere, and English becomes an effective tool of obtaining new knowledge and skills; 2) **functional-and-communicative potential –** it creates a new academic medium where all the participants are both the authors and the addressees, thus, the students become more attentive to their writing and try to improve their knowledge of English and writing skills for the Internet conferences invite discussion; 3) **psychological potential –** it gives more opportunities to verify the communication between the teachers and students, brings new touch to it, helps in creating co-operative friendly atmosphere in their interrelationships.

Thus, the introduction of the innovative EAP/ESP teaching techniques into the practice of teaching English brings in new multiple opportunities into the process of mastering English as a language for specific and academic purposes.

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ESP TASKS FOR DIGITAL NATIVE GENERATION

VALENTYNA SIMONOK, Professor, Doctor of Science (Linguistics)
OLGA ZELINSKA, Associate Professor, PhD (Linguistics)
Yaroslav Mudryi National Law University

Using computers, mobile phones and the Internet for language learning is complex, dynamic and quickly changing. Technology adds dimensions to the already multifaceted domain of second and foreign language learning, requiring new knowledge and skills for those who wish to incorporate it into their professional practice or understand its impact on the language teacher and learner. The technology changes so rapidly that knowledge and skills must be constantly renewed to stay apace of the field.

Though modern devices, the Internet and social networking may initially appear to be a distraction to the learning process, with some creativity from a teacher

they can become great tools that motivate, engage and entertain students, increase their involvement while educating them, requiring them to use the mixture of four skills: listening, reading, writing and speaking.

Motivation is always a key issue in the field of education. One supportive and potentially motivating outcome of the Internet use is that students begin to realize that not only is the world connected together through the use of this technology, but as the majority of information on the Internet is in English, they begin to appreciate in more concrete terms the usefulness of acquiring language skills. Thus, English is taken to a new level and considered a means of real communication. Technically assisted learning offers a more practical language experience, providing students with functional communicative activities that serve the learners needs as well as motivate them to use English in their daily lives.

The Internet made possible communication with native speakers and allows learners to practice specific skills such as negotiating, persuading, clarifying meaning, requesting information, and engaging in true-life, authentic discussion. Additionally, the Internet gives the opportunity to construct knowledge together by expressing themselves in print and then assessing, evaluating, comparing, and reflecting on their own views and those of others. It is also a useful medium for teaching culture, learning about the target culture and cross-cultural communication.

Students have almost unlimited access to professional information in the context of second or foreign language learning. The Internet can serve as a platform for experiencing and presenting creative works such as essays, poetry and stories and for providing supplemental language activities in specific areas of language learning. It helps students to improve their computer and searching skills, technical and conceptual experiences. The activities involving on-line search can improve the quality of language: learners have a great variety of speech discourse and use more complex language. The Internet changes the interaction between learners and teachers: there is less teacher and more learner talk in computer classes. Furthermore, it changes teacher and students' roles and makes learning more student-centered.

One of the major skills that are required throughout life, and especially at university, is researching a topic that is relatively unknown. The Internet is a great place to look and obtain background information and formulate a picture of the background of a topic that is relatively unknown to a student. Students mastering law can be assigned with some problematic or controversial topics, such as 'legal aspects of euthanasia', 'legal writing vs. legalese' and given the task to find the necessary information and prove their point of view or position, explain some of the similarities and differences. The Internet has shaped the global lexicon with new words such as 'blog', 'wiki', and 'podcast', along with generic trademarks such as 'google'. It has changed the way many people find and share information. At the same time, the Internet has been accused of "making us stupid" (Carr N. 2010), turning us into more isolated and less creative than we would be if we had no Internet. Such controversies surrounding the growing usage of the Internet offer intriguing fodder for class discussion.

These activities provide students with the ability to practice a number of skills that is involved in the research process, while at the same time giving them useful reading and speaking practice. To create an interactive element to the exercise, students can form pairs or groups in order to discuss the information that they come across, and then present their findings to the rest of the group. Students can be also provided with worksheets containing a series of professionally oriented questions for research and finding the answers. They can work individually or in groups in a race to see who can successfully navigate the Internet to find the answers to the questions.

Presentation of information in a variety of forms other than essays is becoming more and more widespread. Dossiers are a common form of presentation styles of assignments at universities throughout the world. Students can be asked to find out information about political systems, international organizations, legal aspects of environmental issues and current news items, and present the information in the form of a dossier. Rather than focus on the structures of writing, a dossier looks at the student's ability to research information, focusing on the ability to summarise and dissect a large amount of information.

Students should know what is happening in the outside world, and one of the best ways for them to practice their English and find out what most important events are taking place is to make use of the Internet and take a deeper look at the news happening around the world. Students can read newspapers or watch news on-line and bring the items of news in class for the discussion with the rest of the class, adding their own opinions and possible solutions to the situation. This activity can potentially turn into a classroom discussion or debate, and gives the students control over the material used in class.

The content of the news programs used in class is important and should depend primarily on students' interests and background knowledge. They feel more comfortable listening to content that is familiar and that they can make predictions about. In linguistic terms, they need to have some background knowledge to help them comprehend the information presented. Because of this, it is worthwhile asking students about their interests, or giving them a choice of which reports they would like to work with since this is a way of having them predict report content and activate vocabulary before they watch, as well as giving them some responsibility over course content. Negotiating the content of the class in this way will ensure that interest is piqued by the time you actually present the class with the report and will ensure that the content of the class is more relevant to the learners. Given the choice, students are more likely to choose something that they find very interesting, or already know something about rather than something that is completely alien.

News reports and programming from broadcasters can be used in the ESP classroom as they are easy to find, manageable, timely and interesting. Because news is constantly changing and goes out of date quite quickly, it is more useful for teachers to learn techniques and activities to use with a wide variety of reports rather than making labor intensive worksheets which may be unusable next time around. Teaching students how to deal with the barrage of information presented in news reports through vocabulary activation, prediction, confirmation, note-taking and a

combination of top-down and bottom-up exercises can help to increase students confidence in their ability to understand news and may even stimulate them to access this huge resource by themselves.

The Internet can be used to offer advice, facilitate analysis, or conduct activities. Numerous sites offer lessons on English language usage, which provide short lessons on specific points given by a lively and charismatic expert, are advice-giving resources that teachers and learners might exploit in the classroom or at home for students working by themselves. The collections of authentic language samples, typically limited to a particular type, such as academic speech, literature and media can be used for analysis.

Using the Internet resources can contribute to learning efficiency: learners are able to pick up language knowledge or skills faster or with less effort; to the access to materials or experience interactions that would otherwise be difficult or impossible to get or do; convenience: learners can study and practice with equal effectiveness across a wider range of times and places; motivation: learners enjoy the language learning process more and thus engage more fully.

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TEACHING INTERCULTURAL COMMUNICATION

MARYNA TSEHELSKA, associate professor
SHARON WORDEN, senior specialist
Kryvyi Rih National University

The Common European Framework of Reference published in 2001 has greatly influenced the foreign language teaching. Alongside with other important issues it recognized the importance of intercultural competence and intercultural awareness in foreign language teaching. Intercultural Competence is understood as the acquisition of intercultural understanding and the ability to act in linguistically and culturally complex situations.

Thus in foreign language teaching and learning we can define three interrelated components:
1. Language use.
2. Awareness of the nature of the language.
3. Understanding of foreign and native culture [1].

The third point – understanding of foreign and native cultures is the main focus of Intercultural Communication as a subject. Intercultural Communication (IC) as a subject links two very broad and abstract categories – culture and communication. These very abstract categories tend to blend into each other as culture is a dynamic concept that has many meanings, and the same may be said about communication.

Learning the basics of different cultures organization becomes an important issue in modern society and can't be overlooked by the teachers of English.

Foundations of IC are not a remedy for all misunderstandings that may occur between people from different cultures, but they do aim to help make such encounters effective. The basic issues of IC – defining culture and its functions, cultural dimensions, verbal and nonverbal forms of communication are urgent for teachers of English in developing cultural competence. The teacher of English should be a mediator between the cultures, recognize cultural differences and celebrate cultural diversity.

Among the important areas for studying we can single out four main blocks – Culture, Comparing Cultures: Cultural Dimensions, Verbal and Nonverbal Communication: Intercultural Aspects and Developing Intercultural Competence. Each block is represented by the following topics:

1. **Culture -** Defining Culture, Layers of Culture, the Tree of Culture, Cultural Universals, Dimensions of Human Behavior and Functions of Culture.

2. **Comparing Cultures: Cultural Dimensions -** Concept of Self: Individualism/Collectivism, Universalistic and Particularistic Cultures, Concept of Time: Monochronic and Polychronic, "Being" vs. "Doing" Cultures, Masculinity and Femininity.

3. **Verbal and Nonverbal Communication: Intercultural Aspects -** Communication as a Process. Forms of Communication, Verbal and Nonverbal Forms of Communication, High and Low Context Cultures, Direct and Indirect Verbal Interaction Styles, Uncertainty Avoidance/Risk Taking, Power Distance and Nonverbal Communication.

4. **Developing Intercultural Competence -** Barriers to Successful Intercultural Communication, History and Experience through Language, Cultural Values and National Character, Cultural Truth or Ethnocentrism, Stereotypes, Sensitive Language: Avoiding Bias and Intercultural Communication Competence.

Having completed a course in intercultural communication students should have acquired:

• knowledge of the cultures, institutions, histories and ways of life of different communities and the ability to recognise their impact on behavioural norms in given fields of communication;

• understanding of the relationship between culture, contexts of communication and language use;

• insight into the roles and conventions governing behaviour within specific intercultural environments;

• critical awareness of their own and others' beliefs and values;

• sensitivity towards cultural stereotypes and related obstacles to successful intercultural communication.

Students who have acquired such knowledge and understanding will be expected to demonstrate the capacity for:

• effective communication in the language of their interlocutor;

- application of the knowledge of culture and cultural values to the management of intercultural contexts;
- adaptation of their behaviour according to the demands of different intercultural situations;
- identification and critical analysis of the cultural components of authentic media of communication;
- reflection on the cultural factors influencing their own behaviour and that of others.

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EFFECTIVE VOCABULARY TEACHING STRATEGIES IN THE FOREIGN LANGUAGES FOR ACADEMIC AND PROFESSIONAL PURPOSES

YEVGUENIYA YEMELYANOVA, associate professor, PhD (Linguistics), *Kharkiv, Petro Vassylenko National Technical University of Agriculture*

The study of effective vocabulary teaching strategies in the English and others foreign languages for academic and professional purposes is multidisciplinary enterprise requiring expertise in areas of linguistics, computer science, psychology and sociology. Collaboration among researchers in each of these areas is to create effective vocabulary teaching systems that combine the strategies that people use to communicate with each other in real situations.Today the language systems teaching must combine spoken and written language undestanding and generation to allow people to interact directly or with computers using speech to obtain information on virtually any topic, to conduct business and to communicate with each other more effectively.

The results of our study based on the review of the literature and pedagogical experience indicate some impotrant criteria for selecting vocabularies:
1) range (the extent to which a word occurs in the different types of texts);
2) coverage (the capacity of a word to replace other words);
3) frequency (the number of occurrences of a word in the target language);
4) learnability (the extent to which a word can be learned without difficulty);
5) language needs (the extent to which a word is regarded as "required" by the learner in order to communicate).

Lexicon is a very important part of the evaluation component of the English for academic and professional purposes classroom.

Some ways of the presenting the meaning of new words are widely used: concise definition; detailed description; examples; illustration (picture, object); demonstration; context; synonyms; antonyms; translation; associated ideas, collocations.

While teaching vocabulary for academic and professional purposes it is very important to devote attention the new word's forms (pronunciation; spelling; inflections; derivations) and the meaning (basic and literal meanings; derived and figurative meanings); the usage (subcategorization; collocation; sociolinguistic and stylistic restrictions). Explicit vocabulary teaching is necessary for teaching the core vocabulary, particularly for the learning of basic lexical and semantic knowledge. Incidental vocabulary acquisition should be encouraged for further lexical and semantic development of the words learned through explicit instruction and for learning additional vocabulary. The presentation, practice and consolidation are involved in teaching vocabulary. Practice and consolidation are very important for storing the words in the long-term memory and turning the passive vocabulary into active vocabulary. It is important the teacher must make sure that the corpus of words is useful for the particular teaching context and that it covers the target register and lesson objectives.

It is evident that there are many vocabulary teaching strategies. In our Petro Vassylenko National Technical University of Agriculture we use professional training games and competitions, key word method, vocabulary exercises, writing essays, regular review, implementation of multimedia projects, oral presentations and academic discussions, tests in linear or nonlinear format. In the English classroom we compare language use (Standard English/ Scientific English, written/spoken English). Our teachers asks students to create a new professional vocabulary learned during the lessons progress. Some strategies seem to arise naturally but others need to be taught.

It is the teacher's responsibility to employ the most effective vocabulary teaching strategies, but much lexical competence has to be developed through natural communication. The teacher has to focus attention on integrating lexical information into entries and moving words from episodic memory to active professional and academic lexicon.

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LA MAITRISE PROFESSIONNELLE DE LA LANGUE ETRANGERE

I.M. VARAVA , chargé de cours
Université nationale de gestion urbaine O. M. Beketov de Kharkiv

L'état actuel de l'industrie du tourisme nécessite la maîtrise professionnelle de la langue étrangère.

Il doit être capable de communiquer dans une langue étrangère à l'égard d'un genre différent de situations sociales. Le problème de la formation de la compétence communicative est consacré à un nombre suffisant d'ouvrages scientifiques. Les scientifiques ont reconnu l'importance de l'acquisition de la compétence communicative par les étudiants, ce qui permet de réaliser dans les contacts sociaux (en particulier professionnels). Le discours interactif s'exécute une fonction directe de l'échange de déclarations entre deux ou plusieurs individus. Les caractéristiques du discours interactif c' est la structure courte des énonciations, l'utilisation incomplète des propositions, de la pratique de maniement des moyens de communication non verbaux (mimiques, gestes), de l'intonation vive. . Il convient de remarquer dans l'écart des formes librairies de discours (ce qu'on appelle classiquement «la parole correcte»).En particulier, si nous souhaitons fournir à nos étudiants les compétences vraiment pratiques d'utilisation d'une langue étrangère dans les situations générales de la consommation, nous devons nous diriger vers la définition d'une entité de communication d'un problème qui doit être formulée dans une forme proche pour comprendre un locuteur natif.

Pour la formation de ces compétences il est efficace d'organiser des exercices spécifiques qui vous permettent d'apprendre rapidement et de réagir largement exprimé sur l'interlocuteur, la capacité de soutenir une conversation. Il convient d'expliquer que la notion de «professionnalisme» c'est commencer une conversation, demander ce qu'en pense l'interlocuteur, de lui offrir d'exprimer une opinion sur la question. Le nombre et la qualité des objectifs intermédiaires ne dépendent pas seulement du discours et de la capacité mentale de l'étudiant, mais aussi de sa capacité exercer une tactique de communication.

Le résultat de l'utilisation des exercices de la parole, qui permettent d'apprendre à construire et à réaliser les dialogues, est l'amélioration de toutes sortes de la communication, des qualités qui sont destinés à atteindre un certain objectif communicatif.

Par conséquent, l'utilisation en classe de langue étrangère en forme de dialogue est un moyen efficace de former la compétence communicative des managers futurs en tourisme.

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L'APPROCHE ACTIONNELLE POUR UNE DEMARCHE DIDACTIQUE

N.P.Yurieva, chargé de cours
Université national de gestion urbaine O. M. Békétov de Kharkiv

La perspective actionnelle considère avant tout l'usager et l'apprenant d'une langue comme des acteurs sociaux ayant à accomplir des tâches (qui ne sont pas seulement langagières) dans des circonstances et un environnement donné, à l'intérieur d'un domaine d'action particulier. Si les actes de parole se réalisent dans des actions langagières, celles-ci s'inscrivent elles-mêmes à l'intérieur d'actions en contexte social qui seules leur donnent leur pleine signification. (*CECR*, p.15).

Pour transformer la perspective préconisée en démarche didactique, trois éléments sont à prendre en compte :

1.	Il s'agit maintenant de s'adresser à l' « apprenant-usager » d'une langue. Nous sommes invités à repenser la logique causale : « meilleur apprenant je serai, meilleur usager je ferai ». C'est à travers l'usage de la langue que se fait l'apprentissage.

2.	Demander aux apprenants-usagers d'une langue d'accomplir des « tâches qui ne sont pas seulement langagières » impose d'inscrire la tâche communicative, aujourd'hui considérée comme une finalité de l'apprentissage, dans l'accomplissement d'une action qu'il est nécessaire de mener à bien. Ainsi la communication est au service de l'action qui seule lui donne du sens.

3.	« Si les actes de parole se réalisent dans des actions langagières, celles-ci s'inscrivent elles-mêmes à l'intérieur d'actions en contexte social qui seules leur donnent leur pleine signification ». Ceci est un aspect fondamental de la perspective annoncée.

Tenant compte des orientations du CECR, le scénario d'apprentissage-action est défini comme une simulation basée sur une série de tâches communicatives, toutes reliées les unes aux autres, visant l'accomplissement d'une mission plus ou moins complexe par rapport à un objectif. Cette série d'activités amène à la réalisation de la tâche finale.

Ainsi, le scénario se caractérise par une mission (que l'on peut appeler « projet ») à laquelle l'apprenant-usager de la langue va être confronté et qui va servir de trame au processus d'apprentissage, tout en orientant les activités d'apprentissage proposées par l'enseignant.

La mission donne du sens à la tâche (« toute visée actionnelle que l'acteur se représente comme devant parvenir à un résultat donné en fonction d'un problème à résoudre, d'une obligation à remplir, d'un but qu'on s'est fixé » [*CECR, p. 16]*).

Cette mission se situe dans un « contexte donné » (« multitude des événements et des paramètres de la situation propres à la personne mais aussi extérieurs à elle, dans laquelle s'inscrivent les actes de communication » [*CECR, p. 15]*)

Enfin, elle est reliée à un « domaine » (« grands secteurs de la vie sociale » [*CECR, p. 15]*) qui permet de définir l'arrière-plan thématique et culturel du scénario.

Dans ce cadre, pour accomplir la tâche définie par la mission, l'apprenant-usager doit effectuer une succession de micro-tâches impliquant 5 activités de communication langagières, toutes reliées les unes aux autres dans l'ordre suivant :

• Activités de réception : lire et écouter (l'ordre de ces activités pouvant varier))

• Interaction orale (face à face ou au téléphone, medium de communication que les apprenants doivent apprendre à utiliser). Remarque : le développement d'internet peut amener à envisager également l'interaction écrite par le biais d'échange de méls.

• Activités de production : parler et écrire.

La notion de « succession » est essentielle, chaque micro-tâche est imbriquée dans l'autre et au service de l'accomplissement de la mission. Il est évident que chacune des activités de communication langagières fera l'objet de tâches d'apprentissage à part entière mais toutes seront organisées autour du but à atteindre dans le cadre de la mission. De même, il n'est pas obligatoire, il est même quasiment impossible que dans le cadre d'une séquence chaque activité de communication fasse l'objet d'un travail approfondi, néanmoins, il est recommandé que chacune figure dans le déroulement de la mission et qu'en tous les cas les activités de réception conduisent aux activités de production. De fait, il ne peut y avoir de production sans recherche d'informations auparavant et c'est bien en organisant les informations qu'il a trouvées que l'apprenant-usager va pouvoir faire le choix que lui impose sa mission.

Dans ce scénario d'apprentissage, l'objectif est de faire atteindre un niveau à travers les micro-tâches qu'il propose ; de ce fait, la construction d'un scénario d'apprentissage- action doit se faire en tenant compte du niveau de départ des apprenants et de celui vers lequel on veut les amener.

Pour cela, il s'agit de donner du sens à l'apprentissage en remobilisant l'intérêt des apprenants-usagers en les impliquant dans la résolution d'un problème qui fait naître le besoin de connaissances et donc le désir d'apprendre.

Pour autant, il ne faut pas confondre le scénario d'apprentissage-action avec simulations ou jeux de rôles qui permettent de « diversifier la gamme de situations de communication ». Le scénario n'est pas une activité parmi d'autres, ce n'est pas non plus un simple « support » comme le serait un texte, c'est réellement une démarche d'apprentissage. En effet, l'objectif n'est pas simplement d'intéresser les étudiants mais bien qu'ils apprennent une langue dans toute sa richesse y compris culturelle.

C'est pourquoi la mise en œuvre d'un scénario d'apprentissage-action vise à

développer et à construire l'apprentissage de la langue en lui donnant du sens.

1. La première chose qu'il faut donc garder à l'esprit, c'est que langue et culture sont indissociables et que nous devons éveiller les apprenants aux différentes cultures que véhiculent les langues auxquelles ils sont confrontés.

De fait, la mission que doit accomplir l'apprenant-utilisateur est nécessairement contextualisée. Or le contexte de l'action est nécessairement lié à une thématique. Ceci veut dire que pour accomplir sa mission, l'apprenant devra retenir les informations d'ordre culturel nécessaires à l'accomplissement de sa mission.

2. Après avoir choisi une thématique, il faut rassembler un certain nombre de textes sur le thème, textes dont la lecture et les informations qu'ils contiennent amènent l'enseignant à définir une mission dans ses grandes lignes. Dans l'absolu, l'enseignant devrait d'abord concevoir la mission et ensuite rassembler des textes puisque les textes sont au service de la mission.

Une fois la mission définie, il faut choisir parmi les textes rassemblés ceux qui conviennent sur deux plans :

• les difficultés langagières qu'ils présentent ; il est nécessaire de toujours commencer par un texte (oral et/ou écrit) susceptible d'être compris par des petits niveaux en raison de l'hétérogénéité des classes.

• leur potentiel en matière d'informations puisque chacun doit être complémentaire au niveau des informations qu'ils proposent.

Il est important de rappeler que dans le cadre d'un scénario, le texte, écrit ou oral, est un pourvoyeur d'informations au service de la mission et que, de ce fait, l'entrée dans le texte se fait par la recherche d'informations.

3. Les textes étant sélectionnés et la mission définie dans ses grandes lignes, il faut définir le/les objectif(s) langagiers à atteindre. Sachant que la réalisation de la mission passe par la production, le type de production demandée devra correspondre à l'aptitude d'un apprenant du niveau visé. Les éléments linguistiques et pragmatiques définis devront faire l'objet d'un apprentissage au fur et à mesure que se déroule le scénario, apprentissage qui ne sera pas déconnecté pour les apprenants du besoin qu'ils en ont pour accomplir la mission.

4. Il s'agit enfin de revenir aux activités de compréhension. Après avoir défini les informations que les apprenants devront être amenés à trouver pour accomplir la mission, l'enseignant doit repérer les problèmes linguistiques susceptibles d'être une entrave à la recherche d'informations (à l'oral, à l'écrit et en interaction) et prévoir les activités à mettre en place pour pallier un manque de connaissances préjudiciable.

En préparant un scénario d'apprentissage-action, ce n'est pas tant le support qui doit faire l'objet d'une analyse approfondie, que la mission qui est demandée, car c'est elle qui va guider de manière intégrée les tâches communicatives demandées aux apprenants en relation avec les activités de communication langagière qui seront les unes après les autres au service de l'accomplissement de la tâche finale.

Dans le scénario d'apprentissage-action et l'approche communic'actionnelle, émergences des orientations données par le *CECR,* les activités langagières sont présentées de manière intégrée au service de la mission et l'apprentissage se fait selon un processus porteur de sens. Les tâches d'apprentissage proposées autour des

activités langagières sont directement liées aux besoins des apprenants en liaison avec leur mission, ce qui les amènent à réfléchir au lien entre les connaissances et leur utilisation, entre intention et action et, de ce fait, les responsabilise.

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DIE MAXIME ALS EPTHONYM IM DEUTSCHEN

TATYANA SMOLYANAYA, Doktorandin
Charkiwer Nationale W.N. Karazin-Universität,
Charkiwer Nationale O.M. Beketow –Universität für Stadtwirtschaft

Die Maxime ist oft eine subjektive Lebensregel, der ebenfalls die Volksläufigkeit des Sprichwortes fehlt. Die Maxime ist nicht so textgebunden wie die Sentenz, und sie steht dem Aphorismus sehr nah. Sie drückt „einen moralischen Grundsatz des Wollens und des Handels aus" [3]. Viele Maximen befinden sich in Sprichwörtersammlungen, was durch die Tatsache zu erklären ist, dass es keine getrennten Maximen-Sammlungen oder –Lexika gibt. Da diese Sprüche häufig weit verbreitet sind, ist es nicht immer eindeutig, ob eine Maxime als Sprichwort zu gelten hat. *Mach dir deine Ziele klar.*

Die Abgrenzung des Begriffes „Maxime" vom „ Sprichwort" ist auch deshalb schwierig, weil beide Lebensregeln ausdrücken. Die Schwierigkeit der Definierung kommt nach J. Schiepek zum Ausdruck, der Sprichwörter und sprichwörtliche Redensarten voneinander unterscheidet, aber meint, dass nur Sprichwörter „Erfahrungs-Maximen des Volkes" enthalten. Viele Wissenschaftler sind der Meinung, dass Sprichwort, Maxime und Sentenz nicht voneinander abzugrenzen sind. Sie sehen die Maxime als eine Regel richtigen Verhaltens, in gehobener Sprache und Form, was eigentlich eine Definition für Sprichwort sein konnte. Beyer sieht dagegen Maximen als „subjektiv verstandene Leitsätze und Aussagen", die seiner Meinung nach mit den Aphorismen eng verwandt sind, und dadurch dem Sprichwort fern stehen.

Autorenbezogen sind sowohl Maxime, als auch Aphorismus. Der Ausdruck Aphorismus gehört zu einem griechischen Verb für „abgrenzen, definieren", und in Medizin, Naturwissenschaft der Antike wurden zunächst damit in eingeprägter Form überlieferte Ratschläge oder Erkenntnisse bezeichnet. Später wurden in diese Form auch Aussagen philosophischen, moralischen usw. Inhalts gebracht. Heutzutage verstehen wir unter diesen philosophischen und moralistischen Redewendungen ausgerechnet Maximen [3].

Der Aphorismus (und die Maxime als seine Art) stellt eine Art Gegenpol zum Sprichwort dar. Für ihn ist charakteristisch, dass weniger Verhaltensweisen und

Erkenntnisse lehrhaft vermittelt als vielmehr geradezu in Frage gestellt werden. Dies drück ein Lichtenbergscher Aphorismus direkt aus: „Dinge zu bezweifeln, die ganz ohne weitere Untersuchung jetzt geglaubt werden, das ist die Hauptsache überall".

Zwischen den beiden Polen, zwischen Sprichwort und Aphorismus, sind auch die beiden Gattungen Sentenz und Maxime anzusetzen. Die Maxime steht dem Aphorismus näher, und vieles von dem, was Goethe unter dem Titel „Maximen und Reflektionen" veröffentlichte, ließe sich wohl ohne weiteres auch als Aphorismus bezeichnen, obwohl unter Maxime im allgemeinen Sprachgebrauch eher eine allgemeine Lebensregel, Grundsatz des Wollens und Handels, aber auch Denkspruch verstanden wird [3, S.86]. Wir definieren die Maxime als eine Art des Aphorismus neben Sentenzen, Chrien, Apophthegmata, Gnomen, Wellerismen.

Laut Wander ist die Sentenz ebenfalls „eine kurz und kräftig ausgesprochene Wahrheit", eine Definition, die noch keine relevanten Unterschiede zum Sprichwort bringt. Einer entsprechenden Linie folgt Beyer mit der Definition, nach der die Sentenzen „kurze, einprägsame Aussprüche in Satzform" .

Den größten Unterschied zwischen Sprichwort und Sentenz sieht Seiler darin, dass die Sentenzen nicht volksläufig sind: eine Sentenz sei tiefer und reiche, aber ein Sprichwort kürzer, geschlossener und schlagkräftiger. Im Gegensatz zum Sprichwort, das eher die alltäglichen Lebenssituationen widerspiegelt, ermitteln Sentenzen Lebenserkenntnis eher philosophisch betrachtender Art [3, S.85].

Wissen ist Macht.
Dem Mimen flicht die Nachwelt keine Kränze.
Verabscheut das Böse, halte fest am Guten!

Diese drei Beispiele definieren einen Aphorismus, eine Sentenz und eine Maxime.   Die geflügelten Worte nehmen zwischen Sprichwörtern und Sentenzen eine Mittelposition ein.

Bei geflügelten Worten handelt es sich also um literarische Zitate, die im Gegensatz zu Sentenzen.

Nach L. Dyadetschko und N.Onishchenko verstehen wir unter dem Begriff „Epthonym" das geflügelte Wort oder geflügelte Worte, die ein Gepräge des Verfassers hat, und für die die Prozesse von Derivation typisch sind. Da wir den Verfasser von Aphorismen, Sentenzen, Maximen nicht immer nennen können, wissen wir doch, dass es jemand von den bekannten Persönlichkeiten gesagt hat, definieren wie diese Redewendung als ein Epthonym [2,4].

In den letzten Jahren wurde der kommunikative Ansatz auf den wissenschaftlichen und methodologischen Ebenen festgestellt. Die Anwendung vom kommunikativen Ansatz liegt darin, dass er kommunikative Fähigkeiten aus dem psychologischen, sozialen und kognitiven Standpunkt beeinflusst. Als Ziel gilt vor allem die Entwicklung der kommunikativen Kompetenz bei Studierenden. Traditionell treten bei solchen Kompetenzen wie das Lesen, das Schreiben, das Sprechen poetische Texte, Sprichwörter, Maxime, Sentenzen hervor. Sie helfen uns besser den Stoff zu beherrschen und haben einen bedeutenden pragmatischen Effekt.

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LERNEN DURCH LEHREN ALS EIN MODERNES UNTERRICHTSKONZEPT

YURCHENKO DMYTRO, Lektor
Charkiwer Nationalen O.M. Beketow Universität für Stadtwirtschaft

Lernen durch Lehren ist eine handlungsorientierte, konstruktivistische Unterrichtsmethode. Bei der Methode „Lernen durch Lehren", kurz LdL, unterrichten sich die Schüler oder Studenten gegenseitig. Das bringt ihnen zusätzliche Kompetenzen – und die Lehrer können besser auf die individuellen Probleme der Teilnemer eingehen. Es kann in allen Fächern, Schultypen und Altersstufen eingesetzt werden.

Bekannt ist die Idee von LdL schon seit der Antike. Schon im Altertum formulierte Seneca in seinen Briefen an Lucilius den Gedanken, dass man beim Lehren selbst lernt. Versuche, Schüler als Lehrer einzusetzen, sind daher aus unterschiedlichen Gründen, sei es aus ökonomischen oder didaktischen, historisch immer wieder zu beobachten. Da die Idee naheliegend ist, wird Lernen durch Lehren immer wieder "neu erfunden", wobei die jeweiligen "Neuerfinder" die Tradition nur selten aufarbeiten. Manchmal gab es zu viele Schüler und zu wenige Lehrer – in der Not brachte man Schülern die entsprechenden Kompetenzen bei, deshalb hat man die Methode aber eher aus ökonomischen als aus pädagogischen Gründen eingesetzt.

Hauptvertreter des Konzeptes Lernen durch Lehren ist Jean-Pol Martin, der von 1981 bis 2008 das Verfahren zu einem pädagogischen Gesamtkonzept entwickelte und mit Hilfe eines Kontaktnetzes verbreitete. Martin hatte das Konzept im Französischunterricht systematisch entwickelt, theoretisch untermauert (humanistische Psychologie und Kognitionspsychologie) und in zahlreichen Publikationen dokumentiert. In der Praxis wurde das Verfahren unter dem Kürzel LdL mit Hilfe eines 1987 von Martin gegründeten Kontaktnetzes verbreitet, das mehr als tausend Lehrer umfasst . Die beteiligten Pädagogen erprobten die Methode in allen Fächern, dokumentierten ihren Unterricht und stellten LdL in Lehrerfortbildungen vor. Seit 2001 erlebt LdL einen Aufschwung im Zusammenhang mit den in allen Bundesländern eingeleiteten Schulreformen. Inzwischen hat "Lernen durch Lehren" auch Einzug in die Erwachsenenbildung gefunden. Im Anschluss fand „Lernen durch Lehren" Einzug in die Erwachsenenbildung und die Hochschullehre.

Das Konzept LdL enthält eine pädagogisch-anthropologische sowie eine fremdsprachendidaktische Komponente.

Die fremdsprachendidaktische Komponente

Schematische Darstellung des Interaktionsprozesses bei der LdL-Sprachdidaktik. Sprachdidaktischer Aspekt: Die traditionelle Didaktik sieht einen unaufhebbaren Widerspruch zwischen den drei klassischen Lern-Paradigmen Habitualisierung (behavioristische Komponente), Stoffbezogenheit (kognitivistische Komponente) und authentischer Interaktion, einer Kommunikation, in der die Schüler nicht vom Lehrer vorgelegte Sätze wiederholen, sondern echte Anliegen versprachlichen (kommunikative Komponente):

- Der kognitive Ansatz geht davon aus, dass der Schüler sich intensiv mit den Strukturen einer Sprache (Grammatik, Wortschatz) befassen muss, um sie zu lernen. Dann bliebe keine Zeit mehr, um zu sprechen und authentisch zu kommunizieren.

- Der habitualisierende Ansatz (Bildung von Reflexen) geht davon aus, dass der Schüler nur dann eine Sprache erlernt, wenn er ständig nachahmt und wiederholt (es wird davon ausgegangen, dass nur so Reflexbildung entsteht). Zur Grammatik und zur echten Kommunikation bliebe keine Zeit mehr.

- Der kommunikative Ansatz geht davon aus, dass vorwiegend durch die Mitteilung echter Botschaften gelernt wird. Die Vermittlung formaler Strukturen, wie etwa Grammatik und Syntax, ist hier zweitrangig, und daher wird zu ihrer Erlernung im Unterricht weniger Zeit aufgewendet und eine hohe Toleranz gegenüber Fehlern geübt.

LdL möchte die drei Komponenten vereinen: Die Schüler müssen a) die Inhalte kognitiv durchdringen, b) intensiv miteinander sprechen, um den anderen den Stoff zu vermitteln, und c) dadurch bestimmte Sprachstrukturen immer wieder anwenden. Diese drei Schritte greifen dabei ineinander, da sie im Rahmen der Lernmethode iterativ und über Rückkopplungen gesteuert immer wieder von neuem vorgenommen werden müssen.

Inhaltlicher Aspekt: In der Lehrbuchphase stellen die Schüler die Inhalte des Lehrwerkes vor. Wenn die Lehrbuchphase abgeschlossen ist, liegt es in der Logik des Ansatzes, dass die Schüler selbst im Rahmen von Projekten neues Wissen erarbeiten und im Klassenverband weitergeben. In dieser Phase (11. Klasse bis Abitur) hängt die Motivation der Schüler stark von der Qualität der Inhalte ab. Die Schüler sollen spüren, dass sie bei deren Behandlung auf die Zukunft vorbereitet werden (Bedürfnis nach Sinn).

Praktische Anwendungen

Die Praxis zu Lernen durch Lehren wird stark durch den Ansatz von Martin geprägt, der in der praktischen Anwendung auch seinen Schwerpunkt hat. Von den Anhängern des Lernen durch Lehren Ansatzes nach Martin (LdL) wird die Methode ausschließlich als unterrichtsgestaltende Methode innerhalb eines Klassenverbandes benutzt. Vor jeder Lektion teilt der Lehrer den Stoff in bearbeitbare Teilabschnitte ein. Es werden Lernergruppen (maximal drei Schüler) gebildet und jede Gruppe bekommt einen abgegrenzten Stoffabschnitt sowie die Aufgabe, diese Inhalte der

Gesamtgruppe zu vermitteln. Die Schüler bereiten den Stoff didaktisch auf (spannende Impulse, Abwechslung in den Sozialformen usw.).Bei dieser Vorbereitung, die im Unterricht stattfindet, steht der Lehrer den einzelnen Lernergruppen zur Seite und gibt Impulse und Ratschläge. Grundsätzlich neigen

Lehrer dazu, die didaktischen Fähigkeiten von Lernern stark zu unterschätzen. Nach einer Eingewöhnungsphase zeigen Schüler meist ein beachtliches pädagogisches

Potenzial. Im Sinne optimaler Didaktik verlangt LdL, dass die selbstgestalteten Lehreinheiten nicht als ein durch Lerner gehaltener Frontalunterricht oder ein Unterricht durch Vortrag von Referaten missverstanden werden. Die unterrichtenden Schüler sollen sich ständig mit geeigneten Mitteln versichern, dass jede Information von den Adressaten verstanden wird (kurz nachfragen, zusammenfassen lassen, kurze Partnerarbeit einflechten). Hier muss der Lehrer intervenieren, wenn er feststellt, dass die Kommunikation nicht gelingt oder dass die von den Lernern eingesetzten Motivationstechniken nicht greifen. Die meisten Lehrer verwenden die Methode nicht flächendeckend, sondern phasenweise und/oder nur in einigen, besonders geeigneten Gruppen und berichten über folgende Vor- bzw. Nachteile:

Die Vorteile:

- Der Stoff wird intensiver erarbeitet und die Schüler sind wesentlich aktiver

- Die Schüler erwerben zusätzlich zum Fachwissen weitere Schlüsselqualifikationen: Teamfähigkeit, Planungsfähigkeit, Zuverlässigkeit, Präsentation und Moderation, Selbstbewusstsein

Die Nachteile:

- Höherer Zeitaufwand bei der

- Einführung der Methode

- Höherer Arbeitsaufwand bei Schülern und Lehrern/Dozenten

- Gefahr der Eintönigkeit, wenn der Lehrerkeine didaktischen Impulse liefert

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COMMUNICATIVE LANGUAGE TEACHING IN A UKRAINIAN COOPERATIVE LEARNING CLASSROOM: PERSONAL OBSERVATIONS (секция 5)

MARIA BAIDA, Senior teacher
Zhytomyr State Technological University

Communicative language teaching (CLT) is a popular ESL / EFL methodology around the globe. It is an approach to language teaching that emphasizes learning a language first and foremost for the purposes of communicating with others [1;15]. The goal of a communicative class is to make students speak in a target language, hence make them interact with each other and put them in the center of a learning process.

CLT emerged in 1970s as the response to the wave of immigration to the English-speaking countries which created a need to educate immigrants how to productively communicate in English (to teach enough English to apply for a job, to find housing, to buy groceries etc.) [2;18]. Jack C. Richards states that with CLT began a movement away from traditional lesson formats where the focus was on mastery of different items of grammar and practice through controlled activities such as memorization of dialogs and drills, and toward the use of pair work activities, role plays, group work activities and project work [3]. In Ukraine such traditional approach is very common in the majority of schools as most of the textbooks are based on this approach. As a result when students enter the university their level of English language knowledge varies a lot. The task of the university teacher becomes not only to teach a content but to teach a language. It is up to a teacher which approach to use while accomplishing this task. In our case we have selected CLT and cooperative learning. We would like to share the experience of implementing CLT in Ukrainian ESP business English class for 1ˢᵗ year undergraduate students. We have used cooperative learning as a supporting methodology for organizing/facilitating the process of language learning. By *cooperative learning* we understand an educational strategy based on group-work and, the main feature of it is a *structured collaboration* of all members of each small group with the purpose of mutual help in the process of learning and optimization of interaction [1]. The core assumptions of current communicative language teaching according to Jack C. Richards [3; 22] were being followed. We would like to highlight which of the assumptions were confirmed in this particular group and which were not and dwell on what challenges there are still to overcome.

Assumption 1: Second language learning is facilitated when learners are engaged in interaction and meaningful communication. *Personal Experience*: Every

class the students were involved in interaction with each other and the teacher. It was extremely difficult to make students stick to English while asking a teacher basic questions, and make them aware that they have to speak *only* English during the class.

Assumption 2: Effective classroom learning tasks and exercises provide opportunities for students to negotiate meaning, expand their language resources, notice how language is used, and take part in meaningful interpersonal exchange. *Personal Experience:* The challenge was to adjust the tasks to provide the opportunities for students to communicate, as most of the tasks are 'read-translate-answer-the-questions-type' and the worst was that the students were used to this kind of activities and they were unwilling to change to the new mode of work.

Assumption 3: Meaningful communication results from students processing content that is relevant, purposeful, interesting, and engaging. *Personal Experience:* It is definitely relevant in any class, and our classes were not an exception. Changing the reading tasks into communicative by means of Jigsaw reading made students much more excited, and the texts turned into meaningful stories they need to convey to their peers.

Assumption 4: Communication is a holistic process that often calls upon the use of several language skills or modalities. *Personal Experience:* Communication in English required a formation of several skills. At first students were taught English classroom phrases and classroom rules. They had to use the phrases while talking to the teacher and to each other in the class. Students had to practice listening, speaking, writing and reading in every class and engage a higher order skills instead of just reading and retelling.

Assumption 5: Language learning is facilitated both by activities that involve inductive or discovery learning of underlying rules of language use and organization, as well as by those involving language analysis and reflection. *Personal Experience:* Discovery learning took place only when student were mastering content, not the language. Language analysis took place while studying the grammar.

Assumption 6: Language learning is a gradual process that involves creative use of language, and trial and error. *Personal Experience:* From the psychological point of view students responded well to the written error correction as they are used to this from school. In terms of oral practice some students were unwilling to speak unless they were sure they would make a mistake. It took a lot of practice and encouragement to overcome this obstacle.

Assumption 7: Learners develop their own routes to language learning, progress at different rates, and have different needs and motivations for language learning. *Personal Experience:* Every student had a unique personality and every student responded differently to the process of language learning, it was especially evident while introducing students to the new format of language learning.

Assumption 8: Successful language learning involves the use of effective learning and communication strategies. *Personal Experience:* The process of language learning of target group of students is still taking place. Students still struggle with finding their most effective learning strategy and try to find

communicative patterns while working in the scaffolded cooperative language environment. Cooperative learning structures turned out to be quite effective. They responded well to various Kagan's stuructures, Slavin's Jigsaw reading. Sharan's Group Investigation was too complex for the students; they switched to Ukrainian all the time, though the final product (a poster) was well prepared.

Assumption 9 and 10: The role of the teacher in the language classroom is that of a facilitator and the classroom is a community where learners learn through collaboration and sharing. *Personal Experience:* The role of the teacher changes a lot as a cooperative class presupposes such shift. Teacher structures communication in a way that it occurs within the pairs and groups of students. The class is organized according to the principles of interdependence, face-to-face promotive interaction, social skills formation, individual and group results processing. Students reacted well to such class organization. Although there were cases of social loafing. The Ukrainian students are very comfortable with sharing with each other which, in general, is not a very bad quality, but in terms of a communicative learning situation where everyone has to contribute this interferes a process of learning.

To sum up, introduction of a communicative language teaching approach facilitated by cooperative learning in a particular Ukrainian ESL classroom had a dual effect. On the one hand, it was technically difficult to adjust the tasks and available resources to the needs of the students, also there were challenges in making students stick to English while in the class. On the other hand, the students became more confident in the target language, they became more engaged and willing to do extracurricular English tasks and improve their communicative skills. We believe that CLT has a lot of potential for teaching EFL in Ukraine.

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MULTICULTURAL EDUCATION AS AN INTEGRAL PART OF THE FOREIGN LANGUAGE TEACHERS' PEDAGOGICAL CULTURE

SVETLANA KIRSANOVA, a senior teacher
Melitopol State Teachers Training University by Khmelnitsy

As far as you know language is the means of understanding the world picture, the acquisition of values created by other peoples. At the same time language is the key to discover the uniqueness and originality of their own people's identity and historical achievements of other cultures representatives. Nowadays the Ukrainian language education system has changed recently. And these changes are positive. Particularly, the socio-cultural context of learning foreign languages has substantially

changed. Their educational and self-educational functions significantly increased at universities, their professional relevance on the labor market has grown in general as well , which led to increased motivation in studying language for international communication Priority significance acquired language learning as the means of communication and communion to the spiritual heritage of the studied countries and peoples. It became particularly relevant an interactive approach to learning native and foreign languages at school, especially in the development of speech culture. As a consequence, the main objectives of foreign language teaching at school are:

1. Formation and development of students' communicative culture, for example , formation and development of language, speech and social competence; training standards of intercultural communication in a foreign language; the development of culture of speaking and writing in a foreign language under conditions of formal and informal communication.

2. Social and cultural development of pupils, for instance the study of their native language and culture and foreign languages and cultures of other nations, the development of students' abilities to represent their country and culture under conditions of a foreign language intercultural communication.

3. The formation of students' respect to other peoples and cultures, readiness for business cooperation and interaction, for joint solution of universal problems.

4. The development of motivation to learn a second foreign language.

5. The development of students self -potential with the diversity of the contemporary multilingual and multicultural world.

6. The development of students' intellectual and creative abilities in the process of study languages and cultures.

So, the great importance on first stage of learning a foreign language is: the stimulation of needs to become familiar with the world of foreign peers and the use of foreign language for these purposes. On the second stage of training it is very important to study a foreign language as the means of international communication through: socio-cultural development of pupils; cultural and art-aesthetic development of pupils by reference to the cultural heritage of the target language; the formation of skills to introduce their native culture and country in terms of foreign language intercultural communication.

On the final, third stage of learning a foreign language one should promote a foreign language communicative competence, ensuring the use of a foreign language in situations of formal and informal communication. In the spotlight – the deepening of knowledge about cultural studies image and lifestyle in the language is spoken.

It should also be noted that the objectives and the content of foreign language education training of senior pupils are expanded by an interdisciplinary connection of a foreign language with studying of other subjects. A high school should also create conditions and encourage students to study several foreign languages. The main task facing the teacher of foreign languages - is to teach children and adolescents the ability to live, and therefore the ability to communicate. Consequently, the search for the most affordable advanced and interesting training methods for students is the main goal of any creative teacher.

I will list some of the teaching methods, which suggest modern innovative educational technologies: cooperative learning; design methodology; Tandem - method; Language Portfolio; interactive whiteboard; multimedia programs; Internet - resources that offer basic set of services: e-mail, teleconferences, video conferences, the ability to publish their own information, to create its own home page and to place it on the Web - server, the access to information resources (reference and search systems), the conversation on the network.

Each of the methods has its specific features. As for the practical application of methods, I believe that it is not necessary to use only one method. It would be better to integrate several methods combining their best side in relation to the students, because at the moment there is no universal method. In my opinion, at the present stage of technique development there is an integration of methods. We can say that it began the formation of a complex method that incorporates the best elements of the different methods, and does not exclude the traditional teaching methods, but harmonically coincide with them at all stages of training: familiarization, training, application control. However, any innovation will be successful only under the coverage of all levels of education: primary, middle and high, and if the entire teaching staff is involved into the process.

In fact, the transition from the raining as presenting knowledge system to the active work at the assignments (problems) in order to work out specific solutions - from the learning of the individual subjects, as already mentioned, to a multidisciplinary (interdisciplinary) study of complex life situations.

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INTERACTIVE LEARNING AS SPECIAL FORM OF COGNITIVE ACTIVITY ORGANIZATION

YULIA LYTVYNA, associate professor, PhD (Pedagogy)
Zaporizhya National University

Ukraine's integration into the world community requires the perfect mastering of foreign languages, so foreign language mastering is one of the priorities of education system reforming. The key issue of Ukraine education modernization

process is applying information-communication technologies and the Internet; the emphasis is made on unassisted work of students and innovation activity of teachers and students of higher education institutions. Thus, new values and orientations in education, modern achievements of science and technologies determine the choice of teaching methods, making interactive pedagogical technologies the most preferable among educators.

1. According to E. Golant, there are passive and active models of teaching depending on students' participation in learning activity. In his classification the scholar uses "passiveness" as low level activity of a student, mostly reproductive activity, almost complete absence of independence or creativity. To this classification interactive teaching can be added as a variation of active one having its own rules and peculiarities [1].

2. The interactive learning takes place under condition of permanent active participation of all learners. It is co-learning and cross-learning. Interactive learning involves the life situations modeling, role game usage, joint problem solving on the basis of problem or circumstance analysis. It encourages the forming corresponding skills and values, creating the atmosphere of cooperation, interaction while providing opportunity for a teacher to become a group leader.

Interactive learning is a special form of cognitive activity; almost all learners are engaged in the process of comprehension; they have opportunity to understand and reflex concerning what they know and what they think. It should be mentioned that there is atmosphere of friendliness and support. As any interactive technology has to meet the main criteria of technology; systematicity (logics of process, interconnection of parts, integrity), controllability (teaching process planning), efficiency (a technology has to be selected by results and optimal efforts, guarantee of learning standard achieving), responsibility (possibility of its applying in one-type educational institutions by other subjects) [3].

The usage of modern interactive pedagogical technologies of teaching promotes improving the quality of future specialists' training. Among these technologies there are business games, case-study, training discussions, trainings, project method and "brainstorming". The last three ones are characterized by high results in material mastering. Students of non-linguistic specialties develop organization, methodology and game-technique skills.

According to E. Dianova, a game (role game, business game, organization-activity) is the most optimal and convenient form of teaching having practical application. "Only the game as an active form allows a pupil to go through the main stages of the material mastering – perception, comprehension, memorizing, application [2]. The most essential advantage over other forms of teaching is complete engagement of students as well as concentration of participants' attention during all the game. Despite the fact that it makes the learning process more simplified, has problems with behavior and students' mistakes increase, we cannot deny its didactical, educational and practical values.

Another important means of students' cognitive activity in learning process is a discussion. It greatly encourages the development of critical thinking, gives the

opportunity to determine one's own position, forms skills to prove one's own thought, and deepens knowledge on the discussed problem according to objectives of modern higher school [3]. Discussions teach to understand a problem better, have independent position, operate reasoning, encourage critical thinking, take into account thoughts of others, acknowledge good reasoning, understand better each other, promote personal beliefs and individual world view forming etc.

During interactive learning the interaction of a teacher and a student is changing. A teacher is a manager of learning process providing help for students in case of necessity and forming individual path of course learning by each student in his own pace according to calendar-thematic plan. A student obtains necessary information as well becomes a teacher's assistant.

Thus, as a special form of cognitive activity organization the interactive learning at foreign language lessons provides a great potential for learning, educational, development goals' achievement. It encourages the development of communication skills of students, their critical and creative thinking. Moreover, students also will be able to define and prove their own points of view and have the complete image on professional activity, social experience etc. It is necessary for a teacher to master the methodology of interactive methods of teaching to reveal students' creative potential, satisfy their personal and social interests. Interactive methods attract students, making them interested and motivated. Efficiency and influence power on emotions and awareness of students depend on proficiency and working style of a proper teacher.

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INNOVATIVE AND CONVENTIONAL IN TEACHING LANGUAGES

TATIANA MELNIKOVA, Associate Professor, PhD (Philology)
Yaroslav Mudryi National Law University in Kharkiv

Innovative methods of teaching are a constant challenge for many educators.

In a nowadays short-attention world to keep students interested, excited and involved in the studying process is a quite challenging goal. But, nevertheless, all the efforts must be applied to fulfill this task.

"The core objective of teaching is passing on the information or knowledge to the minds of the students" [1]. Taking these words into consideration we can admit that any method either implying soft-ware application or modifying conventional practice is equally innovative if it is intended to achieve the "core objective" of teaching.

Speaking about soft-ware application we have in mind the combination of various digital media means providing interactive activity while problem-based learning i.e., learning to be creative and have critical and analytical way of thinking.

Traditionally, a teacher sends information and a student receives it. This is a common technique, which has been used for dozens of years as an educational method in all educational institutions. In fact, a teacher controls an educational process delivering information to his audience and emphasizing essential knowledge, – that is, a teacher is speaking and an audience is receiving information. For students this method is passive, and they take little part in the process of learning which is the reason for poor effectiveness.

Nowadays educational institutions tend to problem-based learning as a tool to display the inadequacies of traditional "chalk-and-talk" teaching since it is accounted that conventional methods do not encourage students to be aware of what they have learnt and what the association with previously obtained knowledge is.

A teacher uses multimedia means to modify the contents of the studying material and represent it in a more memorable way. "By incorporating digital media elements into the project, the students are able to learn better since they use multiple sensory modalities, which would make them more motivated to pay more attention to the information presented and retain the information better" [1]. Creating multimedia projects is quite fascinating for students, and the additional advantage of such activities is that while creating multimedia projects, students generally do this in groups. Working in this way, students work cooperatively using their group potential and skills to achieve the project goal. They are actually involved in the process of learning, and practical participation is a well-known best way for knowledge adoption.

Wisely managed classroom technology – computers, tablets, digital cameras, videoconferencing technology and smart boards can improve students' learning potential [3]. This may sound strange, but even video games may be considered a possible device for teaching a foreign language. The Skype technology can be used to communicate with speakers from around the world, or a subject matter can be investigated with the help of various multimedia projects, for example, such as films.

Teacher's special attention and control are required while applying technical devices. Practically, it presupposes to teach students, first of all, to use these tools carefully and avoiding possible damages to the equipment.

There is some necessary advice on using classroom technical equipment [3]:

- A teacher should explain that the use of technical tools is a privilege not for everyone, and in case of careless treatment, it can be disconnected.
- A teacher should control students' applying devices in a proper way. When irresponsible students are aware of such supervision if they go off-task, students know they must focus on their task.
- Some students should be appointed to act as technical monitors responsible for distributing and storing equipment and technical assistance. This creates a sense of value and responsibility for the integrity of classroom equipment.

But speaking about effectiveness and innovativeness we should not leave out of account rather effective methods which have traditional background.

For instance, the so-called **Mind Map method** of the late 60s origin teaches students making notes by using key words and images. Modern teachers can apply the Mind Map method to explain material in an innovative way, when making notes saves time, information is easy to remember, and even reviewing notes is rather effective because of their visual nature (e.g., maps for grammar structures and lexical and grammatical connotations). Reviewing Mind Maps a student links and makes cross-references of visual elements refreshing information just by one glance. While remembering Mind Maps students use more mental visual and sensory potential than memorizing conventional notes, obtaining an ability to recall information when necessary. According to the recent researches, the information presented in a form of graph charts makes considerable impression on people minds, and through this reason the Mind Map method can be of great use for teachers. So, the main advantages of the MM method are: 1) it facilitates to understanding the material, 2) improves abstract thinking, 3) can be the basis for the Power Point as an innovative method.

Conversations method has been definitely recognized as one of the most useful while teaching languages because of being natural for a human being. Plus to grammar theory and exercises practicing, situational speaking and listening as well as actual involving in a conversation are the basic grounds of studying. The topic of the conversation can be proposed to the students in various forms. It can be presented as a written text for developing opinions and conversation or it can be spoken out with the same aims. The character of conversations must be argumentative but friendly. The way of friendly talking makes the students feel comfortable and gives them a possibility to express themselves in the best possible way. Conversations sometimes tend to become long and boring, and the task of a teacher is not only to present a concrete and actual topic but also be a supervisor over the process of conversation to avoid its being overlong and aggressive. Conversations must be organized and built in an extremely proper way to be successful as one of the most efficient methods of teaching languages.

Playing Out the Stories gives students many useful habits. First of all, the inquisitive nature of students is involved and makes the process of learning more effective. Moreover, any creative work is "teaching" itself (of course, directed by a teacher) because it keeps students' interest alive. Enacting plays or stories students are personally incorporated into a procedure, they can produce their own interpretations and understandings of characters and events, activate their imagination which is a creative method of learning languages. Such "colourful" learning gives students a chance to be creative and interactive – they can change characters and events which should be awarded by a teacher, even if these modifications are not perfectly successful, they should be corrected but praised to support motivation. Such an activity is not dull for sure, and it leads to team work skills development, personal self-development, and first and foremost it teaches a language.

Active Learning method involves instruction, working in students' discussion groups and cooperative solving of a stated problem. The method of active learning

projects is the way to make students think, discuss and share information in the classroom. The structure is the following: a teacher produces a brief of a proposed topic and gives students a challenge to compare the results at the end of the class by presenting their own solutions of the problem. The students are divided into small groups to make researches (online, if possible); they deliberate their ideas and discuss ways of meeting the challenge. At the end of the class, each group shares the results of their research with the audience.

And, to crown it all, let's admit that teaching with a reasonable sense of humour is an ageless and always fresh method. Humour not only plays an important role in the healing process but is also very important in education [2]. Humour strengthens the relationships between a teacher and an audience, relaxes, reduces stress and can even improve a student's ability to remember information. Humour can be a clue pervading a lesson and making it delightful and entertaining. Relax atmosphere can be created through producing jokes, discussing funny stories, watching or reading comics, etc. Even observation of reality and exaggerating it is the way of reducing tension and dullness and is effective for developing linguistic competence. Naturally, students as young people prefer animated and lively persons. An educator who teaches in entertaining way has considerable chances to achieve his goal and make the process of teaching win-win for his audience and for himself.

Application of innovative methods of teaching including modifications of conventional ones can help high school students obtain the most effective education.

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THEORETICAL FUNDAMENTALS OF REGIONAL RISKS MANAGEMENT AT HOTEL INDUSTRY ENTERPRISES

DIDYK E., Master degree student,
BOGDAN N.M., associate professor, PhD (Economics),
ILIENKO O.L., associate professor, PhD (Linguistics)
O. M. Beketov National University of Urban Economy in Kharkiv

The contemporary stage of hotel industry enterprise's development is marked by direct and indirect influences that cause a high level of corresponding risks. Changes of the outer environment factors for the better or for the worse as well as the inner conditions of hotel functioning caused by operational, financial and marketing activities are directly relevant to the level of risk. Risk as a single event is caused by two most important characteristics, i.e. probability and loss. The probability of a

certain level of losses is an important index for the hotel enterprise as it allows to exercise judgement as for probable risk and its permissibility.

Hotel enterprise should make decisions considering the risk factors related not only to the hotel industry but to the country economy on the whole. Taking into account the fact mentioned hotel enterprise should correctly evaluate the situation and choose actions for risks overcoming with minimum losses.

Risk management includes procedures and actions that allow the manager of the hotel enterprise to define, estimate, trace and eliminate risks before or at the time of their transformation to problems. Risk management as other managerial activities have its logical aspect (task solving) and its procedure (order of actions).

To manage risks of the hotel enterprise a special department should be formed which will entirely deal with problems of risk management and coordinate the activities of other departments of the hotel enterprise with the aim of risks regulation and provide a compensation for possible losses.

Risk management of the hotel enterprise include:
1. Planning of risk management.
2. Risk identification.
3. Risk analysis and evaluation
4. Development of methods for risk management.
5. Risks monitoring.

Planning of risk management. The plan is to describe the general approaches to risk management of the hotel enterprise and the main activities to fulfil.

Risk identification. It is necessary to identify the situations or events, which are able to bring negative consequences for the hotel enterprise. The risks identified should be registered.

Risk analysis and evaluation. The identified risk for the hotel enterprise should be analyzed to determine its potential influence on losses. For each risk, the probability of realization is also evaluated.

Development of methods for risk management. Actions are determined for each risk needed to reduce the probability rate of the risk and its consequences for the hotel enterprise operation. Not only actions can be planned to overcome risks but also related reserves (finances, time, human resources).

Risks monitoring. The aim of this action is changing priorities and plans for risks overcoming under the situation of changing of the rate of their probability and consequences as well as timely identification of risks. Actually, it is repetition of the actions of risks identification and analysis.

The wish of the hotel enterprise manager to consider and manage all the risks is quite natural as it results in a certain security and increase of the enterprise value. Nevertheless, it is not possible to do at the enterprise not taking into consideration the following factors:

- Knowledge of risks, their relationships, possessing information as for possible compensations, the level of risk which is permissible for the hotel enterprise management and other interested people;

- Understanding the impact of the risk on the financial state of the hotel enterprise as well as information on probability and the level of significance for all the risks;

- Search for new opportunities for financing or forward the risk using the existing infrastructure for risk management [1].

Therefore, it can be concluded that a timely identification and diagnosing of various risks probability contribute to making more reasoned decisions as for management of the hotel enterprise development.

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REGIONAL HOTEL COMPLEX AS A FACTOR OF INVESTMENT ATTRACTIVENESS

Kolesnik M.O., Master degree student,
Bogdan N.M., associate professor, PhD (Economics),
Ilienko O.L., associate professor, PhD (Linguistics)
O. M. Beketov National University of Urban Economy in Kharkiv

The social and economic situation in the region is characterized by a totality of indices including a number of integral indices used for determining the level of region development. One of the integral indices is the level of investment attractiveness of the region as it is a complex and multifactorial one, which comprehensively reflects the state of the economy and the standard of living of the population in the region. The level of the region attractiveness directly influences investments into the regional economy and this is one of the most important factors as well as a source and stimulator of the region development, which increases its competitiveness.

The concept of competitiveness of regions is closely connected with improvement of the investment climate in the region, which results in an inflow of international investments and brings positive changes in the interregional redistribution of investments. The issues of investment attractiveness of regions as well as regions ranking due to the level of their attractiveness have assumed a particular prominence in theoretical and applied researches lately.

Investment climate of any economic system is defined by a high dynamism; it constantly changes to the better or to the worse. Its evaluation varies from favorable to unfavorable. Favorable investment climate stimulates inflow of capital and promotes investors activities, but unfavorable climate promotes risks increase of investment activities and results in an outflow of the capital[1].

Sectoral structure of the region is rather complex and all the industrial complexes of the sector directly or indirectly influence the level of the region development and investment attractiveness. Hotel complex has a multiplicative effect on the economy of the region and this influence should be considered in planning the

processes of regional development. It is necessary, therefore, to develop a system of parameters defining the contribution of the hotel complex activities into the system of factors forming the investment attractiveness of the region. The system is important for an effective planning of regional programs for sectoral and territorial development.

The main indices forming the investment attractiveness of the region are connected with the development of hotel complex. Relative industries develop simultaneously with the hotel complex of the region; these industries are restaurant business, construction, food industry, transport infrastructure of the region, computer and telecommunication technologies, etc. Thus, it is possible to mark the multiplicative effect of the hotel complex on the region development.

Moreover, development of the hotel complex stimulates the range of services, variety of businesses, and raises the indices related to population income. The importance of hotel industry constantly grows in the world that can be explained by its influence on the economies of certain countries and regions. The significance raises of the industry as a source of foreign currency investments, provision of population employment, opportunity for interpersonal contacts widening. Hotel industry has a vital function in developing both the economy of the region and the country as it provides:

1. local income increase;
2. new jobs creation;
3. development of industries focused on production of tourist services;
4. development of social and industrial infrastructure in tourist centers;
5. increase of foreign currency inflow into the country budget.

The influencing factors should be systematized with the aim of improving the investment climate in the region and its investment attractiveness.

Hotel business is a branch of the international economy, which is being dynamically developed recently. Modern trends in the hotel business development prove the growth of its influence on both the international economy and economies of countries and regions. World practice testifies that hotel business in profitability and dynamics of development gives way only to oil extraction and refining industries. This business attracts entrepreneurs for a variety of reasons, namely, moderate investments, demand for services that is growing, a high level of payability and a short term for return of investments.

Hotel industry product is a significant part of the regional product; it is a certain "visiting card" of the region, a brand product. It can be identified with the help of a specially organized advertising campaign having a title, logo, advertising slogan, etc.

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MOBILE PEDAGOGY IS PEDAGOGY OF THE XXI CENTURY

Iryna Lebid (Uman, Ukraine)

Nowadays, pedagogy, or the art and science of teaching, is combined with the term mobile, which refers to learners and language learning being mobile, moving between places, linking classroom learning with work, home, play and other spaces and embracing varied cultural contexts, communication goals and people. The word 'mobile' in this context is not simply synonymous with a mobile phone.

Mobile pedagogy for ELT sets out a philosophy and proposes a framework to help guide teacher-thinking when designing learning for their 'mobile' learners in and beyond the classroom. Mobile pedagogy is an unusual term since it is more common to talk about mobile learning. The use of mobile devices, which is often accompanied by learner mobility across diverse contexts and settings, puts a spotlight on learners and their experiences, but in so doing it may obscure the vital role played by teachers.

The approach to mobile pedagogy for English language teaching is based on the belief that teachers and learners are active participants in making and shaping language learning.

'Language learning' is the development of interpersonal communication resources which are multimodal, but among which language is the primary resource. Language resources comprise knowledge of the language system (phonology, lexis, grammar and discourse) and language use (the exploitation of the system in order to communicate meaningfully in context). Active participation in language teaching and learning implies that learners take responsibility for their own learning and that teachers play their part in enabling this. This has long been the philosophy of good English language teaching. Mobile technologies enable the implementation of this philosophy in ways that were previously impossible. Students now carry with them powerful devices with which they can:

-    create and share multimodal texts;
-    communicate spontaneously with people anywhere in the world;
-    capture language use outside the classroom;
-    analyse their own language production and learning needs;
-    construct artefacts and share them with others;
-    provide evidence of progress gathered across a range of settings, in a variety of media.

English language teachers have always aimed to make learning relevant to their learners' lives and language needs. Mobile learning facilitates this by strengthening connections between people, and between the places where language is learned and used. Mobile learning takes advantage of powerful features on mobile phones and other devices that make it easy for users to create simple content (photos, videos, texts, recordings) and to share them with others. It can also make use of device features that detect a user's location and their movements.

Four spheres of pedagogical framework:
 Teacher wisdom

Device features
Learner mobilities
Language dynamics

So, pedagogical framework is intended to help teachers think about how any new language learning activities they might design for their mobile learners will be different from activities they may have planned or designed before.

There are also four important 'connecting concepts' [1] that link the four spheres described above:

Connecting concepts	Key questions
Outcomes	*How does the activity lead to improved language proficiency and other outcomes?*
Inquiry	*How does the activity relate to ever changing contexts of language use?*
Rehearsal	*How does the activity make the most of circumstances and resources to enable more practice?*
Reflection	*How does the activity design ensure reflection on learning?*

Ways to implement mobile pedagogy

- incorporate tasks relating to learners' communicative needs within and beyond the classroom;
- expose learners to language as a dynamic system;
- integrate the four skills of speaking, listening, reading and writing;
- provide learners with timely feedback and scaffolding;
- give opportunities for learners to interact socially, negotiate meaning and produce varied and creative communication with peers and with English language users beyond the classroom across boundaries of time and place;
- enable learners to rehearse speech and writing, which can be particularly challenging in a classroom setting;
- encourage learners to develop skills in 'learning how to learn' and attend mindfully to the learning process;
- allow learners choices in what and how to learn;
- contribute to learners' sense of progress and achievement.

Teachers already know many of the ingredients that can spell success for language learning and this naturally leads to consideration of how language teaching might be enhanced by the careful use of mobile devices. Hence, mobile pedagogy proposes a new frame of reference designed to stimulate thinking around key aspects of mobile-enabled language learning activities for students. One of the key aspects of successful mobile learning of English that the framework highlights is the use of activities which exploit a dynamic language and technology environment while drawing on the distinctive capabilities of teachers and learners.

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WIKI TECHNOLOGY IN FOREIGN LANGUAGE TEACHING

SVITLANA MYKYTIUK, Associate Professor, PhD (Philology)
Yaroslav Mudryi National Law University

Digital technologies have not only penetrated our life, but have substantially transformed learning patterns. e-Learning 2.0 is learning through digital connections and peer collaboration.

Wiki is a web technology used for collaborative publishing on the web. The 'WikiWiki concept' was invented by Ward Cunningham in 1995 with a project called the Portland Pattern Repository. It is a type of server software that allows working with data on a remote server on the Web. Users interact with the software through a web interface that lets them read, edit and publish content. Wikis should not be confused with Wikipedia as this online encyclopedia is only one, although the brightest, example how this technology can be used for collaborative work. The most popular Wiki Software: Wikispaces (free and low-cost wiki software); Mediawiki (free software engine used for Wikipedia); TikiWiki (open source and free wiki software) etc.

Several authors who have access to the website via the Internet and proper authorization can freely add and change the content of the wiki website: rewrite texts, add new texts and images, add and link pages etc. The wiki owner can restrict editing to a group of people, publish to a wiki individually or open it for global editing by everyone on the web.

R. Lavin defined wikis as websites that are collaboratively editable; incrementally updateable; and radically hypertextual. 'The radical hypertextuality of wikis, combined with their collaborative nature, allows for constant restructuring of information as a social process, in a way that no other major tool appears to allow'. He calls wikis 'the ultimate social constructivist tool, as, in ideal cases, users strive together for a summary of their aggregated ideas or pool their knowledge to create a constantly evolving knowledge base' [3].

The educational potential of wikis has been studied by different scholars. S. Reinhold thinks that 'as a collaborative platform, wiki systems enable writing, editing and discussing online educational content, creating online glossaries and repositories of supplemental educational material, etc' [4]. A. Bruns considers that wiki technology can replace the traditional linear approach of presenting the course content with, for certain fields of knowledge, a more appropriate networked approach [1]. G. Bubas suggests that Wiki can be used for the development of Internet-based communication literacy, the collective creation of course content and peer-to-peer learning, and can contribute to students' learning experience [2].

Due to their flexibility and relative ease of use nowadays wikis have a wide range of educational applications. Primary uses include collaborative writing, project management, and multiparty running commentaries.

Collaborative writing in wikis may have two main forms:

- <u>sequential writing</u> that requires students to write a story sequentially, one by one, each contributing a fixed amount of written content according to the task. This task is both challenging and engaging to students, as they themselves control the story development);

- <u>non-linear writing</u> that is based on the same concept of collaborative writing, but instead of creating a linear sequential story, students are offered to split their story into two or more possible developments. The whole story structure can split, multiply, merge back and resolve in an unpredictable number of ways.

For *project management* wikis' potentials for publishing research materials, compiling reports and collaborating on creative tasks that include writing and embedding images and videos are immense. A wiki newspaper in the target language is one of the examples when students have a chance to create online collaboratively.

Multiparty commentaries can be effectively used for editing and adding comments to peer works, discussing different matters on wiki discussion pages etc.

Generally all course materials can be aggregated in one wiki site to keep everything in one place: lecture scripts, presentations, tasks, reading lists etc. These wiki sites can be used as 'digital handouts'.

Despite many benefits of wikis there are certain challenges involved. They depend on the features of each wiki. For wikis which are open resources to the world and can be altered by anyone, pages may be susceptible to intrusive or irrelevant comments or editing, or indeed even malicious hacking. Another disadvantage is the lack of control over published content and the inability of making the content visible only to enrolled students of a particular course. Moreover, the use of a wiki in courses requires careful planning and preparation, monitoring and moderation of students' work, as well as reflection and adequate feedback to the students after they have completed their wiki-based tasks.

Thus, wiki technology helps to extend the learning process beyond the classroom and engage students in authentic, real-life collaborative online experiences. However, in order for wikis to function effectively for successful language acquisition, tasks and materials need to be carefully designed.

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FROM THEORY TO PRACTICE: HOW COGNITIVE LINGUISTICS CAN HELP METHODOLOGY

KSENIA NESTERENKO, Associate Professor, PhD (Linguistics)

Cognitive linguistics (Evans V., Lakoff G., Fillmore Ch.) as a branch of linguistics is connected with semantics, acquisition, storage, production and understanding of the language. Linguists working in this sphere try to explain how human knowledge is stored in memory and how it can easily be retrieved from it when needed. There are two classes of knowledge that can be explained – declarative knowledge that refers to knowledge of facts, knowledge of concepts, knowledge of the facts about individuals and surrounding world. Another one is procedural knowledge which is the knowledge of how to do with the things.

Among the subjects of cognitive linguistics which has actively been developing for the last thirty years are such linguistic branches as phonology, morphology (categories of clause, transitivity, voice, tense, aspect), word-building (inflectional morphology, as an example), lexicology (nominal classifications, idioms), syntax in relation with semantics and pragmatics.

Cognitive linguistics, studying the relations between language, mind, thought and organization and representation of knowledge, introduced the notions of concept, schema, frame, script, scenario.

For example, frame is defined as a collection of slots and slot filters that describe a stereotypical item. For example, let us consider the concept of a sparrow. It belongs to the class of birds, it has its specific attributes all of which can be encoded in a semantic networks. Then the situations in which a sparrow can appear would be described. Frames (Minsky) help in representing the cluster of complex knowledge.

Script contains information about stereotypical roles and events in everyday activities. It may be booking a train ticket or visiting a café. This allows inferences be made about reaching the booking-office or a café by transport, or presence of a waiter, paying money and so on. Methodologically such activities can be organized in classes as role-play, building a semantic network, etc.

What is important for methodology which flows out from cognitive linguistics is:

- the statement that knowledge of language arises from the language use. This statement is closely connected with modern methodological approach of teaching language, including a foreign language, through communication, so called language in use.

- the possibility to avoid influence of mother tongue (interference) while studying a foreign language. Usually mother tongue is acquired automatically and easily stocked in the child's mental structures. Cognitive linguists, investigating these mental structures, help methodologists in managing the process of semantic content verbalization by the means of a foreign language.

- the possibility of adequate comprehension of texts and discourses, interpretation of metaphors, distinguishing between literal and intended meanings.

There pragmatic inferences are needed to interpret the meaning and reference of an utterance as a part of discourse and also its implicatures.

- the possibility to make conscious operations while learning new knowledge or extending already existing knowledge automatic by repeated use of the material, use of production rules.

There are kinds of exercises which are compiled by methodologists for studying and teaching languages. A bulk of these exercises is made on the basis of cognitive linguistics elaborations. Thus, possible variants are building semantic networks, describing and performing the standard situations, pole-play, etc. Exercises connected with text comprehension can include revealing propositions, analysis of linguistic and non-linguistic meaning of some parts of the text, study of metaphors and other figurative language. Language structures can be learned through the contexts, thus there are correspondent exercises which serve better language understanding.

THE IMPACT OF CLASSROOM-BASED ASSESSMENT ON EFL TEACHING AND LEARNING

MARYNA BABENKO, associate professor, PhD (Linguistics)
Kharkiv H. Skovoroda National Pedagogical University

In modern world testing and assessing are more than accountability. They can also be a valid means of improving education. When assessment is correctly integrated with instruction, it informs teachers about many facts, among them are the following: which activities and assignments prove to be most useful; what level of teaching is most appropriate at this or that stage, with this or that audience; whether it is time to move on; when to ask more questions; whether students need to be given more examples, etc.

The importance of effective assessment in EFL teaching and learning has grown tremendously nowadays, when the emphasis of language teaching has shifted from the traditional way of transmitting knowledge to learners towards a different system of supplying students knowledge with which they will succeed in the real world. Very soon it was realized that traditional ways of evaluating learners' language abilities will not help to achieve this goal.

Traditionally many EFL instructors have evaluated their students' knowledge by giving examinations and papers in the middle and at the end of each term. As a result, instructors lecturing to a large class might not recognize for quite a lot of time that many students had trouble explaining or using a concept covered even at the very beginning of the class, or that some students consistently confuse some closely related ideas. Even if an EFL teacher sets weekly homework assignments, some students may be able to complete assignments without fully understanding the central concepts or developing skills which are part of the larger aim of the course. And even in a small class where students offer comments, discuss and ask questions, some crucial issues may have been misunderstood or overlooked by those who keep silent.

While using formative assessment teachers should explain their students why it is necessary to ask them for information, that students' learning will be assessed in order to help them improve and not to grade them. It is also necessary to teach students how to do the assessment before applying it; students should be necessarily provided with feedback – to let them know what teachers learn and what difference this information will make; how their instructor's teaching will change to respond the information they provided.

Students should understand that their active participation in the classroom assessment can have a positive impact on teaching and their learning. Indeed, the knowledge students gain from the assessment can be built into other class projects, so that students are encouraged to continue to monitor their intellectual development or their acquisition of specific skills.

Therefore, new forms of assessing students' learning have been developed to demonstrate what students are learning and what they can do with their knowledge. Classroom or classroom-based assessment is among these new forms.

J.H. McMillan considers classroom assessment "a separate and distinct field of study with an identifiable research base, a field that integrates three areas: what we know about measurement, student learning and motivation, and instruction." [4, p.3] He also remarks that classroom assessment is "a broad and evolving conceptualization of a process that teachers and students use in collecting, evaluating, and using evidence of student learning for a variety of purposes, including diagnosing student strengths and weaknesses, monitoring student progress toward meeting desired levels of proficiency, assigning grades, and providing feedback to parents." [4, p. 4]

The data faculty obtain from classroom assessment activities can be immensely useful for improving teaching and learning in a variety of ways. For example, such activities can help students learn how to study, encourage teachers to analyze objectively what transpires in the classroom, and guide students in a self-analysis of their own learning processes.

Classroom assessment involves a broad range of measures, including both formal structured techniques such as tests, papers, student self-assessment, reports, and portfolios, as well as informal ways of collecting evidence, including anecdotal observation and spontaneous questioning of students. Being more than mere measurement or quantification of student performance, classroom assessment connects learning targets to effective assessment practices teachers use in their classrooms to monitor and improve student learning. [4]

Classroom assessment focuses on the learner, and provides feedback to both the instructor and the students on the quality of learning and the effectiveness of teaching which takes place in the classroom. Classroom-based assessments are not summative and are not meant to classify students, they are often anonymous; their purpose is to inform teachers whether there are any gaps between what their students know and what teachers expect them to have understood.

Black & William (1998) emphasized that classroom-based assessment is viewed as an effective aspect of teaching and learning, an integral part of the teaching

and learning processes. [2] According to Brooks & Brooks (1999), classroom assessment can be compared with "assessment for learning" which is likely to improve students' achievement. [3]

As Angelo & Cross (1993) put it, classroom assessment is a major component of classroom research, which involves teachers in the continuous monitoring of students learning. [1] Traditional methods of evaluating student learning (summative assessment) usually occur at the end of the term, when it is often too late to make any changes. They may also be very threatening to students because they are graded and this may affect students' success in the course. Thus, we can say that traditional assessment is content-centered, passive, and content-specific.

Classroom Assessment Techniques (CATs), on the other hand, are non-threatening ways of evaluating students' learning and their reaction to their instructor's teaching methods. The purpose of Classroom Assessment Techniques is to enable both instructors and students to mutually improve learning.

It usually takes some hard thinking before teachers can articulate the specific skills and competencies they hope to teach through the course content – what is most important to teach and what students should really learn. Classroom Assessment Techniques give faculty feedback on how well they are achieving their teaching goals. In their book Angelo & Cross (1993) describe 50 tested CATs and emphasize that their "aim in presenting the fifty different Classroom Assessment Techniques <…> is to provide college teachers - from various disciplinary specialties and backgrounds - with a compendium of good ideas developed by their colleagues for assessing and improving student learning." [1, p.105]

Angelo & Cross (1993) also draw attention to seven characteristics of Classroom Assessment Techniques. First of all, they are *learner-centered* as focus the primary attention of instructors and students on observing and improving learning rather than instruction itself. These techniques are *instructor-directed*, because it is up to the teacher to decide what and how to assess. CATs benefit students by promoting their active participation in the instructional process, therefore, using them is *mutually beneficial* for students and their instructors. In addition to that, CATs are *formative* as their purpose is to improve learning, not to evaluate instructors or students. Each technique is *content-specific* and has particular uses and contexts for which it is best suited, which should be taken into account when using CATs in classroom. Furthermore, as a part of a formative assessment, classroom-based evaluation is an *ongoing* process, so CATs are meant to be integrated into regular classroom activity. Finally, CATs are *based on instructional best practices* by making the assessment of student learning more systematic, flexible and regular. [1] Therefore, we can state that classroom assessment, which is done with CATs, is student-centered, active, context and content specific.

As teaching without learning is just talking, classroom-based assessment is widely used to help EFL teachers find out *what* their students are learning in the classroom and *how well* they are learning it. To achieve their teaching goals and get timely feedback, in addition to summative and formative assessment, EFL instructors

successfully use classroom-based assessment and widely include into the teaching and learning process ungraded activities called Classroom Assessment Techniques.

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MOBILE LEARNING

RAISA ISTOMINA, seniour lecturer
Skovoroda Kharkiv National Pedagogical University

Blended approach is a new step in the teaching-learning process. Combining traditional and innovative at the same lesson makes the process updated as modern students being "digital natives" get a lot of information in every-day life through modern devices. Using Information and Communication Technologies or Learning Technologies (LTs) in class makes the process more interesting and productive. Enumerating Lts we focus on some of them: Learning Technologies such as CALL (Computer Assistant Language Learning), office applications (Word, Power Point), CD-ROMs (+ course books), interactive whiteboards, DVD players, mobile phones. One of their advantages is the fact that they involve all the students at the same time, making the process both interesting and entertaining. Also among the benefits are the following features: both teachers and students need specific IT skills trained and developed. It is one of the key-points of using LTs in class. Blended learning creates opportunity to share experience; also it is time-saving. Teachers can use the same material changing the tasks every time and/or sharing it with the colleagues. Obviously, it promotes students' motivation and is supportive for primary and sub-skills development. And the role of learning technologies in class is "to support students teaching themselves with their teachers' guidance."[2]

Innovative methods in teaching English provide a number of opportunities to teach and learn effectively. One of the ways to improve English is to take part in secondary and high school links projects. Participating in the projects students become more aware about possible ways of improving language. One of them is communication in real-life format: real language application stimulates students' progress. This is a good way how to communicate in English when you are not in an English-speaking country. Secondary and high school links projects raise students' motivation to learn. Doing researches students read more and learn how to explain some realia, express their opinion, discuss and negotiate the ideas which are important for them. Shared experience got through links projects gives students better

understanding of priorities and values of other cultures. Also they help students become tolerant and respect other people's culture, ways and standards of living and accept them, develop different skills necessary for effective learning: summarizing, taking notes, expressing their opinions, etc.; discussion skills are also of great value for doing projects. Students negotiate while designing a product and then they should know how to discuss items of interest with students from a twin school. Learning through action is a successful way of learning as it brings pleasure and satisfaction to students. Another thing is the idea of cooperative learning: the idea of 4C (consideration, cooperation, care and courtesy) creates appropriate conditions for personal and group progress. Finally, the task of a teacher is not just to give students certain knowledge, but to help them develop necessary skills to become an autonomous learner.

To develop receptive and productive skills through modern devices is realistic. A mobile phone can be an effective tool in teaching speaking and listening and appropriate for mobile learning. "Mobile learning, or m-learning, is perhaps the fastest growth area in the whole field of ICTs in education. It covers any form of learning that is mediated through a mobile or, more precisely, mobile handheld device". [1; 66]

About 100% of students have mobile phones and use them lots of hours a day. Teachers can turn students' habit of toying their mobile phones into using them for doing activities in class on speaking and listening skills development. What "mobile learning" is and what conditions it provides for learning with interest. First of all, it is a device which is mobile: students can bring it in class or use it out of class for educational purposes. Secondly, students are mobile. They can easily move in class or outside the educational establishment, sharing the information they have in their phones, for example, pictures of their family or other important for them events. Every time they work with different partners and in this way they overcome barriers of speaking on public and, of course, get to know each other better what is essential for creating friendly atmosphere in class. Students working with a partner have a chance to explain, describe or tell what is essential for them. Next important condition for m-learning is availability of moving freely both in class and behind it. Students get a task and any place appropriate for its fulfilling in or out the classroom is good.

To be good at using above-mentioned methods both students and teachers should be web-literate. This type of literacy provides understanding of the place and role of learning technologies in modern context, helps to integrate two quite different teaching techniques in class: traditional and innovative. Blended teaching and learning is a combination of learning technologies with "old" teaching to provide the students with more effective learning opportunities. When we integrate LTs, we should keep in mind that they should be relevant, appropriate and worthwhile to be integrated logically into the lesson plan. LT is good as a stage of a lesson. The teacher needs to think about aims, length of time it will take, type of resources needed, and students' level of language competence. Also the use of LTs should fit with the syllabus, not the lesson is fitting around the technology. Students as key

figures in teaching benefit from using LTs in class. Certainly, students become more motivated in improving learning experience, developing IT skills, gaining learner autonomy.

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EXTRA CURRICULUM ACTIVITIES FOR STUDENTS TO IMPROVE ENGLISH SKILLS"

Svitlana Korneliuk, teacher of English
Okhtyrka gymnasium

Face to Faith is the Tony Blair Faith Foundation's Global Schools programme, active in a wide range of schools in countries across the world.

Face to Faith:
– gives students the opportunity to **interact directly** with their peers from around the world to dialogue about the range of faiths and beliefs, values and attitudes that they hold. This occurs safely through **facilitated** videoconferences and a **moderated** on line community.

– **supports teachers** by providing a rich range of high quality, engaging and appropriate materials to help them prepare their students for dialogue.

– talks about culture and identity, but always emphasises **Faith** and **Belief**, because those two things can play a very positive role in our world, yet are almost always referred to in a negative way.

– emphasises **Similarity** and **Difference** – finding the ways in which we are similar to other people is often easy, but discovering the ways in which we are different gives us much more opportunity to learn.

– supports the development of **key skills** for global citizenship, including respectful dialogue, information technology, cooperation, conflict mediation, reflection, global awareness and faith literacy.

– is a set of **flexible materials**; designed to fit alongside, and enhance existing curriculum requirements.

Face to Faith works across the world delivering a pioneering education programme to help prevent religious conflict and extremism. It helps students embrace an open-minded approach to others, to diversity and to difference that can lead to tolerant stable societies.

The Essentials of Dialogue is an indispensable part of Face to Faith, which is why it is the only compulsory module. Students take part in lessons that explore topics on vital issues such as: understanding the faiths and beliefs of others, the facts of identity, respectful dialogue and its role in peacebuilding, power and influence and the requirements of global citizenship.

The lessons also use activities to introduce students to the core concept of respectful dialogue. They do this by identifying and building a number of key skills required to prepare students for meaningful and respectful dialogue on faith and beliefs.

Our experience has been that many articulate students are well equipped to take part in discussion and debate, but that building mutually respectful and meaningful dialogue, even amongst those same students, requires careful focus. This is why the Essentials of Dialogue focuses almost entirely on these skills.

Once students are properly prepared, the module introduces students to their first videoconference with another school that is part of the global network. The videoconference in the Essentials of Dialogue allows the students the opportunity to explore and articulate their own values, as well as encounter and consider those of others.

Face to Faith uses technology to give students ages 12-17 from throughout the world meaningful opportunities to express their beliefs and values and to learn about the beliefs and values of others.

More than 800 schools in 19 countries use Face to Faith: Australia, Canada, Egypt, India, Indonesia, Israel, Italy, Jordan, Lebanon, Mexico, Pakistan, Palestine, Philippines, Singapore, UAE, UK, Kosovo, Ukraine, and USA. This includes almost 200 public and private schools in the United States. The program is most often integrated into the social studies curriculum, but it is also used in other courses or as a school club.

Students involved in Face to Faith develop skills in respectful dialogue, active listening, and conflict management. They have opportunities to build relationships and exchange ideas with their peers around the world through facilitated videoconferences and a secure online community.

In addition to encouraging student voice and civil dialogue, Face to Faith enables students to learn about religions and cultures. Teachers are given a menu of teaching modules on global issues such as wealth, poverty, and charity; the environment; and the art of expression. Each lesson exposes students to the ways in which the major religious traditions of the world approach global concerns. All of the modules use state-of-the-art cooperative learning strategies and provide civic engagement opportunities tied to questions of social justice.

Face to Faith is not just another education program — nor is it an "add-on" to what overworked teachers must already do. Rather, Face to Faith teaches core civic

skills necessary for negotiating religious and cultural differences in a diverse society and world.

DEVELOPING THE COMMUNICATIVE SKILLS OF STUDENTS IN HIGHER AND SECONDARY EDUCATION

Krokhmal A.M., associate professor, PhD (Pedagogy),
O. M. Beketov National University of Urban Economy in Kharkiv

The changes in culture, society, politics, and economics determine one of the major problems of modern higher education such as undeveloped qualities of young professionals that cause activation of self-transformation of the individual, that is, self-improvement, self-fulfillment, professional self-development. The process of self-improvement as in terms of education and in terms of teaching foreign languages is essential in the formation of the necessary skills that future specialists should have.

One of the requirements of modern society to future professionals is knowledge of foreign language. At foreign language lessons a teacher should not only teach students' communicative skills that is to develop the ability to express and defend their own opinion in a foreign language. A teacher should develop students' wish as highly-skilled future specialists' desire to constant self-development of their communication skills. Developing the communicative skills and later development students' self-improvement needs is one of the main aims of teaching foreign languages.

For this purpose, the content of the various workshops are introduced individually oriented forms of influence on individuality of student to study his or her ways of self-knowledge, self-improvement and the development of communicative skills. So students are proposed such exercise as "Envelope of openness." It creates favorable atmosphere for self-development and development of communicative skills. To do this exercise, students have to answer the questions that allow speak openly about what cares and what is interesting, to understand and realize the value of other person by using a foreign language.

To activate the realization of personal qualities that are necessary for professional development students are engaged in active cognitive activities in certain forms. Thus, the purpose of discussions on "Professional of the 3-d millennium" is an opportunity for students to understand what general requirements are necessary for a modern specialist, to give them the opportunity to express their opinion in a foreign language and to lead them to understanding the necessity of constant self-development of communicative skills.

Thus, in the process of teaching foreign languages a teacher should not only teach and give the opportunity to express students' own opinion in a foreign language but to develop a steady desire to self-develop communicative skills in a foreign language.

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DISTANCE LEARNING OF FOREIGN LANGUAGES

YULIA POLIKARPOVA, associate professor, PhD (Philology)
Tavria State Agrotechnological University

Distance learning is a useful tool nowadays. It allows the learner to improve his/her English as well as enables the teacher to use authentic language resources more widely.

Relevance of the research is conditioned by the fact that the specifics of distance learning of foreign languages at higher educational establishments in Ukraine still requires further development and improvement.

Distance learning technologies have been studied by N. Hockly, H. Dudeney, N. Mayer, O. Andreyev, Ye. Dmytriyeva, V. Kukharenko, V. Svyrydiuk, Yu. Horvyts, N. Mulina, Ye. Polat, A. Khutorsky and others.

The objective of the research is to determine specifics of distance learning of foreign languages at higher educational establishments in Ukraine and develop some recommendations on raising the level of its quality.

Advantages of distance learning are: its flexibility, modular structure, opportunity of parallel work with a large number of learners, effectivity, technical support, availability for everyone, international nature, etc.

Distance learning of foreign languages facilitates updating the content of the study and methods of teaching and learning a foreign language. It is a valuable tool in choosing the best forms of work for every learner and grants individualization of the learning process. It promotes life-long learning and international exchange.

However, it should be taken into account that in learning a foreign language communication is vitally important. That's why implementation of distance learning courses at universities and colleges should not substitute auditory classes but supplement them. Distance learning is very helpful in organizing self-study of the students.

Specifics of distance learning of foreign languages is that it does not teach basics of science, it facilitates developing skills in the main speech activities: speaking, listening, reading and writing.

Thus, some recommendations to distance courses for learning English have been developed.

Every distance course for learning any foreign language should contain different kinds of tasks for the development speaking, listening, reading and writing skills.

The course should contain methodical recommendations and explanation of the course structure and the best way of working with the course. The learner should also have links and recommendations to available resources as well as information about supplementary courses developed by the native speakers.

The course should implement different ways of interaction: learner – content, learner – teacher, teacher – a group of learners, learner – learner and learner – a group of learners. Group work is very important and makes learners feel more freely to communicate with each other and solve common tasks.

The authors of the distance learning courses should study foreign experience in developing distance courses for learning English. They should develop tasks for their courses in accordance with the tasks format of international examinations (TOEFUL, IELTS, FCE, TKT etc). This will help the learner prepare for passing such examinations in the future.

The interdisciplinary ties should be beneficially used in the distance learning courses. The course should aim at formation of the elements of global thinking, promoting the dialogue of cultures.

It should also motivate the learner to cognitive activities and the need to use a foreign language in real communication. This will help the learner in improving his/her communication culture.

Authentic materials should be widely used in developing skills in different types of reading, listening comprehension skills on the basis of adapted and authentic audio- and video materials, translation and interpretation skills, skills in abstracts writing and summarizing professional and scientific articles.

The distance courses for learning foreign languages should help the learner in improvement of dialogue, monologue and polylogue skills, as well as expanding of active and passive vocabulary in professional and scientific fields.

The conclusion can be made that distance courses for learning foreign languages should help learners acquire the skills they need to be successful.

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EDUCATION OF SUSTAINABLE DEVELOPMENT – NETHERLANDS EXPERIENCE

Brugt Warnar, Director of NGO "Foundation on Permanent Education"
Lily Kuznetsova, Director of NGO "The Resource Informative Centre of *Education of Sustainable Development" (RISE)*

Over the past years, sustainable development has gained priority on political and social agendas. 'Sustainable development requires a coherent approach of the development of economy, society, and careful husbandry of Mother Nature. Sustainable development also applies to long-term developments, and the ways we anticipate these and act upon their anticipation. Many social issues require a sustainable approach, leading to specific challenges for each particular policy effort. With the interpretation of the policy programme, the government revealed its ambition to take a big step on the road to sustainable development. An innovative economy, a high quality of the living environment, social participation and cohesion, a well-functioning constitutional state and government, both in the Netherlands and abroad, together form the pillars of sustainable development. The government will carefully monitor this cohesion during the implementation of the policy programme and will periodically report the achieve

The term Sustainable Development officially stands for 'a development in which the needs of present generations are met, while leaving the possibilities intact for future generations to meet their own needs' . Three important concepts are stated: People, Planet and Profit - in short, the three Ps.

Sustainability in development grows as there is a growing balance between the ecological, economic and social effects of human conduct. For students and pupils, this especially concerns their connection with the world that immediately surrounds them; the world in which they live, learn, work and interact - their living environment.

The pupils' living environment comprises their school, their home, and their leisure locations. A living environment is all that surrounds people. These environments concern nature (plant and animal life, geology, weather and climate, cycles - in a word: Planet) and culture, both material and immaterial, i.e. all the value added by people (buildings, infrastructure, agriculture, fields and forestry - in a word: Profit). And in this relationship between man and his living environment, the environment affects man, and man affects the environment. And, of course, man affects man (People). The management of this living environment requires the willingness to take responsibility and to act in a righteous and fair manner.

A vision on Learning for Sustainable Development Children occupy their own position in present society and are the bearers of the future one. Both inside and outside of school, they learn to actively contribute to a sustainable future in which they will be able to live and work. Education is partly responsible for the realisation of a sustainable society. The function of education is to teach people the basic knowledge, skills and attitudes with which to be able to look ahead, make responsible

choices, and come up with sustainable solutions.

Over the past two decades, Learning for Sustainable Development has become deeply ingrained in a number of other educations, such as citizenship education, world orientation, development education, environmental education, health education, intercultural education, and peace education. It stimulates children in their development and their orientation in a complex world. In addition to this socialising function, it also contributes to the pedagogical function of education by asking ethical-philosophical questions. Leading up to Learning for Sustainable Development, the Netherlands is fortunate in that Environmental education have always received urdent attention. The link between Environmental education and - especially - basic education seems an obvious one. During the first few years of primary education, the child's orientation on the world around him is basal, small-scale, and close-by. These young children are oriented upon, surprised by, care for and experience natural and environmental issues close to home and these aspects need to form the basis for lessons in world orientation. As the children's perception of the environment grows and becomes more complex, these lessons can be scaled up to include a wider world view. However, children are also a part of their living environment: they see and hear what is going on around them, on television and in real life. They view a world that is far away and become interested in it. Therefore, a second starting point may be Citizenship Education. Education is meant to prepare people for active participation in society.

Sustainable Development offers youngsters the opportunity to focus upon their future roles as world citizens. Sustainable Development is not possible without the engagement and participation of the population, including youngsters. Learning for Sustainable Development and Citizenship Education share important basic principles.

In fact, one follows from the other. The legal status of Citizenship Education (in schools) seems a logical step in the direction of a broader acceptance of Learning for Sustainable Development. In addition, both traditional and new subject areas, such as Nature, Life and Technology (NLT) and philosophy, offer starting points for Learning for Sustainable Development This development from the more traditional Environmental education to Learning for Sustainable Development is expressed quite clearly in the domain description for pupils aged 10 - 14, published by CITO, the Dutch Central Institute for Test Development. It describes four basic insights, which together point at the developing content of the concept of Sustainable Development :

1. the organisation of nature, of which man is an inextricable part;
2. the increasing and sometimes excessive use of natural resources by man;
3. the principle of equitable distribution of earthly goods among all people;
4. the combination of the three previous basic insights, which leads to learning for sustainable development.

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MEMORY AND REMEMBERING TECHNIQUES FOR ADULTS USING MEDICAL ENGLISH

OLENA ZHUK, MD, assistant
Kharkiv Medical Academy of Postgraduate Studies

European Bureau of the World Health Care Organization (WHO) put forward the task to the countries-members of WHO due to the program "Availability of Health Care to All". The task is to create efficient mechanisms to ensure quality of medical care to patients in the format of health care system. It is possible if doctors know a foreign language and are able to read information from authentic sources, communicate effectively with colleagues of different countries, and exchange their experience. Due to our President, people who don't know English are invalids of globalization. At Kharkiv Medical Academy of Postgraduate Studies some lectures are delivered in English both to foreign students and Ukrainian ones.

The aim of the paper is to share the experience of providing students of postgraduate course with a rational, effective, practical, and thorough approach to learning new words they can encounter at lectures and discussions and techniques which can facilitate the process of remembering them.

The task of the lecturer is to raise students' awareness of how they are learning and offer help to find out more efficient ways of organizing their studies. The mechanical technique of learning a list of new words may be helpful for some people. But no one can really learn the meanings of words until the meanings are thought about! Here are some more ideas on how to make words meaningful to us so that we can learn them and learn how to use them. The principles are: grouping and re-grouping, personal associations, strange connections, knowing parts of words (suffixes, prefixes), recognition of loan words.

* Families of words. There are various ways of grouping words. And the same words can be grouped differently. For example, we might group them according to grammatical category (nouns, adjectives, verbs, etc.): **nouns**: *disease-free survival, manifestation, alteration, incidence, ulceration, mortality, malignancy, severity, morbidity*, etc.;

adjectives: *particular, rapid, progressive, labial, buccal, soft, ventral, severe, appropriate, autologous, allogenic, rare, reliable, meticulous*, etc.;

verbs: *induce, administer, reduce, indicate, determine, increase, acquire.*

* Companions or word collocations are very important for remembrance. Knowing them means you are on the same page with your colleague. Some words are often used together: *manifestation of (disease, injury), protocol adherence, high-dose conditioning regimens, floor of the mouth, standard therapy, dose reduction, intensive care (not therapy), presence of anomalies, tempo of progression of symptoms, develop a tentative diagnosis or differential diagnosis, perform physical examination, to build a bond of trust between clinician and patient* and so on.

* Work with synonyms. Students might find that some words they must learn mean the same thing. Or they may already know another word which means the same as a new one. So the students are advised to write the new word with a synonym / synonyms and learn them together, e.g., *pain, ache, sore, trouble*; *symptoms, signs, clues*; *infectious, contagious*; *adequate, proper, appropriate*. But it should be noted that some words can mean different things. You may only know one or two of these alternative meanings. When you choose a synonym it may only share one of these meanings. For instance, "part" can mean the same as "depart", or "divide", or "piece", but "depart", "divide" and "piece" do not mean the same thing. Or the words *medicine* and *drugs*, *diet* and *nutrition* – one time they are synonyms, but in another case they mean quite different things.

* Similar words are not quite synonymous but it is a good idea to put these words together because they make you think about the differences. And if you have to think, you are likely to remember. For example, *perform, complete, accomplish, implement*.

* Nice technique is to recall antonyms, e.g., *in-patient – out-patient*; *fast, rapid – slow*; *tumor marker-positive and – negative patient group*; *predictor – outcome*.

* Another way of categorizing: organize your information into categories for easier recall. E.g. **tumor types**: *medically fit / medically unfit (not operable or inoperable), radio-resistant, tumors with indolent or aggressive behavior, benign, malign, resictable / unresictable, etc.;* **pain**: *sharp, acute, awful, and terrible*.

* Parts of words: students should be able to divide the words into different parts, to find a prefix or a suffix in the word, for example. If students are familiar with the main suffixes of nouns, verbs, adjectives and adverbs, they can easily recognize a new word of the same root: if they know *clinic, pain*, they can easily guess the words *clinician, painful*; prefixes often give a clue to its meaning: *pretreatment*; some prefixes give a negative meaning to a word; they create a word with an opposite meaning: *true – untrue, healthy – unhealthy, normal – abnormal, function – dysfunction, significant – insignificant*.

* Another way of word formation, which is one of the most distinguishing features of Medical English, is abbreviation. This phenomenon can be connected with rationalization of the given language. The simplest method to confirm it is to start with "Basic Components of the History": *CC – Chief complain*, *HPI – History of present illness*, *PMH – Past medical history*, *FH – Family history*, *SH – Social history*, *ROS – Review of systems*; the other examples: *TB (tuberculosis), AIDS (acquired immunodeficiency syndrome), HIV (human immunodeficiency virus)*. The last two abbreviations are called acronyms – the first letter in each word is used to form a new one. They are frequently met in General English too: NATO, PIN, NASA.

* Students should keep in mind another way of word or medical term formation – onomastic one, e.g*.: Gardner's syndrome – inherited as a dominant trait, multiple tumors, including…*, *Hamman-Rich syndrome – interstitial fibrosis of the lung*, *Klinefelter's syndrome – a chromosomal anomaly with…* etc.

* Cognates and false friends. A cognate is when a word in a foreign language

means the same as the word in your own language. In Ukrainian *histopathological classification, metastases, procedure, molecular factors, biomarker* is easily understood. There is a bulk of words (terms) which came into English from Latin or Greek, that's why they are familiar to medical students: *tumor, cancer, pathology, fetus, prognosis, in situ* etc. But "major" in English doesn't mean "big" like in Latin, it means "main", so it is a false friend.

* Students have to intend to remember. Scientists say that our brains never forget anything. It is our recall that is as fault. Who forgets that they have tickets to a rock concert? Most of us remember the things that are important to us. Link new information to things you already know. Make connections. Stimulate those brain synapses and they will come through in the crunch.

* Students should "organize the material in a way that makes sense to you. Do not try to memorize isolated facts. Understand the big picture and then divide the information you need to know into smaller, more manageable categories" [1, p.266].

* Review new words, phrases and context as soon as possible. The newest additions to your brain are the ones you have the most trouble recalling. After a while your forgetting "levels off".

Inferring, we can advise to try mnemonics – the art of improving memory by using formulae, figures, phone numbers or other aids, which create "file tabs" in one's brain that help you pull out hard-to-remember information.

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MODERN TRENDS IN THE HOSPITALITY MARKET UNDER GLOBALIZATION

OKSANA BULATOVA, student
NATALIIA VLASHCHENKO, Associate Professor, PhD (Economics)
SVITLANA BUCHKOVSKA, Senior Teacher
O.M.Beketov National University of Urban Economy in Kharkiv

Nowadays, the sale of hotel services is the fastest growing sector of the world economy, which determines the interest in the sector from both scientific and practical points of view. At the same time, the hotel industry is the material and technological base of the tourism industry and without the implementation of the hotel services, a full-fledged development of the tourist trade in services is not possible. In addition, the development of the hotel services market, as well as tourism in general, has not only economical but also social significance, providing a framework to meet the recreational needs of the population.

The problems of the hotel services development are discussed in the works of Yu. Grigorenko [1], D. Zaruba G [2], N. Nicholska [3] and others. However, in these studies, researchers mainly focus on the current state of the hospitality industry, not giving enough attention to the trends of globalization in the industry.

The aim of this research is to determine the characteristics of the hotel services market in Ukraine and define the directions of its development in the context of globalization.

Therefore, faced with the new patterns of travellers' behaviour and demands in a globalized world, the most successful brands in the future will be those that are able to most efficiently engage with consumers and clearly differentiate their offering from their competitors.

Among the modern trends in the hotel industry development under globalization are as follows:

1. Loyalty programmes as the most crucial factor to influence a consumer's choice.

In the mid-market and budget-end of the market where differentiation is harder to achieve however, brands must focus on implementing consistently simpler but more compelling brand promises, and combine value with experience to entice consumers.

2. The media as a challenge and an opportunity.

The value of social networks is growing. This feedback is good news for consumers, and involves both threats and opportunities for companies. The increasing use of online social media will shine a spotlight on how successfully and how consistently operators fulfill their brand promise. The most successful brands will be those that embrace and learn to harness social media.

3. Increased specialization of the hospitality industry.

This specialization allows the tourist companies to focus on specific customer segments with respect to different features.

Thus, taking into account the price level, the three segments have clearly delineated – the lower (budget), the middle (economic) and the highest (luxury). But the importance of the brand in the luxury segment will grow on the saturating market. Many companies need to rethink their operating model in order to address issues affecting corporate relations. For many companies, this will involve reassigning roles and responsibilities.

4. Emerging markets.

Over the past five years, most brands have focused their market expansion plans on the upscale and luxury sectors, targeting international business and leisure travellers. Thus, there is now a risk of over-supply of upscale product.

Most international hospitality groups have launched the expansion programmes into the key emerging markets, not only to cater for western tourists and business travellers, but also to build brand recognition and loyalty among the local populace who are expected to be one of the largest groups of outbound tourists across the globe.

5. Demographic drives of change.

In 2015 and beyond there will be two key demographic drivers of change in the industry, creating new patterns of demand for travel in the west and important new source markets in the east. Demographic drivers include the ageing of the Baby Boomer generation (aged from 45 to 64) and the emerging middle classes of China and India.

6. Brands.

Over the next years, the importance of brand to guest choice is likely to differ widely across different segments. However, the trends that will definitely remain the same are as follows:

- brands will focus on implementing consistently simpler but more compelling brand promises, and combine value with experience to entice consumers;

- brand is likely to become a more important choice factor for luxury travelers as key locations become increasingly saturated;

- brands that can offer something truly unique or compelling are likely to win the market share and the ability to innovate will be crucial for success.

- there will be much greater differentiation between services provided to capture the loyalty of the luxury traveller.

7. Sustainability.

Sustainability is a common social issue. Political, social and economic phenomena constitute the 'real' market the tourist companies operate. It is supposed that the convergence of political, consumer and business interests will become the most significant feature of nowadays.

Nevertheless, few industry leaders realise today how deeply sustainability can affect the industry recognition in the future. Those who keep pace and effect change, integrating sustainability into their businesses from strategy to operations, from brand value to asset management, will get the leading role. Those who fail to do so, risk finding themselves lost in the landscape of 2015 and beyond.

Therefore, it is evident that the value of brand to the consumer, the growth in emerging markets, the importance of consumer-facing technology and the sourcing, development and retention of human capital have helped shape the hospitality industry over the past years. These, along with the growing importance of the sustainability agenda and external events are the key trends that will define success in the market place.

The key trends mentioned above that impact the hospitality industry and other sectors make up the wider travel experience.

Therefore, the trends in the development of the hospitality industry are aimed at solving the following problems:

- to find company's own competitive advantages;

- to create the clientele base by finding new clients;

- to search for new ways of development, constantly updating the policies with respect to the expending market of hotel and tourist services.

To be ahead of others in 2015 and beyond, the companies that can understand and meet the needs of consumers will be the true game-changers. To be one of them, a hospitality company needs to make sure that it can respond creatively to new

consumer's behavior and the trends that are common at a given time.

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ANTI-CORRUPTION MANAGEMENT EVIDENCE FROM UKRAINE

MYKHAILO VASHCHENKO, post-graduate student
TETIANA MOMOT, Professor, PhD (Economics)
O.M.Beketov National University of Urban Economy in Kharkiv

Crime is growing rapidly in the Ukraine, 63% up in 2014 from 36% three years ago. *The results of a survey of 84 Ukrainian senior executives and managers representing 18 industries reveal that economic crime in Ukraine is characterized as follows [1]* :

•36% of organizations had experienced economic crime in the past 12 months;

•every third organization does not perform risk assessments;

•*assets misappropriation* (73%), and *bribery and corruption* (60%) remain the most common types of economic crime in Ukraine;

•the amount of *internal fraud* has increased significantly (by 22%) since 2009;

•the majority of Ukrainian respondents who suffered economic crime estimated losses up to 5 million dollars;

•40% of economic crimes are committed by senior management;

•one out of five organizations that have suffered from economic crime has not taken any actions against an internal perpetrator of fraud.

According to the State Statistics Service, planned procurement in 2013 amounted to 274,2 million UAH. "Kickbacks" in this area averaged 15% to 50%. That corruption component in public procurement was between UAH 50 to 137 million.

In 2013, despite the fall in real GDP and a 10% decline in exports, taxpayers transferred a record amount of compensation – UAH 53,4 billion. These facts indicate that a significant portion of compensation was made for fictitious applications, according to FEU. In this context, honest taxpayers were requested to pay approximately 30-35% as ―kickbacks‖ in cash as a fee for receiving the reimbursement. Businesses estimate that the total value of the ―corruption market‖ in VAT reimbursements amounted to at least UAH 15-20 billion in 2013. The total size of corruption market in connection with the work of tax officials, which includes business expenditures associated with resolving issues resulting from additional tax levies, launch of criminal investigations, etc., has amounted to at least UAH 40

billion in 2013.

The same survey revealed the following about cybercrime in Ukraine:

•*cybercrime* has become one of top five economic crimes in Ukraine;

•more than one-third of respondents (37%) believes that the risk of cybercrime has increased over the past 12 months;

•more than 25% of organizations *do not have adequate cybercrime incident response mechanisms/policies;*

•*46% of respondents have not received any training related to cyber security* during the last 12 months;

•58% of respondents in Ukraine report that their organizations do not monitor the use of social media sites.

In Ukraine the majority of crimes are detected with the help of Corporate Security. Only 6% of frauds are identified by Internal Audit. The global results show a completely opposite situation. 73% of perpetrators of internal fraud were dismissed and faced civil actions, including recoveries.

Notably, organizations have taken no action in 20% of incidents. In 2009, this figure was only 3%, so the increase represents a worrying statistic *The following actions have been taken by Ukrainian organisations against external fraudsters:*

- Informing law inforcement (71%);
- Civil actions, including recoveries (64%);
- Cessation of the business relationship (57%);
- Notification of the relevant regulatory authorities (43%).

The current state of Intelligence in Ukraine is characterized by the following:

1. Inherited from Soviet era Intelligence (Soviet KGB) is inapplicable in the new environment, does not satisfied the modern requirements

2. Intelligence lost its systemic and does not cover all the needs of the information-analytical support of decision making

3. Restore the unity of methodology and development of new the methodological, organizational and technological principles of analytical work has been hardy developing

4. Government statistics are not reliable (this is a holdover from the days of Communism when accurate reporting wasn't a priority), a *sizeable unofficial, underground economy that accounts for up to 40-50% of GDP* significantly affects the quality of information and analytical support

5. Control and law enforcement serves the oligarchic structures

6. Fraud is become to be viewed as an *inherent feature of doing business in Ukraine*, which leads companies down a worrying path where the companies themselves provide a rational for potential fraudsters, and therefore increase the probability of fraud.

ANTI-corruption Management is the key issue for the national security of Ukraine. On the base of the international experience study it should provide the business community with the most advanced references and resources in the field of anti-corruption strategies

COMPONENTS OF PROFESSIONAL MOBILITY
OF A MUNICIPAL ECONOMY SPECIALIST

VORONOVSKAYA L. P., teacher of mathematics
O. M. Beketov National University of Urban Economy in Kharkiv

The restructuring of the national economy accordantly to population's needs of efficient and economically proved public utilities has caused the necessity to focus on the quality of training in the industry. One of the problems associated with the quality of public services is efficiency response of specialists to people's complaints, their capacity for professional communication and mobility in making decisions according to identification of new circumstances of the problem.

In terms of targeting modern education to prepare competitive specialists extraordinary importance is directing students to a professional activity that occurs under conditions of uncertainty, unpredictability. L. Sushentseva defines "convertibility of person's education" as one of the conditions of professional feasibility of a young man, which depends entirely on the individual professional mobility that allows to master other specialties on the base of basic education, and consequently not afraid of to change their professional status. [4] Because of this it is clear that professional mobility is a qualitative form, which will allow a specialist to respond quickly to changes and requirements in the professional sphere. As every situation of a choice in person's life causes his or her s activity to find ways of the best way to proceed, mobility is the focal point of such activity.

This problem is especially important for professionals, whose activity is aimed at providing the public services sector, particularly in the utilities sector. In this situation it should agree with the opinion of L. Goryunova who defines professional mobility as a mechanism that determines the level of adaptability and competitiveness of an individual in the labor market. Interpreting the concept the scientist focuses the attention on its complex structure that is somehow presented as a triphlex which includes the quality of a person's activity, the process of self-changing and his or her professional environment [1].

Focusing on such understanding of professional mobility causes the necessity to determine its components that will represent personal, active and self-changing aspects of its content. Analysis of scientific sources and the results of own search results allowed to distinguish the following components of professional mobility of specialists in municipal economy: flexibility, communicativeness, impartiality, positive thinking, creativity, persistence, activity, readiness to risk, analytical thinking, and reflexivity.

Thus, we determine that all the mentioned components have signs of mobility, as they are characterized by dynamic detection. They are associated with features of professional activity of municipal economy specialists.

In determining components of municipal economy specialists' professional mobility we were oriented towards the most specific features of this sector work.

However, the system of training for this sector should be focused on the needs

of modern society to form their mobility in professional competence.

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ZUR FRAGE DER FREIZEITESTALTUNG IN DER TOURISTISCHEN BEHERBERGUNG

ILLJA GARDAUSCHENKO, Student
LARYSA NOCHRINA, Doktor der technischen Wissenschaften, Dozent
SWITLANA POTAPENKO, Oberlektorin
Charkower Nationale Universität für Stadtwirtschaft namens O. M. Beketow

Die soziale Bedeutung der touristischen Freizeitgestaltung besteht in der Bildung und Befriedigung von Individual- und sozialen Bedürfnissen des Einzelnen und der Gesellschaft als Ganzes sowie in der Enwicklung der Freizeitkultur. Die Freizeitaktivitäten werden in Hotels, Ferienanlagen, Erholungszentren, Jugendherbergen, auf Campingplätzen von den Mitarbeitern der Animation geplant und durchgeführt. Und gerade die verfügbare Animation, die materiell-technische Ausstattung, die Bereitstellug von Personal spiegeln die Positionierung und die Rolle der touristischen Beherbergung auf dem Markt, deren betriebswirtschatlichen Erfolg und Entwicklungsperspektive wider. Bei der Organisation von Freizeitaktivitäten werden sämtliche soziodemografische Merkmale der Touristen berücksichtigt, wie Nationalität, Alter, Gruppenstärke und durchschnittliche Aufenthaltsdauer, kulturelle Besonderheiten, ethnische Zugehörigkeit, religiöse Ansichten, die Einhaltung bestimmter Traditionen und Gewohnheiten und deshalb reicht das Fachwissen aus der klassischen Ausbildung den Fachleuten im Freizeit- und Tourismusbereich nicht mehr aus.

Die Besonderheiten der Ausbildung von Führungskräften im Bereich Freizeit- und Tourismus bestehen darin, dass die Art der beruflichen Tätigkeit den breiten Einsatz allseitiges Wissen verlangt: von den Grundlagen der Sozial- und Kulturpolitik des Staates, dem Gesamtsystem der sozialen Sicherung, über die Hauptrichtungen in der Entwicklung der touristischen Infrastruktur und demografische Besonderheiten, bis zu speziellen Methoden für die Arbeit mit den verschiedenen Schichten der Bevölkerung.

Die wichtigen Vorausetzungen für die berufliche Tätigkeit im Bereich Freizeit- und Tourismus sind gute Gesundheit, körperliche und psychische Belastbarkeit, interkulturelle Offenheit, Organisationsfähigkeiten.

Die Tourismusfachleute sollten über Vielzahl an Fachkompetenzen verfügen,

um die Probleme in Fragen der Kultursoziologie, Pädagogik, Psychologie, Sozialarbeit zu lösen. Zudem sind gute Fremdsprachenkenntnisse von Vorteil.

Das Hauptproblem der akademischen Nachwuchskräfte liegt darin, dass sie wenig oder keine Berufserfahrung, mangelnde geistige Flexibilität und nicht ausreichend ausgeprägtes kreatives Denken mitbringen. Sie weisen Unfähigkeit auf, das an der Hochschule erworbene theoretische Wissen in der beruflichen Tätigkeit anwenden zu können.

In der touristischen Beherbergug werden qualitativ neue Anforderungen an die Berufsanfänger gestellt. Das sind abgeschlossenen Hochschulausbildung, praktische Berufserfahrung, Bereitschaft zur Weiterbildung, Offenheit für Neues, Vorhandensein der geeigneten Eigenschaften.

Das breite Praxisfeld und die schnelle Entwicklung auf dem Gebiet des Tourismus sowie die ständig steigenden Anforderungen in der Berufswelt allgemein erfordern kontinuierliche Weiterbildung. Sinnvoll ist eine spezifische Weiterqualifizierung vor allem nach einiger Praxiserfahrung. Zu diesem Zweck werden Kurse, Seminare, Workshops, Trainings durchgeführt, kreative Werkstätte und Schulen organisiert.

Um berufliche Tätigkeit erfolgreich auszuüben, sollten Führungskräfte im Bereich Tourismus und Freizeit über die Grundkenntnisse in Soziologie, Pädagogik, Psychologie, Volkswirtschaftslehre, Wirtschaftsrecht, Verwaltung, Regie, Fremdsprachen, Kultur und Bräuche der anderen Völker verfügen.

Aufgeschlossenheit gegenüber neuen Entwicklungen ist heute wichtige Voraussetzungen für den beruflichen Erfolg und die Sicherheit des Arbeitsplatzes. Für Beschäftigte in der Tourismus- und Freizeitbranche gewinnen auch Fertigkeiten und Kenntnisse im Bereich der Informations- und Kommunikationstechnologien weiter an Bedeutung

CURRENT ASPECTS OF URBAN FREIGHT TRANSPORT FUNCTIONING IN CITIES

Golovko Kateryna, Master degree student
ROSLAVTSEV D.M., Associate Professor, PhD (Transport Systems)
O. M. Beketov National University of Urban Economy in Kharkiv

One of the most important conditions for normal functioning of the city is effective transport system functioning. A significant number of researches are devoted to this problem. Improving the efficiency of passenger transport systems, organization and regulation of traffic, transport urban planning are studied as separate related issues. However, currently more and more attention is paid to freight transportation as an aspect of urban transport system functioning.

Increasing the share of freight transport in the transport stream has a negative impact on traffic conditions, especially for urban traffic. Freight transport is inconvenient to the urban population, causing air pollution, noise pollution and, due to significant dimensions, causes physical obstacle.

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"

Artem Gonchar, bachelor student
Pavel Bilym, associate professor, phd (engineering)
Svitlana Zubenko, senior teacher
O.M.Beketov National University of Urban Economy in Kharkiv

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

GUZIK OLGA, student
MARYNA TSEHELSKA, Docent (Lecturer), English language and Methodology
Kryvyy Rih State Pedagogical University

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.*

Authentic situations are made due to applying verbal and non-verbal means of communication [5, p. 63].

The fourth principle notices the importance *students' epistemological styles (empirical, rational and metaphorical).* These are basically the ways via which a person cognizes the world and acquires knowledge.

The fifth principle deals with *students' linguistic personality development.*

Language provides social life for humans. By means of it a person becomes a part of social consciousness. Interpretation of linguistic personality as a set of cognitive, emotional and motivational characteristics of a person serving a ground of its identity, expressed in language [4, p. 3].

The sixth principle implies that *learning a foreign language influences on the students' worldview formation.* That means that the processes of foreign language learning and worldview development are connected [6, p. 35]. By means of cognitive activity which has three stages: acquisition of information, its incorporation into the mind and its operation in speech, a student develops their outlook and acquisition of language.

The seventh principle shows the importance of *students' knowledge space development.* Knowledge space is defined as a corpus of structured knowledge units: frames, scripts, schemata which are background of the cognitive system of a person. All these units are the concepts of different levels of abstraction and complexity which in the process of cognition a person makes new concepts in their minds [1, p. 203]. Therefore, concepts are "the constructive mental blocks" of the conceptual representation of the world, or knowledge space of a person.

And the last, but not the least, *the eighth principle* says that in the process of learning English language *students' multiple intelligences are developed and applied.* This thought was introduced by H. Gardner who distinguishes such types as: the linguistic, logical-mathematical, visual-spatial, musical, interpersonal, intrapersonal, bodily-kinesthetic and naturalist intelligences. For teaching English language we take into consideration only the linguistic and logical-mathematical intelligences [7, p. 40].

All things considered, the communicative and cognitive approaches of teaching foreign languages are interrelated and connected. The process of acquisition of a language will be more effective and profitable if use both these approaches of teaching, considering all the principles above.

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THE DIVERSIFICATION OF CONSTRUCTION INDUSTRY ENTERPRISES

KORENEV R., Master degree student,
BIBIK N.V., associate professor, PhD (Economics)
ILIENKO O.L., associate professor, PhD (Linguistics)

Investment as an aspect of the company activity has always been the focus of economic research. In modern terms the investment is an important tool to ensure conditions to overcome the economic crisis, increase the quality of economic activity.

The housing construction is an indicator of the economy, which largely determines both positive and negative dynamics of its development. The construction industry is one of the leading sectors that contribute to the acceleration of GDP growth, employment, budget revenue, and the growth of the national economy as a whole [1].

Investment attractiveness and investment activities of the enterprise or industry which, taken together, represent the investment climate are important for the investor. The investment climate is a combination of different socio-economic, scientific, environmental, political and other conditions formed in several years that determine the extent of investments involvement into the fixed assets of the company [2]. On the basis of the data analysis of the State Statistics Service of Ukraine it can be proved that the financing of construction enterprises is carried out at the average level that is 3-6 months of the year [3], as shown in Figure 1.
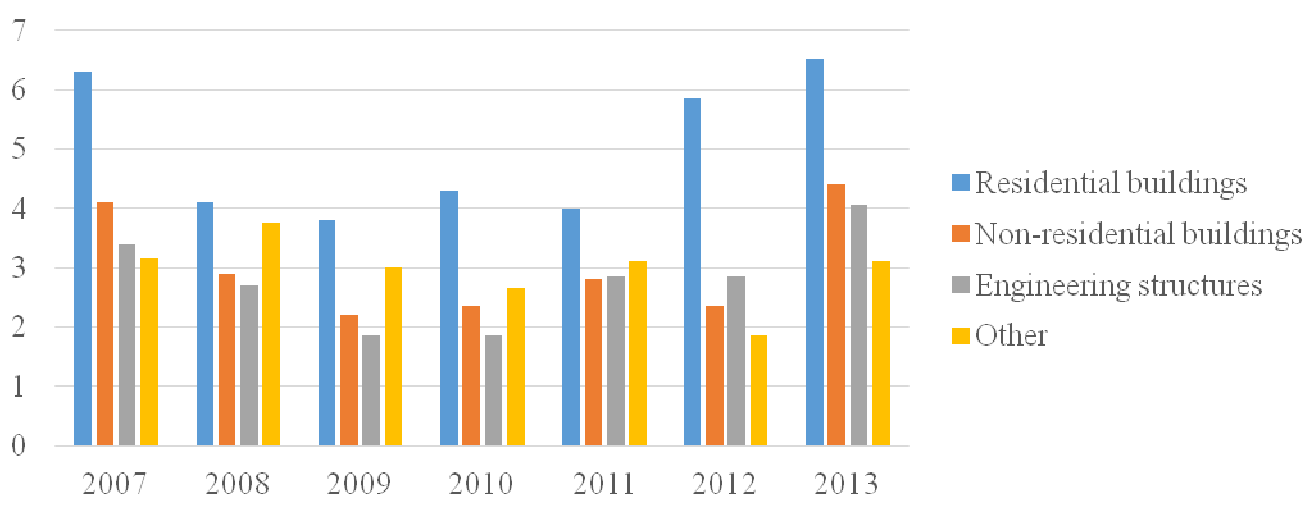
Figure 1. Annual graph of the construction firms orders.

Having analyzed the statistics of the past years, researchers point out a

significant decline of the capital investment into the construction industry as shown in Figure 2.
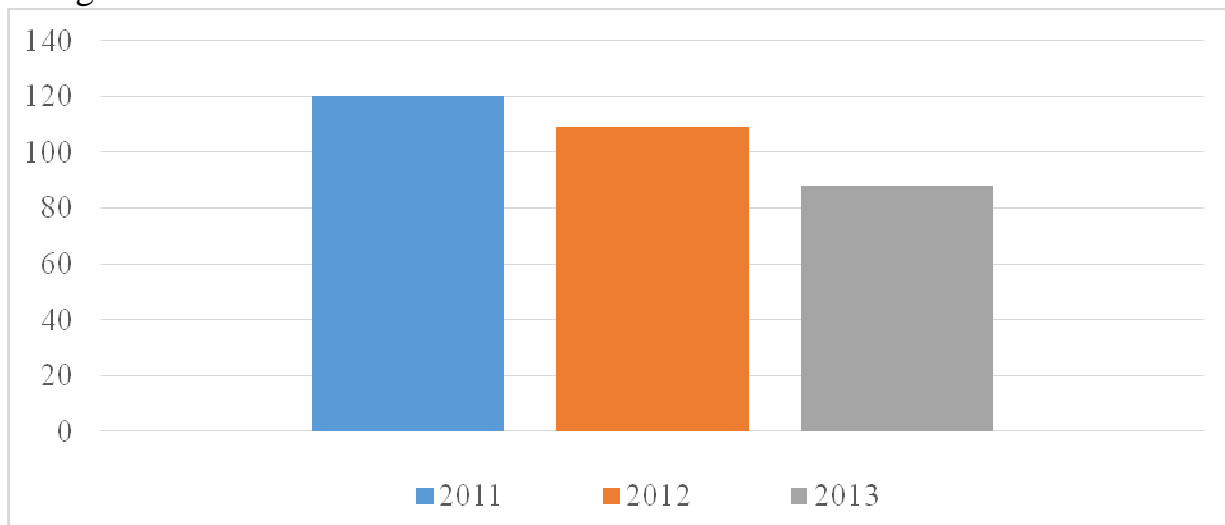
Figure 2. Graph of capital investment index (percentage of the corresponding period of the previous year) in the construction industry.

Based on the report of the State Agency for Investment and National Projects of Ukraine [5] the chart in Figure 3 was made. It presents the most interesting sectors for the investors based on the requests from potential investors.
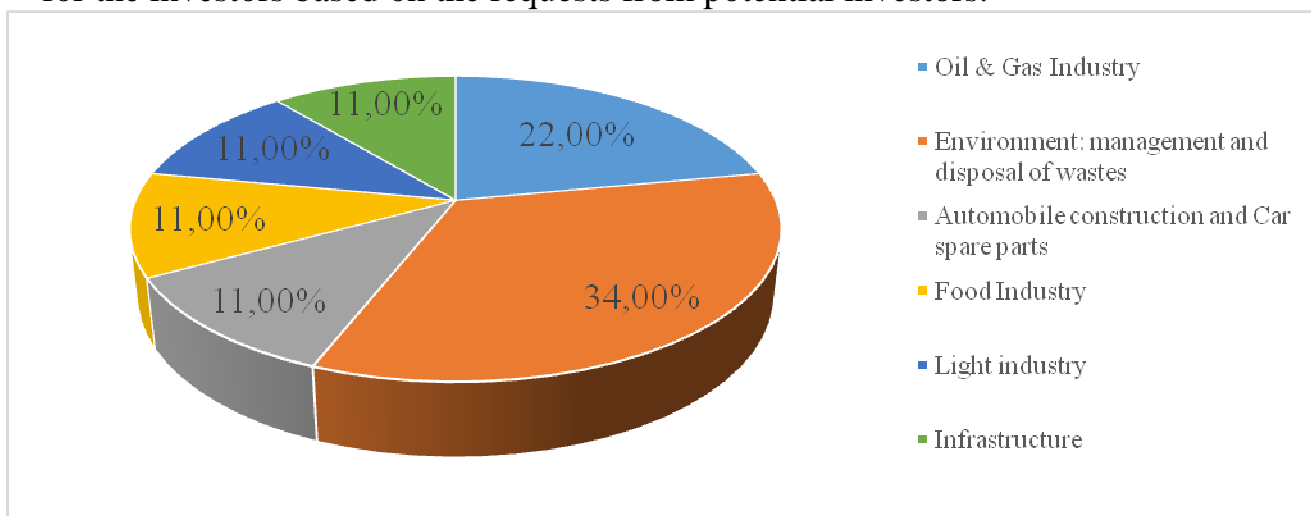
Figure 3. Chart of the requests by industries for the third quarter of 2014.

This structure of requests indicates that investors give preference to the activities that have a quick reversibility and have significant domestic demand. On the other hand, investors due to the need of immediate investments and a rather slow reversibility ignore the construction industry.

So, under the circumstances of a significant deterioration of the economic situation in the country as a whole and a significant reduction of the quantity of investment, companies of the construction industry should pay attention to the method of reducing the cost of the final product, such as buildings, facilities, bridges etc.

It is necessary to suggest innovative investment for construction companies to diversify their own production. Opening of own production lines for making reinforced pre-stressed hollow core floor slabs produced without casing by a leading construction company of Kharkiv region "Zhytlobud – 1" can be considered as an example of a best practice of diversification using.

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SOCIAL MANAGEMENT OF THE ENTERPRISE EMPLOYEES

ANASTASIA NESTERENKO, Master's degree student
HANNA ZAPOROZHETS, PhD, Associate professor
IEVGENIIA MOSHTAGH, Senior Teacher
O. M. Beketov National University of Urban Economy in Kharkiv

The basic laws of modern society include objective process of strengthening the social orientation of economic systems. Managing social processes at both state and enterprise levels is an important task that involves consideration of man as the main social and creative force of social progress.

In connection with the strengthening of social development goals there is a growing need for the conscious management of social processes in the enterprise's personnel.

Within the company the main social living conditions of the staff members are formed, and their social status, the nature and conditions of work are determined.

Much attention is given to the problems of formation, development and impact of social management of the enterprises employees in the works of domestic and foreign scientists such as R.S. Helleher, D. MakKleland, S. Adams, A.S. Vihansky, A. I. Naumov, K.S. Kameron, V.A. Spyvak, A.E. Voronkova, I.O. Tyvonchuk, E.N. Korenev, I.V. Mazhura, O.Y. Kuzmin, V.I. Pavlov, N.I. Chuhray, T.V. Landina, I.V. Alyeksyeyev, D.S. Lifintsev, V. Parsyak, and others. However, this issue is not well studied in the scientific literature and needs further consideration.

The purpose of the study is to determine the key aspects of social management of the enterprise employees.

Social management of the enterprise employees is a conscious, purposeful influence on the enterprise employees in order to bring direction and pace of their

development and operation in line with the objective social laws at the micro- and macro levels [2, c. 74].

The essence of social management of the enterprise employees is realized through the following functions:

− formation and optimization of social organization of the staff and improvement of its social structure;
− creation of conditions for employees to exercise of their political and social rights and meet their material and spiritual needs;
− education and development of socially significant qualities of an employee.

Therefore, one of the conditions of the efficiency of the employees in the present conditions is to ensure their progressive social control that contributes to:

- increase in social activity of the staff (development of social partnership, participation in enterprise management, growth of democracy, active participation in social activities, increasing the responsibility of employees for the results of collective work);
- improving the efficiency of the enterprise operation (productivity growth, the development of work organization, increase in the quality and competitiveness of enterprise products, training improvement, staff stabilizing, improvement of staff management, reduced loss of working time, strengthening competitive position on the market and increase in its competitiveness);
- increase in the employees' competence and the level of the employees' satisfaction (training, income growth, ensuring job security, growth and general cultural level, expanding the range and quality of needs that are met; social protection and insurance) [1].

It should be noted that one of the most important conditions for the effectiveness of social management is planning social development of the staff, the main objectives and tasks are:

- to develop social activities that improve the efficiency of labor potential of the employees;
- to choose management solutions that meet most of the staff development;
- to improve social, professional and qualification structure of employees;
- to improve social relations in the personnel;
- to improve working conditions;
- to fill labor with creative elements in order to increase the labor quality requirements and implement on this basis further work focused on staff development;
- to encourage all kinds of labor and social activity of employees, involving them in management;
- to enhance the ability to better meet the cultural, material and domestic needs of the workers [3, c. 462].

Development plans for social development of the employees should include not only a study of relevant social indicators, but their coordination with the main indicators of business plan. Such complexity will acquire social management focus, objectivity, consistency and reasonableness.

Thus, social management implies a system of activities and leverage for social and psychological climate in the staff and its individual employees.

The aim of the social management is to harmonize social relations in the team, meet the social needs of employees, personal development, social protection and others.

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INSTITUTE OF OWNERS OF HOUSING IN HOUSING SYSTEM

OLENA DYMCHENKO, Professor, DSc
MARYNA OLKHOVSKAYA, post-graduate student
O. M. Beketov National University of Urban Economy in Kharkiv

For today management of operation of housing stock is uniform way of its preservation in proper condition which promotes qualitative satisfaction of needs of inhabitants. However, it is necessary to consider that the main problems of the housing sphere are obsolescence of the equipment, inability in due time to warn problems and not system approach to their decision. Two thirds of housing in Ukraine are constructed till 80th years of last century. Over a third of houses needs the capital repairs which carrying out isn't possible without attraction of considerable funds. Limitation of funds which are allocated for capital repairs of housing stock from budgets of all levels testifies that problems in the sphere of housing need to be solved some other way, namely – carrying out structural reforms which will give the chance to create new economic model of operation and housing development, to provide its reliable and high-quality service taking into account interests of inhabitants [1].

Such effective owner of the house who can operate and make the decision concerning repair of the house, its modernizations considering energy efficiency requirements, to dispose of the house adjoining territory, to order utilities necessary for the contents, to create association of co-owners of an apartment house. Nowadays association of co-owners of an apartment house represents the effective owner of the house.

In Ukraine more than 90% of apartments are privatized and only close 15% have the created associations of co-owners of apartment houses. The law of Ukraine "About privatization of the state housing stock" of 1992 provided creation of associations of co-owners of apartments (inhabited and non-residential premises) in the houses, however the first such associations in Ukraine started appearing only in the late nineties the XX century [2]. Adoption of the legislation of Ukraine which

regulates an order of creation and functioning of associations of co-owners of an apartment house became the first serious step on a way to introduction of real mechanisms of management by houses. In 2001 the Law of Ukraine "Was adopted about association of co-owners of apartment houses" which created the best legal principles for emergence of associations and, actually, stimulated their creation [3].

Creation of association of co-owners of an apartment house is the effective mechanism which allows orderly, is effective and purposefully to represent and defend legitimate rights and interests of owners of inhabited and non-residential premises of an apartment house in the course of providing housing-and-municipal services, improvements of the intra house and house adjoining territory, and also concerning use of the house adjoining territory. Use of additional opportunities which are given by association of co-owners of an apartment house in the sphere of the maintenance of multiroom houses, and also in the course of upholding and protection of the rights and interests of inhabitants of houses depends, not least, on level of legal culture, public consciousness and organization of members of association of co-owners of an apartment house.

For improvement of an existing situation by the extremely important improvement of standard and legal base concerning creation and functioning of associations is. One of conditions of ensuring high-quality shifts in the sphere of housing and communal services is creation of the developed competitive environment in the market of service of housing which will allow to differentiate functions between customers and performers of services, to give to customers opportunity to elect performers of services on the competitive beginnings and to receive, thus, balance between quality and cost of housing-and-municipal services [4].

His co-owners (directly or through authorized bodies of association of co-owners of an apartment house), and the professional managing director whom co-owners involve on the basis of the contract can exercise control of a multiroom house.

Besides, in all developed countries of management of housing is one of the most attractive and steady markets of managing as, first, on it there is the minimum risk of sale of the production (that is, services in management of housing in which constantly someone lives and uses this service), and, secondly, traditionally high financial discipline of the population which accurately realizes that it is impossible to use housing and housing-and-municipal services without paying them at the necessary level, and selects to itself a residence according to the financial ability.

Thus, further development of institute of owners of housing is, in essence, not only the mechanism of effective management houses, but also a factor of increase of efficiency of functioning of housing as a whole.

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CONSTITUTIONAL-AND-PROCEDURAL LAW: NORMS AND RELATIONS

OLHA TERMENO, Second-Year Law Student
ALLA I. RADU, Associate Professor, PhD (Linguistics)
Ivan Franko National University of Lviv

The development of the constitutional agreement is determined by the Constitution of Ukraine in strict accordance with the constitutional law. The legal status of all the subjects of constitutional law is reflected in the constitutional relations. The mechanism of implementation of the material norms was introduced to change this status from a declarative to a real one. This mechanism cannot assume relevant constitutional-and-procedural norms.

On the one hand, the Constitution has already laid foundations to provide the implementation of constitutional norms that is also foreseen by the laws of Ukraine. On the other hand, the law enforcement practice proves that there is a vital need in a greater increase of procedures that regulate the ensuring of the constitutional and legal status of the subjects of constitutional law.

In the Ukrainian law we observe a process of continuous expansion of procedural regulation and improvement of laws that contain the procedural norms (it concerns in particular the Code of Administrative Offenses and bylaws of the legislative and executive bodies). In its turn, in the constitutional law, next to the dominating material norms, we can identify the procedural norms, which provide the implementation of the former.

According to the constitutional law we need to pay special attention to constitutional-and-procedural norms and the constitutional-and-procedural relations that develop on their basis, it will help us to analyze new trends in the work of procedural institutions in other spheres of the Ukrainian law.

The complex theoretical research of the constitutional-and-legal relations, determination of their place and role in the system of legal regulation, and the analysis of their content, social essence and legal nature are very important for the further development of constitutional law.

The **tasks** that need to be solved in order to achieve the **goal** of the research aimed at the systematic legal analysis of constitutional-and-procedural rules and the investigation of the structure and content of the constitutional and legal relations are as follows:

- to analyze the correlation of material and procedural aspects in the constitutional law;
- to characterize the concept of constitutional-and-procedural norms;

- to define the concept of constitutional and legal relations as categories of the constitutional law of Ukraine;
- to analyze the content and structure of the constitutional and legal relations;
- to define the place of constitutional and legal relations in the constitutional law of Ukraine.

The constitutional-and-procedural law is a system of procedural law that regulates and protects public order and relations that develop in the process of realization of the rights and obligations of the subject of constitutional relationships. These rights and obligations arise when the organization and implementation of the supreme power of the state take place.

The necessity of the existence and functioning of the constitutional-and-procedural law determines the needs to establish a procedure of specific constitutional and legal relations, the subjective legal rights, and subjective legal responsibilities. The constitutional-and-procedural law derives from the constitutional law and is supposed to meet the needs of the effective implementation of the latter.

The constitutional-and-procedural relations have the following characteristics:
- they are directly connected with the norms of the constitutional law, they appear and develop on this basis;
- they ensure the rights and responsibilities of the subjects of the constitutional relations;
- they determine the procedure for the implementation of the constitutional substantive norms;
- they are protected and ensured by the state, and provided by legal mechanisms.

The norms of the constitutional-and-procedural law are applied only when they are implemented in practice. The implementation of these norms means that the subjects of the constitutional-and-procedural law realize their rights and responsibilities. The constitutional-and-procedural relations ensue within the implementation of these rights and responsibilities; these are namely public relations that develop due to the realization of the established subjective legal rights and responsibilities under the rules of the constitutional-and-procedural law.

Every branch of law (including the constitutional-and-procedural law) administers a certain kind of social relations that need proper legal regulation. The subject of legal regulation is known as a combination of qualitatively similar public relations, regulated by legal norms. Thus, the subject of legal regulation indicates a group of social relations regulated by specific legal norms.

The fact that the constitutional-and-procedural norms are aimed at regulating the procedure of legal rights and responsibilities gives us grounds to state that the subject of the constitutional-and-procedural law includes public relations that arise in the process of realization of the rights and obligations of the subjects of constitutional-and-procedural law. These rights and obligations are implemented in the process of establishing state sovereignty, building-up democracy, developing local self-government, ensuring rights, freedoms, and legal interests of the citizens,

and providing cooperation between the state and the people.

The constitutional-and-procedural law influences social relations by its specific methods and tools. It should be noted that the method of constitutional-and-procedural regulation comprises a set of legal instruments that systematize social relations, which constitute the subject area of the constitutional-and-procedural law. The norms of the constitutional-and-procedural law are applied only in practice.

During the realization of these rights and obligations, a newly developed constitutional-and-procedural relationship is regulated by the rules of constitutional-and-procedural law in the sphere of public relations, when the subjective legal rights and subjective legal responsibilities of the participants of this relationship are realized.

The specific character of the constitutional-and-procedural relations is determined by the inequality of their subjects, caused by the influence of the principle of authority and subordination, when some objects act as legally qualified parties, and the others – as law obliged.

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STRAHLENWIRKUNG AUF DEN MENSCHLICHEN KÖRPER

ALEVTYNA TKATSCHENKO, Studentin, Fachrichtung Biochemie, Fakultät für Biologie
T.A. SMOLYANA, Doktorandin
Charkiwer Nationale W.N. Karazin-Universität

Radioaktive Strahlung ist das Problem der heutigen Welt, weil sie eine bedrohende Gefahr für den menschlichen Organismus darstellt. Der Unfall im Kernkraftwerk Tschernobyl und die Reaktorunfällen in Japan sind die grundlegenden Quellen von Radionuklide [1, 21-22].

Radionuklide umwandeln sich spontan unter Abgabe von Energie. Die dabei frei werdende Energie wird zumeist als ionisierende Strahlung in Form von energiereichen Teilchen (positiv geladene Ione) und/oder sogenannter Gammastrahlung abgegeben.

Die Radioaktivität nimmt sehr langsam ab. Der in diesem Zusammenhang häufig verwendete Begriff Halbwertszeit bezeichnet die Dauer des Zerfalls radioaktiver Stoffe, also genau jene Zeit, in der die Menge eines radioaktiven Stoffes

auf die Hälfte gesunken ist.

Die wichtigsten Radionuklide bei Nuklearunfällen:

Jod 131 (als radioaktives Spaltprodukt von Jod, Halbwertszeit: 8 Tage) wird über die Luft verteilt und über kontaminierte Nahrungsmittel aufgenommen. Es lagert sich vor allem in der Schilddrüse ab und kann Schilddrüsenkrebs verusachen.

Strontium (SR 90, Halbwertszeit: 28 Jahre) wird vor allem im Knochengewebe aufgenommen und kann Knochentumore und Leukämie auslösen.

Caesium 137 (Halbwertszeit: 30 Jahre) wiederum wird vor allem in Körperzellen aufgenommen, beeinträchtigt Muskel- und Nervenzellen und kann das Erbgut (DNA) schädigen.

Plutonium Pu-239 (Halbwertszeit: 24.110 Jahre) gelangt hauptsächlich über die Atemwege in die Lungen, wird aber auch in Leber und Nieren eingelagert und ist vor allem für ein stark erhöhtes Lungenkrebsrisiko verantwortlich. [2]

Sobald ionisierende Strahlen mit dem menschlichen Körper in Kontakt geraten, kommt es in einzelnen Zellen zu bestimmten Effekten. Dosis 3-4,5 Gy erzeugt Tod. Beschreiben wir zellbiologische Wirkungen von Strahlung mehr detailliert.

Strahlungsteilchen können chemische Bindungen (Bindungselektronen verschieben oder entfernen) verändern, die dann anders reagieren als die Ursprungsmoleküle (z.B. Wasserstoffperoxid [H_2O_2] aus Wasser verändert als Zellgift die Membran)

Trifft ionisierende Strahlung auf einen Organismus, können DNA-Veränderungen (Mutationen) im Zellkern auftreten. Beim Auftreffen von Strahlen auf die DNA können direkt sowohl Einzel- als auch Doppelstrangbrüche der Nucleotidketten auftreten. Außerdem spielt der indirekte Strahleneffekt eine wesentliche Rolle. Hierbei werden aus Wassermolekülen Radikale gebildet (OH- und H-Radikale), die neben anderen Molekülen die Desoxyribose angreifen können, was in Folge zu einer Hydrolyse der Phosphorsäureesterbindung führt. Zusätzlich kann eine Strahlenwirkung auf die Nucleotidbasen stattfinden. Hierbei kommt es beispielsweise zu einer Ringöffnungen und bei Anwesenheit von Sauerstoff zu Peroxidbildungen (z.B. Thyminhydroxyhydroperoxid). Ebenfalls sind nach Radikalbildung Dimerisierungen von Basen möglich, die zu einer räumlichen Veränderung der Doppelhelix führen. Bei der Transkription können Schäden an der DNA zur Folge haben, dass ein falsches Ablesen durch Basenschäden oder ein Stop bei Einzelstrangbrüchen auftritt. Bei geringen Schäden ist jedoch auch eine ungestörte Transkription möglich. Neben der Strahlenwirkung auf die DNA kann generell die Struktur von Proteinen verändert werden. Bedeutungsvoll ist dies bei Enzymen, die dadurch ihre Enzymaktivität verlieren. Bei einer eukaryotischen Zelle werden Schäden zum größten Teil repariert. Findet eine falsche oder keine Reparatur statt, so zieht dies eine der beiden folgenden Konsequenzen nach sich.

Die Zelle verliert ihre Teilungsfähigkeit und stirbt nach Ablauf ihrer Lebensdauer. Sind ausreichend viele Zellen betroffen, ergeben sich deterministische Strahlenschäden. Da der Zelltod ein natürlicher Prozess im Zyklus einer differenzierten Zelle ist, bedarf es einer gewissen Schwellendosis, bevor ausreichend

Zellen sterben und bevor sich der schädliche Effekt manifestiert, indem das betroffene Gewebe seine Funktion verliert. Die Schwere des Schadens steigt proportional zu der Dosis. Zu den deterministischen Schäden gehören akute (Früh-) Schäden (zum Beispiel Erythem, akute Strahlenkrankheit), nichtkanzeröse Spätschäden (fibrotische Gewebsveränderungen, Trübung der Augenlinse, Beeinträchtigung der Fruchtbarkeit, testikulare Anomalie) und teratogene Effekte (Fehlbildungen des Kindes während einer Schwangerschaft)

Die Zelle teilt sich, vererbt aber die veränderte DNS an die Tochterzellen weiter. Die Folge sind stochastische Strahlenschäden. Sie treten mit einer bestimmten Wahrscheinlichkeit erst Jahre oder Jahrzehnte nach der Exposition auf. Für sie gibt es vermutlich keine Schwellendosis; die Wahrscheinlichkeit des Eintretens eines solchen Schadens ist proportional zur Dosis. Die Höhe der Dosis beeinflusst dabei nicht die Schwere der Erkrankung, sondern nur die Wahrscheinlichkeit ihres Auftretens. Die stochastischen Strahlenschäden sind entscheidend bei niedrigen Dosen und für die Abschätzungen des Strahlenrisikos im Strahlenschutz. Sie haben ähnliche Auswirkungen wie zufällige, spontan entstehende DNS-Veränderungen, zum Beispiel Zell-Transformationen, die zu Krebs führen, Mutationen und Erbkrankheiten, oder auch teratogene Effekte [2].

Also hohe Dosen radioaktive Strahlung erzeugen die Beschädigung von DNA und Zellen, dass zu der Entwicklung von azentrischen Chromosomenanomalien, Frühgeburten, Todgeburten und Fehlbildungen (Fehlen des Gehirns, offenem Rücken, Gaumenspalten, Polydaktylie), Trisomie 21, Leukämie führen.

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INNOVATIVE METHODS OF TEACHING FOREIGN LANGUAGES AT HIGHER AND SECONDARY EDUCATIONAL ESTABLISHMENTS

SOFIIA TROFYMOVA, student
MARYNA TSEHELSKA, Docent (Lecturer), English language and Methodology
Kryvyy Rih State Pedagogical University

Sharing of our experience and knowledge is one of human's life aims. This fact makes teaching relevant and essential, moreover leads to necessity of developing techniques and ways of its realization. Main skills which teachers take into consideration while teaching at schools are: Reading, Writing, Speaking and Listening [1, p. 32]. Nevertheless these items haven't changed for years, the actuality of new methods, modern approaches, opportunities and innovations can decrease and it always requires improvement. Nowadays technologies change with dramatically

high speed and so does human mind – each new generation has and need distinct way of thinking and accepts information in a different way. It is possible to distinguish several groups of methods, which are already used or can be used in teaching at school, they are: including multimedia, involving technologies and using approaches which are corresponded to new way of thinking. Let us find out in details what do we have for today's day.

Multimedia. Besides common using of computer and printer, which is a really strong resource by the way, a teacher can give their students an access to Internet, where *news and films* in foreign language can be found. It helps to familiarize people with language surrounding and its live usage. They can motivate to watch video materials by offering popular TV-show with or without subtitles. This kind of activity can be diluted by creating *written blogs on-line*, where students express their thoughts in the way they want, but using foreign language. The benefits of such method are easy accessibility be teacher and other students, motivation to show your knowledge for the whole world and variety of opportunities for students to express themselves. Talking about blogging, a teacher shouldn't forget about *video-blogging*, which is widespread among Internet users a lot and can be a useful tool in teaching. Firstly, it is possible to watch videos of bloggers all over the world and learn new information, tips and manners from them. Secondly, sometimes we have lack of time or we want to make our work more proficient and concise, so trying making your own videos is a good idea, although there are no doubts that this method could have some disadvantages, e.g. personal possibilities, recourses and specific skills requirement and necessity of assistance. Furthermore, one should not forget that there are *Internet services*, which allow people to have classes on-line; some of them can even send messages with new words on your mobile phone couple times a day. Besides, today's lifestyle requires strict time management and big distance can be an obstacle for having classes with qualified teacher, so these facts became the main reason of appearing *Skype lessons*. This kind of teaching saves some time, but it requires specific quality equipment and couple of other problems.

Technologies. We live in the age of technology and these technologies are developing with dramatic speed. In last 15 years computers and mobile phones have become more available, moreover a lot of new gadgets exist now on the market in free access, so each person nowadays have at least one, especially if this person study foreign language. Downloading books and dictionaries on *e-books* is real, but teacher should be careful, because students can overuse this benefit and it would just harm studying process, but not help. Anyway, if a teacher is aware about modern technologies, they would not deny using of *mobile telephones*, but it is necessary to show how to use them in a proper way while studying [2, p. 141]. Teacher can advise game applications, books, programs that can be helpful in learning. Mobile phones can accomplish another useful function while teaching speaking: a teacher can *record student's speech* in order to replay and show the student which mistakes they do, how they behave and what can be improved. It is better to use device of that very student teacher work at the moment with, in order to assure person's rights and avoid some misunderstandings with potential destiny of this video or audio recording. Other

helpful things are *Smart-boards and projectors*. Firstly, they make watching videos more advanced and they provide possibility to represent pictures, diagrams, presentations on a big screen without printing. Two approaches can be used with presentations: ones which are done by teacher, and other ones which are done by students.

New way of thinking. The influence of modern technologies and public mass media is great, especially on children. It is generally agreed today that it requires some changes in teaching approach. Firstly, teachers should take into account topics and informational background of material which is used: texts, videos, speaking topics, example sentences in theoretical material should be up-to-dated all the time. Another thing that needs reforming is a study game. Today students would rather play *quiz game* or do a *quest* than make sentences with new words [1, p. 57]. It is possible to find such quizzes and quests on the Internet or do it on your own, pictures and presentations help a lot. Some examples of games which are influenced by today's mass media: a *role play* with an interviewer and interviewee, a TV-show, or it also can be any kind of program, depending on topic teacher needs. This can lead a teacher to the idea of *creating* their own materials, what becomes more and more real everyday with appearing of new technologies: build up tables and draw mind maps – it is easier if you know how to use different programs, such as Microsoft Office, Power Point, Publisher and others. They provide plenty of useful functions and teachers can vary tools and materials according to individual needs of students. What can be more interesting for learners – let them to make up something on their own. Turning to speaking and listening skills development *speaking clubs* can be offered. Modern policy makes travelling available, so it is possible for foreigners to come in different countries and to take part in such speaking clubs. If you make a research, you can find a lot of *native speakers* who can visit your class.

Tips. Many people think that teaching is easy, but others do not agree. One cannot deny that it is quite difficult job, which requires a lot of ambitions, motivation, creativity and love. The other side of the coin is, however, that if a person knows how to arrange their work, everything becomes much simpler. There are some tips that teachers can use to simplify their routine. First and foremost, do not overuse modern technologies – let books and pencils make their job, classical methodology is still a strong tool, in other case you can overtire your students and yourself. Secondly, today it is quite available to be familiar with social network and follow everything children or teenagers are interested in. Do not involve yourself a lot, because there is a possibility to break limits between teacher and students which is unacceptable. It is often said that humor is the best tool, and it really is. It can help to establish good relations with students or to warm up the group, but be careful; sometimes it can work just back to front. And last but not the least thing is that you should always check all new techniques and approaches on subject of disadvantages, so they could not work against you.

So it's up to everybody to decide whether to use these approaches and tips or not, but each teacher should be aware about advantages and disadvantages of every item which was mentioned. There are no limits for perfection and teaching, as the

basic layer of all spheres in our life, needs instant improvement. Louis Mercier, a French dramatist and writer, once said that what we do with pleasure we never forget. From this thought we conclude that teacher can do anything possible to make the process of studying a great pleasure, and if they work on it, results appear definitely.

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TEACHING ENGLISH TO VISUALLY IMPAIRED STUDENTS

Svitlana Zubenko, Senior Teacher
O. M. Beketov National University of Urban Economy in Kharkiv

Methods of teaching a foreign language to the blind and visually impaired students in schools and universities are not much developed. However, taking into consideration the development of inclusive education, it becomes more and more important to prepare teachers to work with those students. Therefore, it is possible and necessary to study a technology that could facilitate the work of the teacher of a foreign language from the very beginning with the blind student. The technologies which can be used are based solely on the auditory perception of the material and they can be easily "imposed" on any textual material of any level and include several stages.

First, a text is transformed in audio-digital format. The texts, exercises and other materials are recorded repeatedly in sequence with pauses for repetition and parallel translation.

The removal of phonetic difficulties by working on pronunciation can be performed in the format: word - pause - word - pause - translation.

To remove lexical difficulties, work is organized in the following stages. At the first stage all the words that you want to work with are recorded in the format of the word –pause - translation. The task of a student is to repeat the words of the speaker. In the next step as the student listens to a record and during the pause translates words and then listens to a correct answer. The third stage is to say the words in English during the pauses. At the end, to improve speaking skills, the translation of the text into native language is given sentence by sentence with pauses during which the student gives the English equivalent of a sentence. These answers can be recorded and sent to a teacher to check.

Despite its effectiveness, this technique is quite time consuming for teachers and will be available in the case of active use of volunteer forces or raising the sighted students in the framework of research work.

Thus, this technique can be recommended for English teachers working with the visually impaired students as a part of a regular classroom or to develop a separate course to train visually impaired students ESP/ ESL.

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