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***YOUNG RESEARCHERS IN THE GLOBAL  
WORLD: APPROACHES AND CHALLENGES***

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# SECTION 1

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

### ADVERSARIAL AS A GUARANTEE OF PROCEDURAL FAIRNESS FOR TRIAL OF MINOR CASES

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The requirement of adversarial process is one of the fundamental guarantees of procedural fairness of court hearings in minor cases. More specifically, through the prism of the practice of applying the European Convention on Human Rights and its relationship with the rules of current procedural law, in minor cases, the adversarial nature of the parties is realized only if there are conditions of the certain content.

Firstly, the court manages the process which involves the exercise of a wide range of powers related to: 1) recording the course of the hearing by technical means; 2) clarification of the essence and specific circumstances of the case; 3) regulation of the temporal boundaries of the trial; 4) evidentiary activity of the parties; 5) promoting the peaceful settlement of disputes, etc. Strengthening the procedural role of the court is one of the current and relatively well-established trends in the development of civil proceedings. Its objectification resulted in the evolution of the concept of "judicial management of the case", which originated in the bosom of the continental legal tradition, which is genetically inherent in the Inquisition form of the process with the relevant model of the adversarial [1, p. 19]. The antithesis of the latter is the Anglo-Saxon version of pure competition, where the trial is a free confrontation of the parties, and the court, deprived of the right to initiate any procedural actions, performs the function of "night watchman" [2, p. 254]. For many scientific schools and academic traditions, it is the basic guideline and a high standard for assessing the fairness of judicial proceedings. In this way, any infiltration of inquisitorial adversarial proceedings, such as judicial management of the case or anything else, is equated with aberration.

If we consider and study the adversarial nature of the parties through the prism of the conventional dimension of fair justice, we do not have to talk about the rationality and expediency of such approaches, as mediation in the dispute between the parties is not the main function of the court. It is designed to provide general guidance on the course of the process, determine the directions of its development and guide the establishment of the objective truth and fair

settlement of the dispute, control the parties or other participants in the proceedings for the legality of their procedural actions, and prevent possible abuses, rather than create the effect of the presence of an outside observer.

The civil procedural laws of the current member states of the Council of Europe do not contain exact prototypes of pure or inquisitorial competition because the latter are a generalized reflection of the laws of historical development of the relevant forms of civil proceedings, and therefore have purely theoretical significance. The phenomenon of convergence has decisively influenced the processes of formation of national versions of competition. The scope of procedural rights and obligations of the parties in relation to the degree of activity of the court has become the main criterion for their diversification. Modern legal systems of both Anglo-Saxon and continental types demonstrate a variety of models of adversarial, which in their content are not purely inquisitorial or purely adversarial. Ukraine is on the cutting edge of the latest trends, as the national version of competition has the combinatorial nature of origin. In such circumstances, it is the existence of the institution of judicial management of the case, its individual elements or individual manifestations in procedural law that allows us to understand to what extent the domestic model of the adversarial is more inquisitorial or less adversarial than others.

The concept of judicial management of the case is not incorporated in the current CPC as an independent procedural institution, but we can recognize and trace its individual elements and manifestations in the law, reflecting the diversification of court powers, in particular: 1) the court is responsible for fully recording the court session technical means (Part 1 of Article 247 of the CPC); 2) taking into account the specifics of the content of the disputed legal relationship, the circumstances of the case and the evidence collected, the court has the right to change the procedure for their clarification and investigation (Part 2 of Article 228 of the CPC); 3) the court regulates the temporal boundaries of the trial by postponing the hearing in order to provide additional time to respond to the response and / or objection (Part 4 of Article 279 of the CPC); 4) if one of the parties alleges that his opponent did not take certain actions or the absence of a certain event, the court is entitled to adjust the nature and direction of the evidence of the opposing party by obliging it to provide relevant evidence (Part 4 of Article 81 CPC); 5) in a divorce case, the court may suspend the proceedings and set a time limit for reconciliation for the spouses, which should not exceed six months (Part 7 of Article 240 of the CPC).

Secondly, the parties are free to choose the means of proof and independently form the evidence base necessary to confirm in court the facts and circumstances to which they refer as the basis of their claims or objections. The national adversarial paradigm does not restrict the parties in their legal right to present evidence (paragraph 2 of Part 1 of Article 43 of the CPC; Part 5 of Article 81 of the CPC). However, their freedom to choose the means of proof is not absolute, as there is a rule that the circumstances of the case, which by law

must be confirmed by certain means of proof, cannot be confirmed by other means of proof (Part 2 of Article 78 CPC).

Thirdly, the court is not authorized to collect evidence on its own initiative, except in cases related to the need to protect the public interest as well as the rights of minors or incapacitated persons. Procedural law explicitly prohibits the court from collecting evidence related to the subject matter of the dispute on its own and separately from the parties, except if it has doubts as for the good faith exercise of the parties' procedural rights or performance of evidence, or to protect the rights of minors, minors, persons with limited legal capacity and incapacitated persons (Part 2 of Article 13 of the CPC; Part 7 of Article 81 of the CPC).

Fourthly, the parties have real access to the evidence available in the case and are duly informed of its scope and content. The current CPC stipulates that written evidence, as well as the expert's opinion at the request of a party to the case, be announced in court or presented to him for review (Part 1 of Article 235 of the CPC; Part 1 of Article 239 of the CPC). The content of personal papers, letters, recordings of telephone conversations, telegrams and other types of correspondence of individuals may be announced at the request of one of the parties or examined in open court with the consent of persons specified by the Civil Code of Ukraine (Part 1 of Article 236 CPC). Physical and electronic evidence is presented to the persons involved in the case (Part 1 of Article 237 of the CPC).

Fifth, the circumstances and facts relevant to the case are not the subject to judicial review unless they are unequivocally acknowledged or disputed by the parties. As a general rule, the circumstances recognized by the parties to the case are not the subject to proof, except in cases where the court has reasonable doubts as to the veracity of these circumstances or the voluntary recognition of them (Part 1 of Article 82 of the CPC).

Sixth, the parties form a strategy of conduct in court at their own discretion and decide to take or refrain from taking certain actions aimed at achieving the procedural goal they need. Within the national model of competition, each party bears the risk of consequences related to the commission or non-commission of procedural actions (Part 4 of Article 12 of the CPC).

Seventh, the court makes a decision on the basis of evidence provided by the parties or demanded on their initiative. The procedural law requires that the court decision to be substantiated, made on the basis of fully and comprehensively clarified circumstances, to which the parties refer as the basis of their claims or objections, supported by the evidence examined at the hearing (Part 5 of Art. 263 CPC).

Thus, in the system of coordinates of the procedural justice, the requirement of adversarial nature becomes decisive, as its strict observance and implementation ensures: 1) delimitation and diversification of procedural functions of the court and the parties to the case on the subject; 2) objectification of the sphere of procedural autonomy of the parties; 3) the completeness of the

establishment and investigation by the court of the factual circumstances of the case. In conclusion, it should be emphasized that in the conventional paradigm of fair justice, the requirements of procedural equality of arms and adversarial proceedings are considered related. In order for a minor case to be heard under the rules of summary proceedings, the plaintiff must not arbitrarily change the subject matter of the claim, and the increase in the amount of claims is allowed only within clearly defined limits, while the defendant must refrain from exercising his right to file a counterclaim. Action may be a court decision on the case under the rules of general claim proceedings (Part 4 of Article 193 CPC; Part 5 of Article 274 CPC). This indicates that the scope of implementation of guarantees of adversarial proceedings and procedural equality of the parties are significantly limited during the trial of minor cases.

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## **THE CONCEPT OF IMPEACHMENT PROCEDURE IN UKRAINE: GENESIS AND CURRENT STATE**

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The concept of impeachment procedure in Ukraine: genesis and current state.

The article explores the issue of impeachment in Ukraine. It was analyzed the modern legal regulation of the impeachment procedure and was given an assessment in terms of relevant legislation and political realities during the years of independence of Ukraine. Also cases of attempts to remove the head of state from his post using impeachment have been researched. The article suggests some ways of improving of legislation and elimination of mistakes.

**Keywords:** impeachment, President of Ukraine, Constitution of Ukraine, The Verkhovna Rada of Ukraine, bill, special temporary investigatory committee.

### **Formulation of a scientific problem and its relevance**

The existence of the impeachment procedure has constantly attracted attention among scientists, politicians and the public. At the same time, the attitude and manner of using this procedure to remove the president from his post often did not correspond to its political and legal purpose, which led to manipulation and abuse by authorities. One of the factors in this situation is the insufficient quality of legal regulation of impeachment in Ukraine.

### **Analysis of studies of this problem**

The issue of impeachment in Ukraine was considered in scientific works of many researchers such as Sukhonos V.V., Voloshchuk O.T., Ruban A.A., Skrypnyk Yu. O., Olefir D., Moskalyuk M.F.

### **Purpose and objectives of the article**

The purpose of the article is to carry out a political and legal analysis of the concept of impeachment in Ukraine and determine the possible direction of its further development.

The objectives of the article are:

- 1) clarification of the general concept of impeachment as a political science category;
- 2) development of the concept of a special procedure for removing the president from his post in political and legal perspectives;
- 3) analysis of modern legal regulation of the procedure, identification of shortcomings and ways of their elimination .

### **Presentation of the basic material and reasoning of the results of the research**

Speaking about the concept of impeachment of the President in Ukraine, we must first turn to the definition of this political and legal category. This term was accepted means the legislative procedure for prosecuting senior officials for serious violations of the constitution or law during the exercise of their powers [1, p.27].

In the legal field of domestic legislation from 1998 to 2019, in addition to the legal consolidation of the Constitution of Ukraine, 20 different bills were created to regulate the issue of impeachment.

However, it was first seriously considered in 2001, when the Verkhovna Rada tried several times to initiate impeachment proceedings against Leonid Kuchma. He was accused of illegal sale of weapons, of organizing the beating of deputy Oleksandr Yelyashkevych. At the same time, basing on the dates of submission of documents to the relevant authorities and making a discourse into history, such initiatives remained rejected or even not considered. It is noteworthy that the impeachment's bills of the head of state were put forward during Yushchenko's presidency, but due to the circumstances, their fate was the same as with previous attempts against Kuchma.

The case of the 4th President of Ukraine Viktor Yanukovich (2010-2014) can be considered as the most successful act of impeachment in Ukraine. As a result of the Revolution of Dignity on February 22, 2014, ex-President Viktor

Yanukovich left the country. The Verkhovna Rada of Ukraine adopted by 328 votes the resolution "On the self-removal of the President of Ukraine from the exercise of constitutional powers and the appointment of elections of the President of Ukraine." Viktor Yanukovich's removal from power does not fully comply with the constitutional impeachment procedure. After all, it is necessary to create a special temporary investigatory committee to conduct a legal procedure.

The conclusions and proposals of the commission are considered at a session of the Verkhovna Rada, which, if there are grounds for at least two-thirds of its constitutional membership, decides to accuse the President of Ukraine. The decision to remove the President of Ukraine from office by impeachment is made by the Verkhovna Rada at least three-quarters of its constitutional composition after reviewing the case for compliance with its legal procedure by the Constitutional Court, which is reflected in the relevant opinion [2].

The adoption of the above-mentioned parliamentary resolution on the removal of Viktor Yanukovich from the post of head of state was rather a manifestation of "revolutionary" expediency and an attempt to effectively resolve the "force majeure" situation in the country's political life. The flight of the Ukrainian ex-president to Moscow not only gave rise to an undeclared hybrid conflict between Ukraine and Russia, but also launched a procedure in absentia, which lasted from spring 2014 to January 2019. As a result, the court convicted ex-president Viktor Yanukovich in absentia up to 13 years in prison for treason and aiding and abetting an aggressive war.

However, due to numerous appeals of lawyers of the ex-head of state, the case is still relevant [1, p. 28].

Finally, legislation has changed in the legal regulation of impeachment proceedings recently. Till that time, its legal regulation had been only in the Constitution of Ukraine, but in September 2019 the newly elected deputies of the IX convocation adopted the Law of Ukraine "On a special procedure for removal of the President of Ukraine from office (impeachment)", which specified the impeachment procedure. Thus the basis for initiating impeachment was a written petition signed by the majority of deputies of Ukraine from the constitutional composition of the Verkhovna Rada of Ukraine, which is first discussed in general and without inclusion in the agenda, then the decision to include such petition in the agenda is decided, which is a start for impeachment procedure.

Then the Verkhovna Rada of Ukraine establishes a special temporary investigatory committee. According to Article 2 of the said law, it includes deputies taking into account the principle of proportional representation of deputy factions (deputy groups), and also includes a special prosecutor and special investigators. As noted, in the case of election of a special prosecutor and a special investigator of a People's Deputy of Ukraine, the principle of proportional representation of the deputy faction (deputy group) in the special



temporary commission of inquiry is taken into account. At the same time, the candidacy of the special prosecutor to the special committee is submitted by the initiators of the consideration, and the candidacies of the special investigators are the parliamentary factions (deputy groups).

Given the existence of a mono-coalition of the party to which President Volodymyr Zelensky belongs, such procedure commission is questionable regarding the impartiality of its members.

In addition, each candidate for the position of special prosecutor or special investigator must submit to the Verkhovna Rada of Ukraine an identity card, a declaration of a person authorized to perform state or local government functions for the past year in the manner prescribed by law. It may cause undue delay in the impeachment process.

This legal situation virtually nullifies the chances of the implementation of impeachment threats in the situation of the closure three TV channels (ZIK, NewsOne and "112 Ukraine") by current President of Ukraine, which are owned by deputies from the political party "OPZZH". The initiative is destroyed not only by the legal matters, but also by the political matters, as there are neither 338 votes nor a crisis situation convenient for the above-described procedure for such decisions. At the same time, the announced statement of the "OPZZH" on the beginning of the collection of signatures for the impeachment of president in the regions is nothing more than a regular PR campaign, which does not entail any legal consequences [4].

### **Conclusions and prospects for further research**

So, we can conclude that in general, from the time of the adoption of the Constitution of Ukraine until today, the institution of impeachment continues to be the object of political red tape and manipulation, rather than a real legal mechanism of influence. The impeachment procedure remains ineffective and needs to be improved, at least in terms of increasing the quality and professionalism of the investigation by a special temporary investigatory committee. We consider this topic as a prospect for further research in the field of impeachment proceedings in Ukraine.

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## **THE DEVELOPMENT OF DEMOCRACY AS A RESULT OF SOCIAL TRANSFORMATIONS**

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Democracy is a political and legal phenomenon, the development of which occurs simultaneously with social transformations and is conditioned by them. The power of the people was initially reflected in the tribal or direct, in the military, combined with despotism, democracy. Later, the formation of city-states in ancient Athens contributed to the development of direct democracy, and in the days of ancient Rome, samples of combining elements of democracy with other forms of government were tested. After a long oblivion, the democratic idea was revived by Western European philosophers of the seventeenth and eighteenth centuries. Within the framework of discussions on the ideal arrangement of the state and society under the new conditions of development of science, industry, and mass communication, a new concept of representative democracy, which is still a classic for political science, has been proposed to address the problems associated with the implementation of democracy in complex state formations.

To date, there is no single conceptual approach among researchers to identify the main problems of modern democracy. This is primarily due to the scope of the concept of "democracy"; it requires a thorough methodological and practical study. Of course, the main problems are those related to the implementation of the principle of democracy in modern society. If we talk about "society" in a broad sense, i.e. covering absolutely all people living on our planet, the concept of democracy is unknown to the majority of the population of our planet, due to the historical and socio-economic development of individual regions of our planet and the population of these regions. Thus, we will understand the term "society" as a developed society, able to understand the basic principles of modern democracy, able to understand the nature of democracy and the importance of this concept for the proper functioning of modern society. Let us dwell in more detail on the analysis of the problems of a democratic society in Ukraine.

In my opinion, the first problem in defining the problems of the development of a democratic society is the definition of the concept of

"democracy". It is common to define democracy as "the power of the people." Personally, when defining democracy, I use the words of one of the fathers of American constitutionalism, Abraham Lincoln: "Democracy is the power of the people, created by the people for the people." That is, power comes from the people: the people are the supreme power that exercises or confers authority, and the one who is endowed with part of the authority is responsible for the people. Power is exercised either through elected representatives or directly by citizens. Power is exercised to serve the interests of the people, that is, for the public good.

Since "democracy" is an abstract concept, the next problem is the proper consolidation of the principle of democracy in national legal systems. Thus, in Ukraine, the principle of democracy is enshrined in the Constitution of Ukraine in Article 1: "Ukraine is a sovereign and independent, democratic, social, legal state" [1, Article 1]. Considering the works of famous Ukrainian constitutionalists, we can conclude that the Constitution of Ukraine in further provisions provides the legal basis for the implementation of the democratic mechanism in Ukraine:

Article 5: The bearer of sovereignty and the only source of power in Ukraine is the people. The people exercise power directly and through state authorities and local governments. This Constitutional provision reveals the conceptual foundations of a democratic society - the people's access to the exercise of power, both directly - the election and through local governments). The right to determine and change the constitutional order in Ukraine belongs exclusively to the people and cannot be usurped by the state, its bodies or officials [1, Article 5].

Article 6. State power in Ukraine is exercised on the basis of its division into legislative, executive and judicial. Bodies of legislative, executive and judicial power exercise their powers within the limits established by this Constitution and in accordance with the laws of Ukraine. [1, art.6] This norm enshrines the most important democratic principle - the division of power into branches person, or the ruling party.

Article 7. Local self-government is recognized and guaranteed in Ukraine. This Constitutional Provision guarantees every citizen of Ukraine access to participation in government at the local level; implements the principle of democracy and ensures the implementation of Art. 5 of the Constitution of Ukraine. [1, Art. 5.7]

In view of the above, we can see that the principle of democracy is properly enshrined in the system of national legislation, in addition to the Constitution; the rules for implementing the principle of democracy are contained in a number of laws of Ukraine, and are specified in bylaws.

Therefore, the most acute in my opinion is the problem of implementing these rules. The Constitution of Ukraine is one of the most democratic constitutions, the system of national legislation is adapted to the norms of the Constitution and acts of international law, but these provisions are not properly

implemented. The main problem, in my opinion, is the wrong policy of those who exercise power, namely the wrong choice of priorities to address the most pressing public issues, and sometimes the lack of knowledge of the legislature and the executive ability.

So, summarizing the above, I can state the fact that the only problem of modern democracy in Ukrainian society is the problem of implementing the rule of law. It is manifested in: contempt of the citizens of Ukraine to the national law, the spread of legal nihilism, and the wrong policy of the government that the establishment of priority vectors of development and methods of achieving this development. The set of such “trifles” forms the layer of problems that are reflected in the implementation of the principle of democracy in Ukraine. The level of democracy is manifested through the socio-cultural development of the people.

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## **GOOD FAITH IN POSSESSION IN ACQUISITIVE PRESCRIPTION**

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The evidence of state democracy in modern conditions is the balanced society and harmonious relations between the state and its citizens. Protection of ownership of citizens belongs to the fundamentals which ensure the stability and resilience of the functioning of society and its economic relations. Today, in Ukraine there are various ways to acquire property rights, but not all of them have the same efficiency.

One way to acquire ownership of movable and immovable property in accordance with Art. 344 of the Civil Code of Ukraine is the usucaption or acquisitive prescription. Thus, a person that bona fide came into possession of somebody’s property and continues to possess the immovable property during ten years and movable property during five years shall acquire the ownership right in this property (acquisitive prescription), unless otherwise stipulated by this Code.

The indicated method allows the society to return the property the owner has lost interest of, has not used and cared for into the civil circulation. The method also allows to acquire the ownership right for those who have received it in possession, taken care of it.

At the same time, as a result of the absence of a clear interpretation of the contents of the acquisitive prescription, given by scientists and judicial practice, the institute, known since the times of Roman law, has no practical application in Ukraine for a very long time.

In accordance with Article 344 of the Civil Code of Ukraine, the definitions distinguish two main features of the acquisitive prescription - the fairness of possession (subjective) and the expiration of legally established terms (objective).

The most controversial for understanding turns out to be the feature of “good faith in possession”, which was interpreted by the Roman law as the belief of the possessor that he does not violate the rights of another person.

Nowadays an understanding of good faith in the acquisitive prescription is more complicated, which has led to a complexity of the enforcement of this law. K.I. Sklovsky notes that good faith in possession of acquisitive prescription is possible only if the estate is received on the right of procurement / disposition [1]. This applies to the cases when a person has received the property by the deal, which was substantially recognized as invalid or was worthless since its conclusion. And the requirement to return the property by the owner was not received by the possessor.

N.N. Misnik proposed to understand the good faith in possession in such a way that the illegality of its possession is first known to the owner from the moment of acquiring property. ... Ownership should not occur as a result of unlawful actions or a person should not know that he / she acts unlawfully while acquiring possession. This should be an actual (unexplored) possession that has arisen from any statute-established reason that eliminates the wrongfulness of the actions of this person, or as a result of unlawful actions, the person did not know and could not know about their unlawfulness while carrying out them [2].

D. Luspenik draws attention to the fact that in the Civil Code of Ukraine the definition of good faith concurs with the definition of innocence and, conversely, the unscrupulousness concurs with the notion of guilty. Such conclusions are driven from the article 390 of the Civil Code of Ukraine that characterizes an unscrupulous acquirer (owner) as a person who knew or could know that he / she possesses property illegally. Based on this, we can talk about a deliberate or careless form of unscrupulousness [3]. So the acquisitive prescription cannot be applied to those persons who gained their possessions illegally or are unfair acquirers.

The most justifiable understanding of good faith in the acquisitive prescription is seen in cases, when the possessor has acquired property in the will of the owner, but according to an invalid (void) transaction, and the limitation period at the request of the application of the consequences of the

invalid transaction has passed. Even if the acquirer knows the reasons for the invalidity of the transaction, the acquisition is not excluded.

Such theoretical understanding directly contradicts the position of the Supreme Court, set out in the Resolution of November 07, 2019 in the case No. 333/3330/18. In the specified resolution, it was established that the basis of good faith in possession cannot be, in particular, any agreement that mediates the transfer of property to a person in possession (possession and use), but not in property. Possession of the property under the contract, which mediates the transfer of property to a person in possession (possession and use), but not in ownership, excludes the possibility of acquiring property in acquisitive prescription, because in this case, the possessor holds the property but does not own it.

If the possessor knows or should know about the wrongfulness of taking possession of someone else's property (including the grounds for the invalidation of the contract), then, despite any term of continuous possession of another man's property, he / she cannot acquire it because there is no such condition as good faith in possession [4].

It is possible to conclude that the theoretical understanding of good faith was not accepted by practice. The alternative understanding approaches were not proposed. It is necessary to continue discussing and developing the interpretation of good faith at the theoretical and practical levels in order to establish a fair balance between the interests of a non-possessing owner and a possessing not-owner and protect the property from its disappearance from turnover.

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## **FEATURES OF LIBERAL DEMOCRACY IN MODERN ERA**

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It is a well-known fact that democracy is the most widespread type of political regime around the globe. However, democracies may vary according to

their features in every particular state. It is noticeable that a decent amount of countries, primarily developing ones, declare themselves democratic, while indeed they remain authoritarian due to the strong power of certain government officials. At the same time some other countries manage to make a transition to the next stage, which is called electoral democracy. This type may be characterized as a real democracy with respectively fair elections to state and local self-government authorities, but such democracies, as a rule, lack some of the key components. These components usually consist of effective separation of powers, broad protection of human rights and freedoms, developed economy and the rule of law.

The highest stage of democracy as we can see is a liberal democracy with a wide range of well-organized institutions in the legal, economic and social sphere. The main feature of such democracy is a wide protection of human rights and freedoms, which is guaranteed by the decentralized system of state and municipal authorities. It is essential, however, that liberal democracy has both human and economic rights connected so that they are simultaneously enacted. In other words, the state should promote full recognition of civil liberties, legal protection for everyone, protection of property as well as intellectual property [1, p.7] in order to bring up the rule of law in the society. Therefore, we agree with the perspective that the dimensions of liberal democracy are expressed through the democratic principles based on freedom, equality, transparency, accountability, pluralism, implementation of justice and other liberal values [2, p.35].

Another key feature of the liberal democratic regime is its close connection with market economy and property rights, which are usually being underpinned by the effective legal and judicial system within the particular state. The central paradigm of the market economy was proposed by the well-known scientist, Adam Smith, who outlined three sources of general prosperity: 1) striving for one's own interest and property; 2) division of labour and specialization; 3) free trade and competition [3, p.15]. Nevertheless, other experts in the field of market economy highlight the importance of a wide variety of goods and services provided by small, medium and large businesses. According to this concept, such variety would activate social transactions and, thus, lead to improving the well-being of the population, on one side, and would encourage further expansion of entrepreneurial activities carried out by the national and foreign businesses.

Based on the general analysis of liberal democracy, the question about its advantages and disadvantages may arise. Firstly, the positive side includes the limitation of government power to all citizens due to the dominance of the rule of law. This advantage excludes the state's interference in activities conducted by individual and corporate private owners and encourages them to flourish on the market [2, p.46]. Secondly, some of its drawbacks, according to experts, may include lack of centralization, which is quite essential in times of war or other extraordinary circumstances [5, p.2].

Summing up, we should outline the unique nature of the liberal democracy as compared to its other forms. Being a complex one, liberal democracy constitutes not only an effective mechanism for human rights protection, but also ensures economic stability and prosperity of the state. A decent amount of structure elements that comprise this type of democracy has been researched for centuries by lots of outstanding scientists, and, however, many issues still remain unresolved. The latter may be proved by extremely low number of states with a liberal type of democracy. The prominent example, the United States, which is usually referred to as a liberal state, also has certain difficulties in this sphere such as specific legal regulations, human rights protection, etc. Therefore, it means that nowadays there is no state with an ideal form of liberal democracy. That is why further studies in this direction would be helpful for creating new effective policies capable to solve those difficulties.

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## CURRENT PROBLEMS OF A DEMOCRATIC SOCIETY DEVELOPMENT

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Traditionally, the concept of a democratic society is understood as a society of equal opportunities. In such societies, the institutions of the civil society are traditionally strong and formed, the mechanisms of control over the work of state institutions are regulated, the priority areas of state control are the rights of citizens, and there are no political or legal contradictions between branches of government. Democracy exists on the basis of democratic principles. They are a concept that most people consider most important in a



democratic society. A democratic society is governed by citizens both directly through the consideration of the most important issues in a referendum and through elected representatives who make up the bodies of state power and local self-government. In a democratic society, there is a decision-making system that reconciles the interests of all citizens. A popular example of a democratic system in most countries involves an almost complete overlapping of democratic and liberal values. After gaining independence, Ukraine began a new stage of its development, which provided for the implementation of democratic reforms. First of all, it is important to pay attention to the problems that complicate the implementation of the basic democratic principle - democracy. The representative system, which has gradually evolved into universal suffrage, has been used for several centuries to ensure democracy. But it is still difficult to talk about achieving the optimal level of citizen participation in the organization and exercise of power. First, elections give citizens only a periodic opportunity to express their views, and their results are rather a combination of certain short-term interests of voters. Second, the level of political participation casts doubt on the real representative nature of the elected government. Citizens still find it difficult to exercise their right to vote because electoral procedures are not fair and adversarial. On the other hand, in this process one can find the following preconditions - the lack of sufficient knowledge and time resources for active participation of citizens in political life. Consistent democratic procedures often seem to ordinary citizens to be a "mockery of common sense", long-term discussions to be a "talk show" that delay the solution of important problems.

In Ukraine, the current political situation clearly demonstrates the vulnerability of young democracy to the challenges of totalitarianism and authoritarianism. The development of democracy in Ukraine is hampered by the following main problems: the separation of public authorities and their officials from the electorate, the inobservance of political parties, whose representatives took seats in public authorities, the provisions of election programs; non-transparency of the processes of preparation and decision-making by elected bodies of state power; adoption of laws, bylaws, as well as local regulations that directly or indirectly complicate or cancel procedures aimed at maximizing the involvement of citizens in decision-making processes; the actual absence of mechanisms of political responsibility of deputies of councils of different levels to their voters; rapid decline in confidence in the representative authorities. The main reasons for these trends are: 1) the absence of a modern state elite, whose representatives would have a common vision of the national interests of Ukraine, the fundamental principles, main tasks and prospects of its political development; 2) low level of democratic political culture and civil consciousness of the population; 3) insufficiency and contradiction of certain provisions of the Constitution of Ukraine and other normative legal acts; 4) the system of public administration and local self-government that does not meet the requirements of today; 5) the lack of an effective judiciary in the state, which

does not allow citizens to qualitatively and promptly defend their rights in the judiciary; 6) lack of effective socio-economic reforms.

A developed civil society is a critical component for establishing a stable democracy in a country. And one of the most difficult tasks is the formation of civil thinking. An important condition for the effective development of civil society is the democratization of the individual - a person's awareness of freedoms, rights and responsibilities. Education and political competence will allow citizens to fully enjoy their democratic freedoms and not be manipulated. At this stage of the formation of a civil society there is a problem of cooperation between the state and citizens, resulting in a low level of socially important activity. The participation of a citizen of Ukraine in public life begins with an activity in the local community. And participation in the political life of their region, in turn, ensures the transparent formation of local budgets and strengthens public control over government activities. An active civil position opens wide prospects for participation in government decision-making and political reforms aimed at the introduction of democracy, democracy in society and the country as a whole. After all, a citizen is a characteristic that requires a certain level of participation in the political and social life of the state. The course of democratic transformations in Ukraine should be considered taking into account peculiarities of the values and ideals of democracy, because the success of democratization of any country is determined by social and cultural factors. Equally important is the consideration of the subjective factor, i.e. the role and influence of the national political elite on the processes and results of the systemic transformation of society. Thus, the democratization of the political system in Ukraine requires the solution of a wide range of problematic issues. There is a need to improve the electoral process, the political elite and the population to be aware of the benefits of democratic procedures and practices, to eliminate conflicts between certain provisions of the Constitution of Ukraine, to improve the judiciary and to implement effective socio-economic reforms.

## **RESTRICTIONS ON WOMEN'S RIGHTS IN ISLAM**

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Having passed a great historical way most countries of the world established that women and men are equal in their political, economic, social and other rights. But the topic of women's rights in Muslim countries is still relevant today. A Muslim woman has limited rights compared to a man, which is primarily due to religious canons.

Gender inequality is a characteristic feature of many Muslim countries, stemming from ancient traditions. On the one hand, the Qur'an, as one of the main sources of Muslim law, proclaims a woman's right to property, to the choice of a man, to the opportunity to receive education. However, on the other hand, the Qur'an determines the inequality of women and men. But the Qur'an gives a clear statement that a woman is completely equal to a man before God in duties and rights.

Therefore, discrimination against a woman begins from her childhood, as gender priority at the time of childbirth is often reflected in her further upbringing and attitude towards her family.

A Muslim woman (with the consent of the responsible husband or relative before Allah for the preservation of her honor and morals) can do her own business or participate in the social and political life of society, work in areas acceptable to her, such as medicine, education, cooking. A Muslim woman has the right to work only for conditions, if the work does not prevent her from taking care of the house, husband and children. Under Islamic law, a married woman should not avoid doing the necessary housework, helping her husband, and making him happy at the same time.

Recently, Islamic countries have been undergoing reforms aimed at increasing women's participation in all spheres of socio-economic and political life. However, women are not perceived as political leaders at all, because it is believed that a woman cannot engage in men's affairs. In recent years, the number of women candidates has increased, but women are "decorative" and do not play a significant role in decision-making.

The question of the age at which girls get married is quite acute. The average age is 12-15 years. Compared to European standards, it is very early. That's why a feminist movement called "Girls are not wives" began in Tunisia a few years ago. The number of such feminist movements has been increasing in recent times. The main goal is to show the absurdity of girls' marriages with mature men.

Polygamy has become a favourite topic for criticism in Muslim countries, but Muslims believe that polygamy solves a number of social problems. Islam states that polygamy is a permissible thing, but not a duty.

Another important feature of Muslim women is covering their bodies. As a result of the development of Muslim countries - a woman can choose how to dress, and the forced coercion to wear any clothes is considered as patriarchal pressure from the state and society.

Now the problem of wearing Muslim clothes in Europe has become relevant. Many countries impose certain prohibitions on this. In 2018, the Danish Parliament banned people from appearing in public in traditional hats. France is the first country to ban the niqab and burqa. Also, these bans are supported by the Netherlands, Germany, Austria, Bulgaria and Belgium.

Today about 1 million Muslims live in Ukraine. About half of Muslims of Ukraine are Crimean Tatars. Ukrainian society is very open and tolerant, there have never been such problems with attitudes towards Muslims.

Compared to European countries, Ukraine has an average number of Muslims - 3.4% of followers of Islam in Europe. The same number, for example, in Spain, Bulgaria and the Netherlands. This is far from the records of Germany (16.4%), France (16%) and the United Kingdom (10%), but much more than, for example, in neighboring Belarus and Moldova (0.1% each).

Despite the general improvement in the situation of women in Muslim countries, this problem remains very relevant. Women are actively fighting against the arbitrariness of the patriarchal government, for their rights. Women in Iran, Saudi Arabia, Tunisia and elsewhere risk their lives to overcome violence from the state and men. The main goal of the struggle of women is to establish equality between women and men, to establish a just society in which there will be no features of gender discrimination.

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## PROJECT RISK MANAGEMENT PRACTICES

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The development of Ukraine as a democratic state governed by the rule of law is determined to a small extent by how rational and effective the organization of power in the state is, not only and not so much central, but above

all local, represented by local self-government. Local self-government is one of the fundamental democratic principles of the constitutional order of Ukraine.

Local self-government in Ukraine is a state-guaranteed right and real ability of a territorial community – residents of a village, settlement, city or voluntary association of residents of several villages, settlements, cities – independently or under the responsibility of local government bodies and officials to resolve local issues, significance within the Constitution and laws of Ukraine.

Local self-government in Ukraine is carried out on the principles of: democracy; legality; publicity; collegiality; combination of local and state interests; election; legal, organizational and material-financial independence within the powers defined by this and other laws; accountability and responsibility to territorial communities of their bodies and officials; state support and guarantees of local self-government; judicial protection of the rights of local self-government.

The system of local self-government in structural and organizational terms is a set of local governments, self-organization of the population and organizational forms through which the relevant territorial community or its components carry out tasks and functions of local government, address issues of local importance.

In cities with district division by the decision of the territorial community of the city or city council in accordance with the specified Law district councils in the city can be formed. District councils in cities form their executive bodies and elect the chairman of the council, who is also the chairman of its executive committee.

Taking into account the peculiarities of the administrative-territorial structure of our state, the system of representative bodies of local self-government consists of two levels: village, settlement, city councils (hereinafter - local councils); district and regional councils.

Bodies of self-organization of the population are representative bodies created by residents who legally reside in the territory of a village, settlement, city or their parts to solve the tasks provided by the Law of Ukraine "On bodies of self-organization of the population". Bodies of self-organization of the population are: house, street, quarter committees; neighborhood committees; district committees in cities; village, settlement committees. The best example of the creation of such bodies of self-organization are condominiums.

Executive bodies of local self-government - bodies which, in accordance with the Constitution of Ukraine and the Law of Ukraine "On Local Self-Government in Ukraine", are created by village, settlement, city, district councils in cities (in case of their creation) to perform executive functions and powers of local self-government, implementation of decisions adopted by territorial communities, relevant councils within the limits set by law.

The executive bodies include the executive committee of the council, as well as departments, administrations and other executive bodies that may be created by the village, settlement, city, district council in the city within its

approved structure and staff, in order to exercise powers within the competence of councils.

Another element of the system of local self-government is the village, township, mayor, who in accordance with Art. 12 of the Law "On local self-government in Ukraine" is the main official of the territorial community, respectively, the village (voluntary association of residents of several villages into one territorial community), settlement and city.

Also an element of local self-government is an official of local self-government bodies - a person who works in local self-government bodies, has the appropriate official powers in the implementation of organizational and administrative and advisory functions and receives a salary from the local budget.

The powers of local self-government are the rights and responsibilities of territorial communities, local self-government bodies for the implementation of tasks and functions of local self-government determined by the Constitution and laws of Ukraine, other legal acts.

In general, the most important issues referred to local government, defined by the Constitution of Ukraine, Art. 143 which stipulates that territorial communities of villages, settlements, cities directly or through the local self-government bodies formed by them manage the property that is in communal ownership; approve programs of socio-economic and cultural development and control their implementation; approve the budgets of the relevant administrative-territorial units and control their implementation; establish local taxes and fees in accordance with the law; ensure the holding of local referendums and the implementation of their results; form, reorganize and liquidate utility companies, organizations and institutions, as well as exercise control over their activities; resolve other issues of local significance referred by law to their competence.

According to its structure, the powers of local self-government include: own (self-governing) powers, housing and communal services; delegated powers.

Local state administrations exercise the powers of local self-government delegated to them by the relevant councils, as well as the powers of higher-level executive bodies delegated to them within the limits set by law by the Cabinet of Ministers of Ukraine. The transfer of powers of other bodies to local state administrations shall be accompanied by the transfer to them of the relevant financial, logistical and other resources necessary for the exercise of these powers.

It can be argued that the system and powers of local self-government in Ukraine contribute to the development of civil society, aimed at democratizing the relationship between the subjects and objects of local self-government. However, although the system of local self-government in Ukraine already has some stable forms, this does not mean that its further development is inexpedient. In today's conditions, the search for rational opportunities to improve the efficiency of this system is relevant. For example, it may be to ensure the formation of self-sufficient territorial communities that have material,

financial and other resources to the extent sufficient for the effective performance of tasks and functions of local self-government; provision of social services to the population at the level provided by national standards; a clear division of powers between local governments at different levels and public authorities, which should exclude cases of interference by public authorities in the affairs of territorial communities.

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## **DEMOCRATIC DEVELOPMENT OF THE RULE OF LAW**

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The development of independent Ukraine was marked by the proclamation and enshrinement in the Constitution of Ukraine of the rule of law. The consolidation of this principle in the Basic Law demonstrated the desire of our state to build its legal system on the basis of principles that are recognized as fundamental to any democratic society. The rule of law is one of the basic values of democracy.

The rule of law in the state provides clear rules of the game and allows citizens to live in an independent democracy. In order to establish and operate such rules, the state must work efficiently and effectively, enforce laws, and ensure an independent and impartial judiciary. The rule of law is about the quality of life of citizens, the economy and investment attractiveness of the country.

Given the different approaches to determining the content of the rule of law, we can formulate the idea that the rule of law is a specific social reality, which is a symbiosis of different interests: political, economic, social, cultural and so on. Despite the fact that the specifics of the formation of the principle of supremacy in a country depends on the characteristics of national and cultural development, including national legal culture, the establishment of this principle is possible through consistent compliance with a number of conditions.

The modern understanding of law implies the recognition of person as the highest social value, and ensuring the rights and freedoms of person and citizen -

the main goal of state power, which exercises its competence only within the constitution and laws of the country.

Constitutional aspirations to develop and strengthen a democratic, social, legal state cannot be realized in Ukraine without the establishment of political human rights and freedoms. The latter include: the right to freedom of association in political parties and public organizations; the right of citizens of Ukraine to participate in the management of state affairs, in all-Ukrainian and local referendums, to freely elect and be elected to bodies of state power and bodies of local self-government; the right of citizens of Ukraine to hold meetings, rallies, marches and demonstrations, etc. Normative and legal regulation of constitutional political rights of human and civil liberties is carried out by the laws of Ukraine.

The principle of the rule of law is the fundamental basis of a democratic state governed by the rule of law. Development rule of law is a guideline for socio-political development of Ukraine, which is explicitly stated in Art. 1 Constitution of Ukraine, where our state is recognized as sovereign and independent, democratic, social, legal. Only the formation of the rule of law, which is governed by the rule of law and, accordingly, the principles of the Constitution and laws, will ensure the implementation of the priority of human rights in society. Therefore, a substantive element of the rule of law and through it an effective tool for regulating social relations is the requirement to guarantee human rights and fundamental freedoms.

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## **FORMATION OF STUDENT COMMUNITIES OF EMIGRANTS FROM THE DNIEPER REGION IN KRAKOW (1887-1927)**

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Ukrainians studied at the Jagiellonian University in Austrian times, but in the second half of the XIX century. Krakow became one of the centers of education for young people from the former Polish lands, which came under the rule of Prussia, Austria and Russia. The first student community in Krakow is considered to be the Academic Community, which was established in 1887 by students of the Jagiellonian University. Among the Ukrainians in the Academic Community were representatives of various fields of study: physicians, philosophers, artists who studied at the Academy of Arts in Krakow, high school teachers and others.



In the early twentieth century during the escalation of Polish-Ukrainian conflicts and the boycott of Ukrainians at Lviv University, the second wave of Ukrainian emigration to Krakow began. In 1911, thanks to the Krakow Reading Room, emigrant students were given a room for a separate Academic Community Society (Ukrainian Community), which had ties to the Academic Community, which was established at the end of the 19th century.

The Ukrainian Academic Community cooperated with the Krakow Reading Room, jointly organized the Shevchenko Concert in 1912, organized a meeting in honor of Ivan Franko, gave lectures on Ukrainian literature, and opened an Amateur Circle, which staged theatrical performances. With the outbreak of World War I, the Academic Community ceased to function, but the Reading Room continued to function, emigrants and military Ukrainians gathered there, but the Ukrainian-Polish war led to the closure of the Reading Room by the Polish authorities in 1918.

After the war, in 1923-1924, a new Ukrainian Student Community (USG) began its activities in Krakow, formed primarily of Ukrainian students from the Jagiellonian University, who became former prisoners of interned soldiers of the Ukrainian Galician Army and emigrants from Dnieper. The charter of the USG in Krakow was approved on June 24, 1924. The community was to represent Ukrainian students in Krakow, provide them with material assistance, maintain a library and reading room, organize concerts and academies (university meetings), public readings, and inform those who wished to study in Krakow. The first official meeting of the USG took place on October 29, 1924, and in December 1926 a new statute was already prescribed. Amendments to the statute made it possible to add to the Ukrainian students of the Jagiellonian University also emigrant students of the Mining and Metallurgical Academy and the Krakow Academy of Arts, and in 1927 - students of the Higher Trade Courses. A number of clubs were organized at the USG: sports, professional, material assistance, and on June 17, 1927, a separate women's organization was created - the Students' Section. Like previous Communities, these groups held concerts, meetings, readings, published "live newspapers", organized nativity scenes and developed the student movement of Ukrainians in Krakow in the first quarter of the XX century.

## **REPRESENTATION OF WOMEN IN THE PARLIAMENT OF CATALONIA**

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The issue of the social and legal status of women in parliament raises new questions for research, namely: can parliaments be assessed as inter-democratic

if women continue to be hampered in fulfilling their roles and responsibilities as members of parliament or staff?

Gender inequality in the workplace is still a widespread problem of gender discrimination. One of the greatest democratic changes of the twentieth century was the achievement of passive and active suffrage by women.

International law has recognized women's suffrage through the United Nations Human Rights Organization. The number of women represented in parliaments has gradually increased over the last few decades, thanks to the adoption of gender quotas [5].

In Spain, women's suffrage was officially introduced in 1931, and in 1976, during Spain's transition to democracy, all women were given the right to vote and to be elected.

The first women were elected members of the Catalan parliament in 1980. The gender composition of the first legislature showed an imbalance in political representation. Only 8 deputies out of 135 elected in 1980 were female, accounting for no more than 5.4% of the total [1].

The exceptional plenary session of the Women's Parliament, which took place on July 1, 2019, was chosen by the European Institute for Gender Equality (EIGE) as an example of a leading policy practice on gender sensitivity [2].

The Women's Parliament was initiated by the Parliament of Catalonia in cooperation with the Consell Nacional de les Dones de Catalunya (CNDC). The ideological basis of the Declaration was the Beijing Platform for Action of 1995, which stipulates that the content of gender justice in international instruments should be collected and used effectively in Catalan politics through an intersectional approach that will identify different axes of discrimination and address their causes, not just eliminate its consequences [2].

It should be noted that the actualization of gender issues is an effective strategy to promote equality between women and men in public policy, helps to eliminate inequality, adjust working procedures and methods, and promotes trends in social change [3]. One of the leading achievements of the Women's Parliament of Catalonia is the adoption of UN Security Council Resolution 1325 "Women, Peace, Security".

The Parliament of the Thirteenth Legislative Assembly, held on February 14, 2021, became the most equal in the history of Catalonia with 65 elected deputies, who will occupy almost half (47%) of the 135 seats in the House [5]. For the first time, four political parties will have more women parliamentarians than men. Women predominate in the representation of the following parties: PP (Partit Popular Catala / People's Party of Catalonia), CUP (Candidatura d'Unitat Popular / Candidacy of People's Unity), ERC (Esquerra Republicana de Catalunya / Left Republicans of Catalonia), PSC (Partit dels Socialistes / Socialist Party of Catalonia). The political party Junts (Junts per Catalunya / Together for Catalonia) has achieved equal representation, with 32 seats, 16 owned by men and 16 by women.

Following Catalonia's path to equality in the political arena, it can be concluded that the parliament is promoting an equality plan to eradicate patriarchy in this institution and intends to place itself among the most advanced chambers in Europe in the field of gender equality.

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## JUDICIARY IN THE EU: DEMOCRATIC DIRECTIONS AND PRINCIPLES

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The chosen topic's relevance lies in its immediate significance and straight relates to the Ukraine and Ukrainian society (actually because of one of the most main and prevailing purposes at the political vector today). The disclosure of the subject matter is aimed at giving others the imagine of the sphere of jurisprudence and structure of the Union which Ukraine strives for. Moreover, the revealing question at the subsequent paragraphs allows the readers to increase their competence in subject of the EU judiciary and, furthermore, to expend the amount of knowledge and skills in the scope under consideration.

The judiciary in the European Union is elaborated enough and represents a structure of three constituents, the highest of which is the European Court of Justice (ECJ). Beneath the ECJ there are two other components: the General Court and the Civil Service Tribunal. In order to distinguish the distinctive features and handle on the main functions of each of these elements, there is the proposal to examine each of them tersely.

Starting with the European Court of Justice, it's worth noting that this entity is being considered to be the highest tribunal in the EU court system. The most fundamental hallmark characterizing the ECJ is the ability of appealing the all matters of EU law. The body has its own construction, which comprises the next officials: 28 judges, that are elected from each Member State (that are appointed by an agreement of the government of each Member), and 8 Advocates-General, that fulfill generally the subsidiary functions, namely the consultation about some of the controversial cases. The ECJ's mission to ensure "respect for the law in the interpretation and application of treaties" is assigned by the 19<sup>th</sup> article of the Lisbon Treaty, and assumes fairly relative authorities for this organ. E.g., as the body of an international organization the European Court has quite restricted list of duties: actually, it fulfils the delegation obligations, examines in the first instance a relatively limited category of cases and it mainly retains the prejudicial jurisdiction. But from the other side that cases and the decisions on that issues are literally essential and significant for all the Union. Furthermore, this organ performs a monitoring role, in particular the supervision over the observance of EU law and the control over the legality of activity and inaction of the other Institutions.

The Court of the first instance (or The General Court) as well as the ECJ includes 28 judges, elected for the 6-year-term. The Judges of this Institution (overall as of any other entity) must have the following traits like: impartiality and independence, in order to execute their professional responsibilities in an equitable manner. Depending on the case at hand, the Court sits in chambers of different sizes: starting from a chamber of 3 judges, ending with the Grand Chamber of 15 judges. The body is competent to consider the next claims:

- filed by Member States against the Commission;
- in the field of intellectual property brought against the EU Intellectual Property Office;
- filed by individuals / legal entities demanding the abolition of acts of the EU institutions, the addressees of which they are or which directly concern them.

Indeed, the General Court is empowered to appeal the decisions made by the Civil Service Tribunal.

The Civil Service Tribunal (Tribunal) was set up in 2005 with the aim of resolving controversial issues and contradictions among EU civil servants and relevant institutions. The body was formed and conducted its activities to a large extent in order to maintain its structure, protecting the Union system from subjective neglect and misunderstandings that had grown up on this basis. After all, as it is known, the human factor contributes not only to the formation of diverse vectors of mental and physical activity but, ultimately, can lead to a breakdown of a fundamentally created and well-established association, threatening a confrontation of contradictory branches in the near future.

The Tribunal included 7 judges, but ceased to exist in 2016. Its jurisdiction was transferred to The General Court.

Thus, based on the foregoing it can be concluded that one of the main motives and tasks of the EU judicial system is to maintain order and peace, fair environment in the Union, by clearly defining the jurisdictions and powers of institutions and bodies, measures to prevent disputes among officials in the Union system.

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## **HUMAN TRAFFICKING AS A TRANSNATIONAL CRIME AND A GLOBAL PROBLEM**

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Trafficking of human beings is the exploitation of children, women and men for profit. This is modern slavery. Human trafficking is a serious crime and a gross violation of human rights. It occurs all over the world and affects almost every country. According to the United Nations, it is considered the second source of illicit profits for organized criminals after those obtained from the drugs trade.

Today, 45 million people are in slavery around the world. This includes 10 million children. Human trafficking criminal industry continues to grow and generate more than \$ 150 billion a year. The International Organization for Migration estimates that 260,000 thousand Ukrainians have been trafficked since 1991. 90%, or the vast majority of affected Ukrainians have been exploited. Ukraine is seen as the country of destination, transit and supplier country.

Years ago, mostly girls were enslaved through sexual exploitation. Now the majority of those who fall into slavery – more than 60% – are men. 90% of victims fall into labour exploitation. This can happen to anyone and usually

looks like this: people are invited to work, documents are taken away, people are manipulated, threatened and forced to work. It is estimated that 68% of victims of trafficking have higher or technical education. At the same time, only 1-2% of victims are rescued, as it is difficult to track the actions of traffickers. Usually, people are tempted with offers of good work with a decent salary, with comfortable living conditions, the right to choose work or even getting married or an opportunity of getting a higher education.

The examples of modern slavery or human trafficking are numerous. One of the accidents happened in the Kherson region during the cultivation of tobacco. There were men and women of different ages, all living in the same barn. They slept on horrible mattresses made of hay. They had no access to civilization. Also, in the summer of 2018, about 30 Ukrainians in the Odesa region were freed from slavery. People were forced to work for free in a cannery.

Another example is connected with drugs trafficking. Criminals can traffic drugs or precious metals across the border. Once they recruited a Ukrainian woman and forced her to transport drugs across the border to Thailand, where is the death penalty for trade and transportation of drugs. The girl did not know what was in the bag. In Thailand, she was detained and arrested. She was sentenced to 25 years in prison.

Ukraine was among the first countries in Europe to establish criminal liability for human trafficking in 1998. The Criminal Code of Ukraine provides for the punishment of trafficking in human beings under Article 149 of the Criminal Code of Ukraine.

**Human trafficking forms are:**

- sexual exploitation,
- forced labour,
- criminal exploitation,
- debt bondage,
- child labour exploitation,
- “domestic” slavery,
- forced beggary,
- forced exploitation of people in military units,
- trafficking in children for the purpose of adoption.
- human trafficking for transplantation of organs and tissues.

In order not to be victims of modern slavery forms people who are in search of work in a foreign country are given reasonable advice as to make sure that an agency that offers work abroad operates legally. It is necessary to conclude an employment agreement prior to traveling abroad. The agreement then must be carefully read before being signed with one of the original copies remained in a person. Consultation with a lawyer who is not affiliated with a company that sends you abroad can be essential. An agreement should stipulate the terms of the work as well as accommodation, payment and medical insurance. Other pieces of advice are as follows: obtaining a work visa as tourist

visa does not entitle a person to work; drawing up a medical insurance; making at least two copies of all the documents: visas, passport, taking one set of copies with you, others leaving with the relatives; telling the relatives where you are going and with whom; leaving phone numbers, places of residence, etc. Also, it is good to arrange with the family that if you do not call at a certain time, this will mean that you are in danger. Before leaving, a person should know in advance and memorize the addresses and phone numbers of organizations that can help him or her in the country of entry. It is also good to learn a language of a country of destination.

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## **CONTEMPORARY PROBLEMS OF THE DEVELOPMENT OF A DEMOCRATIC SOCIETY. DEMOCRACY THROUGH THE LAW**

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Democracy is a social and political system in which the government is elected by popular vote with the same weight of votes every few years. At the same time, the social community has the means and tools to influence power. This concept includes: independent judge, free media and transparent laws. Members of a democratic society have freedom of speech, to express their political views, to personally determine which choice to make, to choose a religion, or not to choose it at all.

The issue considered in the paper is *Contemporary problems of the development of a democratic society. Democracy through the law*. Well, let's reveal the essence of the issue for further work. "Modern problems of the development of a democratic society" – this part of the study requires us to identify, formulate, show, argue and make conclusions regarding the crisis and problematic moments that we can observe in the development of a modern democratic society and other aspects related to this. The second part of the study is "Democracy through law". In this part, we consider it necessary to disclose the issue of the possibility of ensuring democracy through the adoption of legislative acts stipulating the rights of citizens to participate in government, and

ensuring this democracy. The main centers of democracy in the world are Europe and North America.

Democracy originated in Europe. But the path to achieving this regime lay through bloody revolutions. People fought against the totalitarian system, establishing democratic principles. But only, the demographic system has one characteristic drawback, it is very vulnerable to internal enemies, Kolakovsky called it “self-poisoning”. This concept is characteristic of an open society, and this idea is extremely important for understanding the problems that Europe is currently facing. It suggests that such “self-poisoning” is a side effect of five revolutions (cultural, market, etc.). As a result of these revolutions, the people were given the choice of who to be, how to act, what religious and political life to choose, and after that, multiculturalism began to develop. The Cultural Revolution weakened the drive for a common goal, making democracies less manageable. The consequences of these same five revolutions have now contributed to the crisis of liberal democracy in Europe (and possibly not only in Europe). As you know, for the unity and development of a nation, a common goal (or enemy) is needed. Actually, it is difficult to find a common goal for a multicultural society. During World War II, people sided with non-democratic and anti-democratic states, as a result, these states disappeared, but the mentality of the people did not change.

Today we have the opposite problem: it is not order that destroys freedom, but freedom destroys order. In the European Union, rights of citizens are now protected, access to information, and mobility and lifestyle choices are wider than ever before. However, over the past fifty years, these freedoms have increasingly paralyzed the democratic institutions of Europe. Democratic societies become unmanageable because the idea of community and public interest is lost.

The situation is complicated by the social processes that are now taking place in Europe. A large number of migrants and other mass organizations that under the pretext of “equality” infringe on the rights of others. Particularly acute is the problem of immigrants, who have a very strong impact on society. They do not want to assimilate, accept the culture, concepts and laws of another country, because of which, civilians suffer (terrorist attacks, theft). Most of the crimes are committed by migrants. All this is due to the too open migration policy, which was adopted by the government, which was chosen by the people.

But this is a different topic, and we will touch on the issue of democracy and its points of contact with legislation. I see these points in elections, rallies, strikes and referendums. With the help of these tools, the people express their position. If everything is clear with rallies and elections, the opinion of the people there is expressed relatively clearly, but with referendums it is more difficult. Here we propose to go deeper.

The referendum raises the question point-blank and assumes only two options: yes / no. This circumstance makes it impossible to answer like “yes, but later”, “yes, but on different conditions” and other options that cannot be strictly



attributed to clearly positive or completely negative. In addition, the result is highly dependent on what state channels and other media say on this issue. Even in spite of the large amount of information in the media, people do not have a view of the whole situation as a whole and cannot predict where their decision will lead. Also, it is impossible to guarantee full attendance, someone is busy, someone does not care.

If we summarize everything, the problems in the democracy of modern countries, it is too much democracy. Ordinary people do not have enough experience and knowledge that would allow them to solve major state issues, but they can choose protégés to the authorities, because these applicants explain everything to people in an understandable language. The problem of democracy through referendums and other legitimate ways of expressing the will of the people is that it is the vagueness of the vote and the lack of understanding by society of the consequences of the choice, leading to illogical decisions that may later have a bad effect on the situation in the country.

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## **CONTROLLED FOREIGN COMPANIES: INNOVATIONS IN UKRAINE AND EXPERIENCE OF FOREIGN STATES**

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The article considers the issue of legislative innovations in the tax legislation, as the introduction of controlled foreign companies. The article analyzes the legal nature and requirements for such entities. In addition, the international approach to the identified issue and the special features of application in the jurisdictions of foreign states are highlighted.

Key words: taxation, residency, de-offshorization, controlled foreign companies.

Problem statement. The introduction of new tax rules and new subjects in the Ukrainian tax legislation is an important step for Ukraine on the European path. However, the implementation of international acts into the national legislation has proved to be problematic for Ukraine. Therefore, it is important to analyze the legal problem and international practices of CFCs.

Recent research and publications. The question of functioning controlled foreign companies was engaged in research of N. Mudrak, M. Woźniak, B. Arnold, D. Pinto, M. Lang, K. Bilgren, and D. Sandler and others.

The purpose of the article is to analyze the features of functioning of CFCs in Ukraine and the international approach to this issue.

Presentation of the main material. Reformation of the Ukrainian legislation, fulfillment of Ukraine's obligations under the Association Agreement with the EU have also worked in the aspect of the tax legislation. Law №466-IX of May 23, 2020 "On Amendments to the Tax Code of Ukraine to improve tax administration, eliminate technical and logical inconsistencies in the tax legislation" (hereinafter - Law №466) introduced certain significant innovations. Among these is the introduction of controlled foreign companies (hereinafter - CFC).

As a justification for the enactment of the Law №466, there was a regulation of counteraction to modern tax rules, which give businesses too many opportunities to speculate on tax rates, regimes and statuses. However, the wishes of legislators turned out to be too cardinal for Ukrainian business. The law changed the philosophy of the relationship between regulatory authorities and business in the direction of strengthening the influence of tax authorities and limiting the exercise of rights by taxpayers. The balance that they have been trying to build for many years has been upset. Therefore, representatives of business associations, experts and entrepreneurs raised the issue of the expediency of this Law and its repeal or amendment.

Despite the fact that Ukraine was not ready for such radical changes, the innovations will still work, only with a delay. In this way, the Law of Ukraine "On Amendments to the Tax Code of Ukraine and other laws of Ukraine to ensure the collection of data and information required for the declaration of certain objects of taxation" from 07.12.2020 № 1117-IX was adopted. As a result, it was decided to postpone the entry into force of the rules of taxation of the CFC for a year until 01.01.2022.

Legal nature of controlled foreign companies in Ukraine. Law №466 stipulates that a CFC is any entity registered in a foreign state or territory that is recognized as being under the control of a natural person resident in Ukraine or a legal entity resident in Ukraine. For a more effective understanding, we can derive the following "CFC formula": the company is a non-resident of Ukraine, the controller is a resident of Ukraine. The most common practical implementation of this rule is when a citizen of Ukraine owns a significant share in the authorized capital of a foreign company or manages it.

The concept of the company in the general sense, first of all, represents a legal entity of a corporate type. Given the various organizational and legal forms of legal entities in foreign countries, the legislator defined the concept of legal entity as a corporate entity, and also included any other legal entities, corporate entities, entities without legal personality, partnerships, trusts, funds, other institutions, organizations. Moreover, the concept of formation without the

status of a legal entity closes most of the corporate forms for which a foreign company could be hidden. Now, any entity created on the basis of a transaction or registered in accordance with the law of a foreign state without the creation of a legal entity that has the right to carry out activities aimed at generating income for its members, partners, founders, principals or other beneficiaries will be considered a company under Law №466. Such companies must be non-residents of Ukraine.

The second element of the CFC is the controller. According to the Law, the controller is recognized as an individual or legal entity that are residents of Ukraine and carry out direct or indirect control over the first element – the company. Within the question of the controller, it is important to determine the issue of residency, as different jurisdictions have their own criteria for classifying a natural or legal person as a resident of the state. Under the Tax Code of Ukraine, residents are legal entities and their separate persons who are formed and conduct their activities in accordance with the legislation of Ukraine located both on its territory and abroad; an individual who has a place of residence and location of the centre of vital interests in Ukraine and the time of his stay in the country is not less than 183 days.

The connecting link between the controller and the company is the activity of the controller, as the way of its influence on the company, which are set out in the Law as conditions of control. Control itself can be divided into two categories: formal and actual control. Formal control involves the participation of the controller in the company through the ownership of a share in the authorized capital of such a company. Therefore, formal control is the participant's ownership of a share of more than 50 percent, or ownership of a share of more than 10 percent, provided that several controllers – residents of Ukraine – own shares, the total amount of which is 50 percent or more. The conditions of actual control are the provision of binding instructions to the governing bodies of the legal entity; conducting negotiations by a person on concluding transactions by a legal entity and agreeing on the essential terms of such transactions; the person has a power of attorney to carry out significant transactions on behalf of the legal entity, issued for a period of more than one year, and does not provide for prior approval of such transactions by the governing bodies of the legal entity; carrying out operations on bank accounts by a person; indication of the person as the founder, beneficiary, actual beneficiary.

The practical application of the CFC formula entails three legal consequences: tax control, mandatory reporting and additional taxation. As a result, the tax authority of Ukraine has a powerful instrumentality, which consists of a set of tools of unlimited influence, and the application of sanctions for non-compliance or violation of their newly created responsibilities by controllers.

Experience of foreign countries. The United States became a pioneer in the operation of CFCs in 1962. In Europe, the CFC rule was introduced by a

judgment of the European Court of Justice in 2006 in Cadbury Schweppes (C-196/04). Today, this practice of taxation is common in most countries. Determining the general rules of operation of controlled foreign companies in the world, it is worth noting the following distinctive features of Ukrainian legal requirements.

Firstly, in contrast to Ukraine, the rules of operation of controlled foreign companies provide for tax consequences only for legal entities-controllers, and not for individuals. Similar to the Ukrainian rules are the following requirements for the controller in Russia, Germany, Estonia, Australia, Japan.

Secondly, foreign law on controlled foreign companies stipulates that only a certain type of income will be taxed in this case. Thus, in the countries of the Organization for Economic Cooperation and Development there are two main approaches to the regulation of controlled foreign companies – transactional and jurisdictional. The first approach assumes that only specially defined, mostly passive income is taxed. Such a system operates in Germany and Spain. The second approach, jurisdictional, sets out income taxation in low-tax and offshore jurisdictions.

Thirdly, in terms of control, different requirements are set, depending on the jurisdiction of the state. With regard to formal control, the main difference is the percentage of the share capital that the participant must have in order to be recognized as a controller. Thus, in the USA, Great Britain, Cyprus, Germany the percentage varies from 40 to 55 and depends on the type of participation – corporate rights or voting rights in a foreign company. In neighbouring Russia, the rules are somewhat stricter than under the Ukrainian law. There, when determining the share of an individual in the organization, not only individual participation is taken into account, but also participation together with spouses and minor children.

Base Erosion and Profit Shifting Plan. The Base Erosion and Profit Shifting (BEPS) concept was introduced by the Organization for Economic Cooperation and Development (the OECD) to combat tax evasion, improve the coherence of international tax rules and ensure a more transparent tax environment. BEPS provides a set of acts that introduce various approaches, tools and mechanisms to combat tax avoidance, in particular in the aspect of CFCs.

Therefore, the international approach to CFCs within BEPS provides for the following important provisions. First, similarly to the Ukrainian Law, the list of organizational and legal forms of companies is quite extensive, and the size of the share in the controlled company is often equal to or exceeds 50%. Second, the object of taxation depends on factors such as the "sufficient economic presence" of the company, as the ability to generate income, and the excess of such income. In this case, the object of taxation is determined by the rules of the national law of the parent company. In addition, the tax rate is determined by the jurisdiction, among the subsidiary and the parent, where it is a higher percentage.

To date, 135 countries have joined the OECD / G20 Inclusive Framework on BEPS and the organization has a clear plan to implement the same trends by implementing them in the national legislation of member states. In particular, addressing tax issues arising from digitization, reviewing BEPS Minimum Standards, including new assessments of substance in non-taxable or low-tax jurisdictions.

Conclusion. Therefore, Ukraine's pro-European orientation presupposes a certain inevitability in the process of counteracting tax avoidance. The use and implementation of international practices in the Ukrainian law will, on the one hand, force Ukrainian entrepreneurs to pay a mandatory state payment and, on the other hand, give control bodies a wider range of powers, which may lead to an increase in corruption. Therefore, it is important for the legislator to find the middle ground aimed at protecting Ukrainian business, not its oppression.

Despite the high legislative technique, legal practitioners will be able to find a way out of the regulation of CFCs: legal advisers are already expanding ways to avoid Law №466, from changing residency to establishing corporate pyramids among controllers and their companies. However, such innovations still made Ukrainian business think about the feasibility of their functioning as CFCs and the possibility of transferring their business to the Ukrainian arena. There are still open questions about double taxation, ways to verify the conditions of actual control and the limits of legal remedies of the tax authority.

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## ACTIVITY OF THE VENICE COMMISSION AND ITS IMPACT ON DEMOCRATIC AND LEGAL REFORMS IN UKRAINE

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On May 5, 1949, Belgium, Denmark, France, Great Britain, Ireland, Italy, Luxembourg, Netherlands, Norway, Sweden founded the Council of Europe - an international organization that today has 47 states-members and which deals with the crime prevention, the environmental protection, the development of international treaties and conventions. Ukraine joined the Council of Europe in 1995. The Council of Europe has many advisory bodies, including the Venice Commission. Its official name – «European Commission «For democracy through law». This Commission sits in Venice (Italy), and its Permanent Secretariat is located in Strasbourg (France) at the headquarters of the Council of Europe. It was officially established on the basis of the resolution of the 86th session of the Committee of Ministers of the European Union on May 10, 1996. Ukraine joined this resolution on November 22, 1996.

In general, the activities of the European Commission «For Democracy through law» are aimed at modernization and approximation of the legislation and the judicature of the countries of Central and Eastern Europe for their future accession to the European Union. The role of the Venice Commission is to provide legal advice on bringing the regulatory regulations and institutional structures of Member States in line with European standards. Incidentally, the Venice Commission cooperates with the International Institute for Democracy which was created under the auspices of Strasbourg Conference on Parliamentary Democracy.

The Venice Commission also acts in Ukraine, provides opinions on various legal and democratic reforms and many bills related to the rule of law, such as an independent transparent and fair court, efficient prosecution, separation of powers, activity of the High Qualifications Commission of Judges of Ukraine, the High Council of Justice, the Constitutional Court of Ukraine etc.

Let's consider this on the example of the Draft Opinion on amendments to the legislation governing the status of the Supreme Court and the judiciary, adopted by the Venice Commission at its 121st plenary session in Venice on December 6-7, 2019. In this document, the European Commission «For Democracy through Law» provided conclusions on: Law of Ukraine №193 «On Amendments to the Law of Ukraine «On the Judiciary and the Status of Judges» and some laws of Ukraine on the activities of judicial authorities", reform of HCJ and HQJCU, reduction the number of judges of the Supreme Court and the selection of judges, on disciplinary proceedings of judges, judicial remuneration.

The Commission reiterated that «...the stability of the judiciary and its independence are closely interlinked...», and «...citizens' trust in the judiciary can only grow in a stable constitutional and legislative framework...». That is why the European Commission «For Democracy through Law», after a thorough examination of the points mentioned in the previous paragraph, was very positive about those radical reforms in the judicial system of Ukraine, which were enshrined in Law № 193. Interesting are the remarks that «...a stable and predictable judicial system is also considered by investors to be very large for the economy and to reduce foreign investment...» and that «...the principle of stability and universality of laws is important for the predictability of laws...». With regard to the involvement of international experts in the selection of judges for the HQJCU and the HCJ Ethics Commission, the Commission considers that this increases «public confidence in the judiciary and can help to overcome «corporatism» when dishonest judges restrain the cleansing of courts».

In general, such an analysis of reforms, laws and certain provisions by the European Commission «For democracy through law» allows us to identify specific shortcomings that could threaten the judiciary or that could undermine the effectiveness of reforms.

Thus, the Venice Commission is a very useful advisory body to the Council of Europe, especially for those member states of the Council of Europe that aim to bring their national legal systems closer to European standards. The Commission provides important conclusions and points to shortcomings (such as the above-mentioned Law №193 in Ukraine) that help to improve the effectiveness and dynamism of reforms. The commission's findings and activities are generally aimed at upholding reforms and laws, fundamental principles of the rule of law, such as «horizontally» effective separation of powers, impartiality of judges and transparency of courts, non-discrimination and equality before the law, presumption of innocence, access to justice and respect for human rights. etc. An important principle embodied by the Venice Commission is the principle of «For democracy through law».

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## SECTION 2

# INNOVATIVE TRENDS OF MANAGEMENT AND TOURISM BUSINESS DEVELOPMENT

### HARD AND SOFT SKILLS FOR PROJECT MANAGERS

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Project Management is both an art and a science. It is a science because project managers need to estimate budgets, draw up schedules, and manage costs and earn profits. It is about their hard skills.

It is an art because they have to ensure that the team gets along well and the extra edge that contributes to the success of the project is achieved through efficiencies and synergies. It is about their soft skills.

Hard skills are teachable and measurable abilities, such as writing, reading, math or ability to use computer programs. By contrast, soft skills are the traits that make you a good employee, such as etiquette, communication and listening, getting along with other people.

The hard skills of project management are all about competence.

Project management hard skills speak to your practical technical ability: tools, techniques, and methodologies you can apply.

Hard skills are learned formally, either in the classroom or on the job. When an employer posts job requirement, they are generally asking about hard skills. What follows are the top hard skills project managers need to effectively do their jobs.

The first hard skill we will look at is scheduling. Scheduling involves taking a conceptual plan and implementing it in the genuine world, assigning tasks to specific people at specific times and making sure that required tools and locations are available when they are needed.

Project managers should be able to support effective project calendars that assure a proper workflow, so that each phase of the project is completed in time for the following phase to begin, and to actively scanning for potential bottlenecks to avert them.

The second and not least important as the previous skills is budgeting. Writing project budgets is an important hard skill for getting projects properly funded and for controlling them. Project Managers need to be skilled in forecasting and managing budgets. A project manager's skill to obtain approval for the required funding is dependent on the costs they forecast in their budget.



An approved budget also forms a baseline against which real costs can be measured against to define if the project is on the right track.

The last one hard skill is risk management.

Project managers know that no plan ever goes exactly according to plan and schedules often breakdown. Effective managers need to be able to forecast where their plans could go wrong ahead of time to build contingencies and to try to avoid as many pitfalls as possible. They also recognize that there is always risk inherent in any process and that sometimes risks have to be taken in order to effectively meet deadlines.

Project risk defines as “an uncertain event or condition that, if it occurs, has a positive or negative effect on a project’s objectives.”

Project Management Institute [2]

Risk Management involves risk identification, risk analysis and risk prioritization and control. It seeks to monitor and manage risks to minimize or avoid their negative effects on the achievement of project objectives. An effective project manager knows when to take these risks and when to mitigate unnecessary risk.

The increasingly competitive work market demonstrates that performing only based on hard skills alone is no longer sufficient. Soft skills (also known as “people skills”) are also important, their evolving becoming more and more favorite among jobs in all industries. Soft skills allow the genuine edge to managers who have learned to them well.

“Soft skills get little respect, but they will make or break your career.”

Peggy Klaus

The first and one of the important soft skills is communication abilities. Effective communication is the key to any relationship's door. This skill of a project manager has an impact not only on the team but the customers and all stakeholders as well.

Destitute communication undermines a project’s successful outcome, while clear communication is fundamentally about being understood and maintaining a dialogue, not a one-way message. Therefore, it is very necessary for project managers to a high-quality collaboration tool and choose individual “keys” for each employee.

The second, that the project manager must have is leadership skills. Successful leadership is essential for project managers. Leading people means to serve them by taking responsibility for how to make the team’s life better and projects successful. The key leadership skill in project management regards to leading, rather than just managing.

Effective project managers lead from strategic and operational perspectives, they communicate the vision, evaluate performance, and make sure all team members have powerful tools, money, and other required resources to perform well.

And the last one soft skill is research. The skill to effectively inquire into to realize the big picture. Effective project managers necessity to know, ‘just sufficient to be dangerous’ about all the work that their teams execute. It is necessity to know the platforms and systems your teams, and the possibilities and limitations of those so that you can have intelligent and informed conversations with clients, team, stakeholders, and suppliers.

The key project management subject matter expertise skill to master is just about everything when it comes to digital. If you can be the designated expert on everything, not only will your team and agency like you, but your clients will too.

To sum up a combination of hard skills and soft skills is ideal for understanding methodologies and teamwork – one being useless without the other. Hard and soft skills is two sides of the same coin. To carry that metaphor perhaps to an absurd end, that coin is the price of admission into professionalism for project managers.

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## **COVID-19 IMPACT ON MODERN TOURISM INDUSTRY**

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The tourism industry playing an essential role in development of the global economy and society depends on many external factors, with the most important epidemic one. It is difficult to overestimate the value of tourism in the modern world due to the big amount of its functions (recreational, educational, economic, etc.) that come as the numerous research subjects for the contemporary scientists and international tourist experts. Thus, the questions of the tourism development along with its further improvement and integration were reflected in Resolution adopted by the General Assembly of UN in 2015, which determined 17 aims of sustainable development of the world tourist industry until 2030 [1].

According to the reports of the United Nations World Tourist Organization (UNWTO) the sector of tourism is the most damaged brunch of economy in the world due to COVID-19. Whereas the constant contribution to the development of the tourist industry is being emphasized as well as

observing the human rights and freedoms, not depending on gender, nationality, race or religion as its crucial task, because tourism comes as a way of raise of the global economic development, international understanding, peace, prosperity and comprehensive respect [2]. Consequently, all the companies involved in the tourist business were forced to stop their operating because of rigorous quarantine restrictions, imposed all over the world. It is obligatory to notice that the big fall of total incomes from the tourist sector is related not only to the absence of possibility to sell the fully-packaged tours and other complementary services. The tourist businesses such as tour operators and travel agencies could not «cease» their operating, which has provoked the additional expenditures. In fact, the tourist businesses were forced to work in conditions when the expenditures were exceeding the revenues. In such way, the main tasks of tour operators and travel agencies were to integrate the proper distance working, using digital soft; to collect the actual information about quarantine restrictions in different countries; to coordinate the process of rebooking of the tours bought by the consumers; to coordinate the refund of money for the tours sold; to find the contact with hotels and air companies and provide the most acceptable conditions of rebooking.

According to the official report of UNWTO published in January 2021 the tourism suffered its worst year on record in 2020. The statistical key figures of the global tourist industry have decreased to the level of 1990. Destinations worldwide welcomed 1 billion fewer international arrivals than in the previous year. The number of international arrivals dropped by 74%. According to the latest UNWTO World Tourism Barometer, the collapse in international travel represents an estimated loss of USD 1.3 trillion in export revenues - more than 11 times the loss recorded during the 2009 global economic crisis. The crisis has put between 100 and 120 million direct tourism jobs at risk, many of them in small and medium-sized enterprises [3].

However, the recovery outlook remains cautious. The latest UNWTO Panel of Experts survey shows that most experts do not see a return to pre-pandemic levels happening before 2023. In fact, according to UNWTO panel of Experts survey 43 % of respondents expect a recovery in 2023, while 41 % expect a return to pre-pandemic levels will only happen in 2024 or later. So, the UNWTO`s scenarios about the tourist industry show that it could take from 2,5 to 4 years to reach the pre-pandemic levels. However, the rollout of COVID-19 vaccine is expected to help restore consumer confidence, contribute to the easing travel restrictions and slowly normalize the tourist industry.

At the same time, in spite of all negative trends some positive effects of COVID-19 pandemic can be distinguished, namely the raise of quality service in hotels because of strict certification provided by the government; innovations in the sphere of air transport such as a limited number of passengers in the terminals and automatic getting of the luggage; unexpected promotion of domestic tourism; self-regulation of the global market, which means that uncompetitive enterprises will cease to exist; the raise of hard and soft skills of

the tourist industry workers, which means especially the development of digital skills and anti-crisis management skills.

Summing up the mentioned above it is worth strengthening the incredible tourist industry losses suffered worldwide with the sudden drop in its statistical key figures up to the level of 1990. Therefore, the conclusion should be made that the tourism industry will need from 2.5 to 4 years to recover with the special interest shift to the further promotion of domestic tourism and growing demand in open-air and nature-based activities.

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## **TRANSPORTATION IN AMERICA BEFORE 1878**

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Transport is one of the most important manufacturing industries for the transport of goods and passengers. The role of transport in the economy can be compared to the role of the circulatory system in the human body – without the constant movement of people, material values, etc. the economy will not be able to exist, like a person without blood circulation.

The most popular types of transport today are as follows: automobile, air, water, railway, and pipeline. Each of the modes of transport has its own advantages and disadvantages, which must be taken into account when planning transportation. Road transport is the most mobile – it allows you to organize door-to-door transportation, thanks to a wide network of roads. However, at the same time, trucking is one of the most expensive delivery options, and has complaints from environmentalists. Air transport is rightfully considered the fastest. Nevertheless, due to the high cost, it is mainly used for the transportation of passengers, cargo transportation is rather an exception, which is relevant for small loads, as well as for delivery to hard-to-reach areas (north, mountains, etc.). Water transport is divided into river and sea. Unlike air transport, sea transport, due to its low speed, is more in demand in cargo transportation. Today it occupies the largest share of the world's freight traffic. Railway transport

requires large expenditures for the construction of railways, but it can quickly transport large volumes of cargo and many passengers. In many countries, for example, in Ukraine, it is railway transport that performs the functions of transporting raw materials, agricultural products and other similar goods. The most unusual is the pipeline transport, which does not have vehicles, but is adapted for the supply of oil and gas.

No business can do without transport services: in manufacturing it is necessary to organize the delivery of raw materials and finished products, in the non-manufacturing sector - postal deliveries. Even so that employees can come to work, you need to use transport.

### **Roads**

In the early 19th century, most roads were dreadful. They served local needs, allowing farmers to get produce to market. Americans who did travel long distances overland to settle the West rode on wagon trails, like the Oregon Trail, rather than well-defined roads. Still, a few major roads served as important transportation links. The National Road, initially funded by the federal government, stretched from Cumberland, Maryland, to Columbus, Ohio by 1833.

### **Steamboats**

The first commercially successful steamboat was tested on the Hudson River in 1807. Steamboats were soon introduced on most navigable rivers. They allowed commerce and travel both upstream and down, and encouraged trade by lowering costs and saving time. By 1830, steamboats dominated American river transportation [1].



Ship Model, Steamboat Buckeye State

### **Canals**

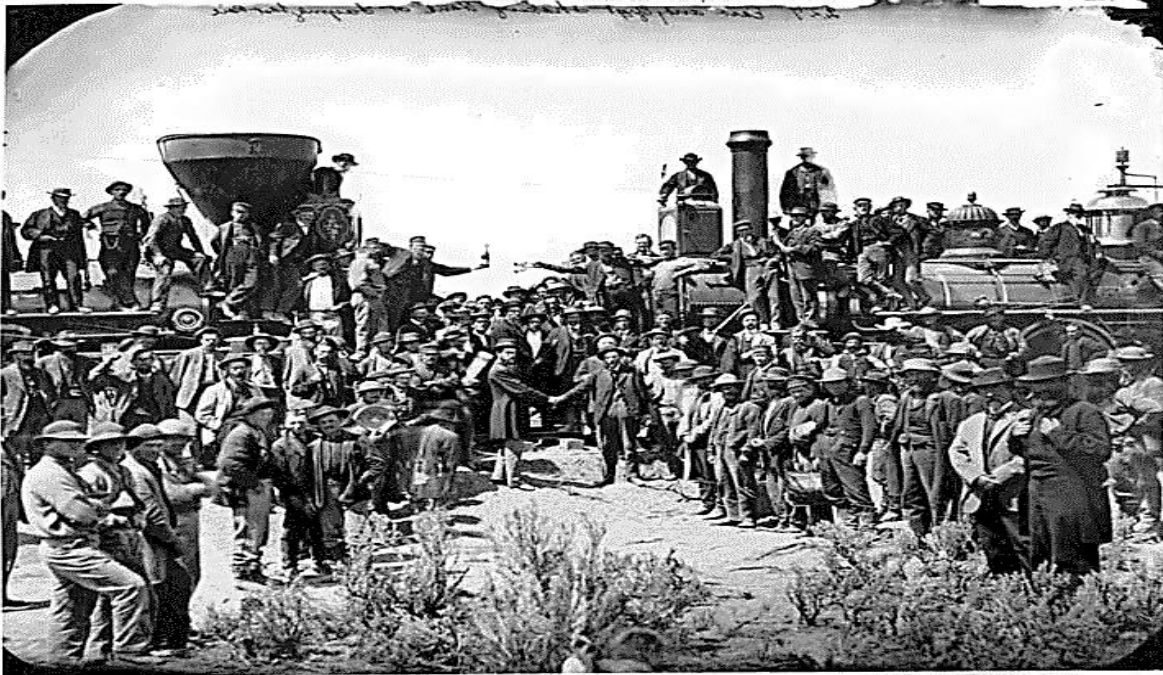
The Erie Canal, built with state funding, was completed in 1825. Running from the Hudson River to the Great Lakes, it was a major economic artery through New York. Its economic success sparked a wave of canal building. By 1840, the United States had 3,326 miles of canals.

### **Railroads**

Steam railroads began to appear in the United States around 1830, and dominated the continental transportation system by the 1850s. By 1860 there

were roughly 31,000 miles of track in the country, concentrated in the Northeast but also in the South and Midwest.

### **A Century of Progress**



Promontory Summit, Utah, 1869. Courtesy of the Oakland Museum of California , Andrew J. Russell Collection

This famous photo was taken moments after the completion of North America's first transcontinental rail line. [2]

### **Conclusion**

Transport will be an important part of the world, always and in any country. Even in America in 1978, this concept was no less common.

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## **OBJECTIVES OF MANAGEMENT**

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Management is necessary in every company to coordinate the work of employees. It improves the organization of activities and production, increases internal performance, maintains the pace of the work process. Enterprises strive

to increase income, increase economic competitiveness, and the achievement of these goals directly depends on managers who set tasks and help employees to fulfill them.

Management is a set of methods, forms and means of production management that allows you to use it most effectively.

Management is needed to define and set goals, achieve them with the help of people and resources, coordination and control. Without a competent management system or self-organization, effective economic activity in any area is impossible: business, government, non-commercial projects.

**Management by Objectives** (MBO) is one of the most effective management tools that combines the functions of planning, monitoring and motivating employees. It provides for setting goals for the company as a whole, individual divisions, employees and projects of the company, monitoring the results obtained and determining the size of employee motivation. Practitioners claim that the major benefits of MBO are that it improves employee motivation and commitment and allows for better communication between management and employees. [1]

As a result of the development of goals in accordance with the technology of management by goals, a "tree of goals" is formed, which displays the relationship of the goals set from the highest level to lower hierarchical levels. According to Locke (1967) goal setting results in the highest performance levels when people are given feedback about how well they are performing provide your employees with accurate, objective information about their performance whenever you can. Peter Drucker set forth several principles for management by objectives. [2] When setting goals and objectives using goal-based management approaches, developers should use the SMART principle:

S (Specific) - for each of the goals, an understandable, clearly formulated result must be described.

M (Measurable) - any of the goals must comply with the principle of measurability (you can only manage what can be measured - specific indicators and standard measurement procedures).

A (Agreed) - all goals must be consistent with each other.

R (Realistic) - realistic goal selection, practical achievability of the goal.

T (Time related) - for each goal - clear terms when it must be achieved. [3, p. 184].

To develop **strategic objectives**, they use the company's mission, consider how to achieve strategic objectives. This is the level of the entire enterprise. The planning horizon is usually 3 to 10 years.

Strategic goals can be formed for areas strategically important for the enterprise, for example, finance (profit, sales volumes, etc.), marketing (market share, key customers, etc.), personnel, production infrastructure, new products, etc. The level of tactical planning, and, accordingly, **tactical objectives (tactical objectives)** - structural departments and other business units of the company. Their task is to show how the tasks aimed at achieving the tasks of the

strategic level will be solved at their level. The planning horizon is usually 0.5-3 years. In addition, the level of **operational objectives**, using the technology of management by objectives, **concentrates** already on solving current problems.

To assess progress in achieving the set goal, indicators are used, and it is they that show how much we have moved in the implementation of the strategy, and which of the managers can be paid a bonus for this, and who cannot. A large number of indicators for measuring the degree of achievement of goals often leads to the need for serious refinement of the management accounting system and serious labor costs for collecting data, and that is why a maximum of 2-3 indicators are tied to each goal, which are selected according to the Pareto principle, taking into account the possibility of their calculation based on the existing one in the company management accounting system.

Thus, as a result, a tree of goals should be formalized, indicators with actual and planned values should be "tied" to each goal, those responsible for achieving goals and indicators should be assigned, a program of projects aimed at achieving the set goals, and, consequently, attaining a strategy, should be formed. It remains only to start implementing projects and introduce new indicators into the system of motivating responsible employees.

The using of Objectives of Management makes it possible to set clear strategic goals, resources necessary to achieve them, to establish the order and priorities of operational activities, at the same time to work on the strategy and manage operations activities, smoothing out the contradictions inherent in them.

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## **ECOLOGICAL TOURISM AS A FACTOR FOR THE TOURIST POTENTIAL DEVELOPMENT IN THE REGION**

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Tourism sector is one of the strategic sectors of the economy, which stimulates the further socio-economic development of the state. However, the formation of the tourist market requires the availability of a number of



components of the tourism industry and existence of a tourist and recreational potential is not a guarantee of a successful development of the national tourism.

Eco-tourism is one of the branches of the world tourist industry, which is developing rapidly today. According to WTO forecasts, eco-tourism is one of the five main strategic areas of tourism development.

Recreational and tourist potential of Ukraine is unlimited for purposes of organizing ecological tourism, which is a special trend of the latest few years, with a rapid pace of development.

The development of ecotourism around the world today acquires new interesting integrating forms of industrial and urban regulation activities, nature protection and a very specific content of environmental education and upbringing.

The works of a number of Ukrainian scientists are devoted to studying tourism, in particular, the works of O. O. Beidyk, I. B. Berezhna, O. O. Lyubitseva [1], M. P. Malskaya, T. I. Tkachenko, as well as foreign authors: I. M. Balabanova, M. Borushchak [2], Yu. O. Vedenina, I. V. Zorina, N. I. Kabushkina, V. O. Kvartalnova, B. S. Preobrazhensky, D. V. Sevastyanov, F. Kotler, D. Fletcher, S. Vanhill, N. Leiper, etc.

Among the main prerequisites for the emergence of ecotourism and the ecologization of the traditional types of tourism, the leading role is played by the growing contradictions between the satisfaction of tourist demand and the rational use of tourist resources. In the center of these contradictions is the anthropogenic pressure exerted by tourists on natural and cultural-historical tourist resources. This load increases in direct proportion to the rate of growth of the tourism industry, due to the mass scale of tourism.

The first negative aspects of the mass tourism impact on the environment and tourist resources were noted in the 70s of XX century. Today, anthropogenic pressure and its destructive effects are observed in almost all sectors of the global tourism industry. As the globalization of the world economy grows, so do the negative changes in the Earth's geographical shell, in particular:

- climate change;
- degradation of soils and lands;
- destruction of ecosystems and reduction of biodiversity;
- increasing pollution of water, soil and air;
- natural disasters and catastrophes caused by human activities;
- uncontrolled population growth and increasing inequality in socio-economic development;
- food security and growing threats to public health;
- limited reserves of energy and other types of natural resources, etc. [2].

Currently, the practical work on the organization of ecotourism and tourism is spontaneous, it does not rely on any scientifically proved programs or concepts; there is also no coordination of the agents in the field of ecotourism. As a result, the natural and tourist potential of Ukraine is used to a very limited extent, although the country possesses tourist resources that far exceed the

capabilities of the tourism industries of the economically developed countries [1].

The development of a set of measures for the management of eco-tourism, including the creation of an organizational mechanism for interaction, monitoring and control over the economic agents' activities, will maximize a huge potential for eco-tourism in Ukraine. The organizational and economic mechanism for managing the development of eco-tourism is based on long-term goals, namely, the transformation of the region with the greatest natural resource potential for eco-tourism development into a dynamically developing one, on the basis of a reasonable consumption of recreational resources, which are especially valuable [2]. High rates of economic growth should be a means of achieving significant environmental goals, successful solution of urgent problems of structural and technological modernization of the recreational economy, implementation of additional competitive advantages of resorts and tourist regions on the global stage.

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## **FLOWER TOURISM AS A NEW KIND OF TOURISM IN THE 21<sup>ST</sup> CENTURY**

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Flower tourism is a trip to different countries of the world to study the richness of their flora, find something new, unique samples of gardens and indoor plants, study their main properties and become the owner of the most liked specimens. Visiting the best botanical gardens in the world can be great fun if you choose the right country.

The most important thing of this type of tourism is no detrimental effect on the environment and on the contrary improvement of wild plants living conditions and their protection from human hands. Tourists travel to relax and recuperate. But the main damage to nature is caused through recreational activities. This is manifested mostly when tourists leave among mountains of garbage, stretching fossils on souvenirs and destruction of natural resources.

Flower tourism helps to preserve the ecology of nature and save our planet from extinction.

Nowadays, this type of tourism is being developed in such countries as: Great Britain, Holland, Belgium and Spain.

Holland is the mother of flowers. Why is it so? It's quite difficult to answer this question definitely. Firstly, Amsterdam is home of the world's flower market, which has been working for the benefit of gardeners and ordinary admirers of natural beauty for three hundred years. Secondly, in huge greenhouses you can buy seeds, seedlings and ready-made creations of the best breeders of Holland, and at the same time get incredible pleasure from contemplating plants of all possible colors.

Great Britain is trying to become like Holland. If there is vacation in August, flower admirers prefer a trip to Jersey. It is in this small town in Great Britain that the Battle of the Flowers carnival takes place. The holiday always begins on the second Thursday of the last summer month, but a few days after its ending, tourists have the opportunity to buy outlandish plants and visit the country's flower fairs.

The Spaniards are also not neutral to beauty, so they hold a spring flower festival every year. The most active part in it is taken by two cities - Granada and Cordoba, where residents decorate streets and houses with colorful, fragrant bouquets, and members of religious communities compete in making large crucifixes from plants.

As for Ukraine, hundreds of tourists went to Transcarpathia to admire the flowering crocuses. Saffron carpets cover spring fields. Most primroses are in Vynohradiv, Mukachevo and Mizhhirya districts. The flower, as experts say, isn't only beautiful but also useful. Saffron is used in cooking and pharmaceuticals.

Recreational rejuvenation helps tourists to restore health, cure some diseases and stress fatigue from living in noisy cities.

In conclusion, I would like to say that saving the planet Earth is any green tourism. You have to choose where you want to live in garbage or in harmony with nature?

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## RISK MANAGEMENT AND ITS PROSPECTS

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Risk surrounds us. It is a difficult and inevitable part of our life. The experience of leading international companies proves that the stability of business development and improvement of management efficiency is impossible without the active use of risk management as an element of the company's management system regardless of its scale and specifics of production or provision of services.

Risk management is a system for managing risk and economic relations. It includes the strategy and tactics of management actions. The risk management system is designed to provide the perfect balance between making a profit and reducing costs for the enterprise. The risk management system will be most effective only if this factor is observed [4].

Table 1. The negative impact of risks related to third parties (adapted from Deloitte's Extended Enterprise Risk Management Global Survey, 2016).

Incidents	Value, %
<b>Reputational damage</b>	26.2
<b>Financial or transaction reporting errors</b>	23.0
<b>Non-compliance with regulatory requirements</b>	23.0
<b>Breach of sensitive customer data</b>	20.6
<b>Lost business</b>	10.3

As part of Deloitte's 2016 Extended Enterprise Risk Management Global Survey, 170 C-Suite executives from global organizations assessed the key challenges they faced working with third parties, i.e. partners. The result is presented in Table 1.

The information in Table 1 shows that most of all the risks influence the reputation of enterprises. In equal measure, they cause financial or transaction reporting errors and non-compliance with regulatory requirements. Nearly one-fifth of executives surveyed have faced breaches of confidential customer data, and 10% have lost their business.

Risk management is about predicting what to expect, and at the same time preparing for it, not just getting an immediate response. An optimal risk management system implies building a management scheme, in which the main task is to prevent all kinds of problems.

A direct consequence of the introduction of the risk management system into the permanent practice of the organization is the stability of its development that increases the validity of making a decision in a dangerous situation, and improves the financial situation by monitoring all types of activities [5].

There are a lot of advantages of risk management. It can reduce uncertainty. Controlling negative factors helps to reduce the probability of their occurrence and minimizes their impact. With timely preparation and planning, even in the case of a risk event, the company will be able to maintain a safe level of operation. Risk management evaluates alternatives and chooses a strategy with the most favourable consequences in a changing environment. Managing risks optimizes planning and improves efficiency. Analysis of information about current processes and prospects allows to plan future activities in more balanced and effective way, which will increase the efficiency of using favourable prospects, reduce negative consequences and help optimize the organization's activities. Regular audit of available resources allows not only to avoid serious losses, but also helps to increase income to save resources. The risk management process increases the accuracy of information and allows to build a high-quality corporate strategy. Image and place in the market are of great importance. Professionals who steadily manage risks are always much more attractive to investors, credit institutions, insurance companies, suppliers and clients.

Risk management at the planning phase contains three stages, which are presented in Figure 1. At the first stage, risks are identified. This stage involves the identification of risks that can affect the state of the enterprise and their classification by characteristics. Further, risk assessment is carried out to determine the magnitude of the possible impact on the state of the enterprise. It deals with identifying risk events that require a response. Finally, the development of the response is being carried out. This is the separation of necessary actions and reactions to prevent risks and threats requiring a response.



Fig. 1 Stages of risk management

The risk management system is an important element of the functioning of financial institutions. Decision making in a risk environment includes several components, the main of which is risk reduction tools. In world practice, the arsenal of tools is quite developed, and in the Ukrainian financial system, the practice of using approaches to reduce risk is limited due to the relatively short time of the financial market economy functioning. An economic entity is forced to independently take measures to reduce the degree of influence of entrepreneurial and financial risks.

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## RECENT TRENDS IN MANAGEMENT

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Recent trends in management refer to the latest managerial practices that managers use to effectively manage their employees. As the market situation evolves, the managerial trends also evolve and change. These changes are subject to the market conditions of that time period. The most popular recent trends in management are Total Quality Management and Risk Management.

#### 1. Total Quality Management.

All business management principles unanimously agree on the importance of quality. One can measure the success of an organization from the quality of its goods and services. Due to the importance of this factor, total quality management has gained vast prominence over the years. Managers

strive to maintain the highest quality standards to meet their market competition. Quality is one of the most important factors determining the success of a business. Customers always consider the quality of a business's goods and services while purchasing them. In fact, in some cases, quality gets prominence over price as well. Good quality of products always gives every organization a strong edge over its competitors. It also rewards the business with customer patronage, word of mouth and goodwill. It is because of these benefits that total quality management has become so important. Another thing one needs to understand is that quality management does not relate to just production-related functions. Other managerial activities like planning, organizing, controlling, etc. also require quality standards.

Furthermore, quality management previously came under the domain of managers only. These days, however, every employee of an organization is responsible for this. Firstly, supervisors at the lower levels of management maintain quality in production and distribution. Next, managers ensure quality in functioning and implementation. Finally, even the top management has to adhere to quality in decision making, planning and controlling.

## 2. Risk Management:

The concept of risk management originates from the business of insurance. It has assumed significance over the years as an important function of management. It basically consists of five processes that aim to mitigate business losses. No organization can completely eliminate risks but it is certainly possible to prepare for them. Risk management basically means the identification and mitigation of losses. It is a systematic process by which an organization identifies, analyzes, prepares and reduces losses. Management of risks has, these days, become an inherent part of decision making and planning. Employees at all levels, from top management to lower levels, have to deal with risks. This, in turn, implies that risks can affect all aspects of an organization's management. Hence, knowledge of risk management is crucial for every organization. Risk management is a systematic process that deals with the problem of uncertainty. It is an important discipline under the broad subject of management. Secondly, one can also refer to it for responding to undesirable events. In this regard, it helps in preparing for worst-case scenarios. Lastly, it is also a system that helps in making choices. It provides various alternatives and approaches to help managers select one that has minimum chances of losses.

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## COMPETITION OF BRANDS IN ECONOMY

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Tough competition is one of the foundations of a market economy. The transition to digital communication technologies can be caused by the rapid development of the Internet and the comprehensive development of Internet technologies in the daily life of society. Now CEOs are bickering on the Internet in front of millions of people, internet marketers are fighting for news channels on social media, and companies are waging an information war against each other.

Companies need an effective tool to face this competition in an era of globalization and competition in both domestic and foreign markets. Competitiveness is the most important criterion for increasing market share and creating a leading position in this sector.

The competitiveness of a company is a set of characteristics that distinguish it from other business entities by a higher degree of meeting needs of the population with its products or services.

Product competitiveness is the ability of a product to be attractive compared to other products of a similar type and purpose.

The ability to withstand competition is determined by the competitiveness of a product. As we know, competition is divided into price or non-price according to the methods of implementation.

Price discrimination is different prices for the same goods for different buyers. This means adopting different approaches to delivering services to customers. And if the company is very good at managing its costs, then this is a possible choice. Practice shows that there is always someone who sells cheaper.

Non-price competition is a competitive strategy aimed not at changing prices, but at creating conditions that improve product sales. They are much more difficult to copy. And one of these long-term competitive advantages is the company's brand. In today's economy, the brand is the main competitive advantage of many companies. A brand is an intangible asset of a company and its importance is growing.

Therefore, choosing an effective brand strategy is becoming more important for companies than ever before. The consumer's approach to it is largely determined by the advantages of some brands over others. Unfortunately, every market is limited. Therefore brands are always forced to seek new customers in order to generate more revenue. One of the ways is marketing wars in the form of ridicule on other brands. It is not the most beautiful, but it attracts the interest of buyers.



The most famous brand information war is the Cola vs Pepsi rivalry. The rivalry between the Coca Cola and Pepsi brands dates back to the 1930s and is one of the oldest marketing wars in modern history. In the 1960s and 1970s, brands began to actively use harsh jokes against each other in advertising campaigns. It is worth noting that there is no difference in taste. This is confirmed by numerous tastings and studies. And their main battle is not in tastes, but in advertising campaigns.

On the contrary, Samsung and Apple started out as partners. Samsung have been supplying Apple with processors and displays for the iPod since 2001. Everything was great while Samsung was in the business of TVs, laptops, Apple iPods and Macs. The friendship ended when Samsung's fast success in the smartphone market threatened Apple's leadership. This is how Apple's war against Samsung began.

The world's fast food restaurants also compete with each other. Burger King and McDonald's are no exception. Burger King skillfully lures customers with its character by making fun of McDonald's products.

The struggle between brands can certainly be called a very difficult and risky task for modern business. The future of the brand, the number of consumers, income and, most importantly, profits depend on this. No one disputes that advertising is a powerful competitive tool. It is based on the regulation of supply and demand, which helps them to reach one point. However, long-term competitive wars may not be beneficial to brands. Interest in protracted disputes will eventually disappear. Over time, the riskiness of waging competitive wars becomes obvious. It becomes more difficult to control the market over time.

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## **TASKS OF HEALTH RESORTS MANAGEMENT**

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Changes in the management system of the country's economy, which has embarked on the path of market transformations, is one of the most important areas of reforms taking place in Ukraine. Successful implementation of transformational changes in the domestic economy highlights the need for

quality transformation and improvement of the structure and management system of all areas and complexes, in particular, health resorts (HR), which will enhance its existing and potential resources for a rapid and flexible adaptation of these economic entities (HR) to transformations in the national economy.

The study of the current state of health resorts allows to conclude that current economic situation hinders the development of the health resort business in Ukraine, and the main factors that obstruct progress are:

- insufficient legislative and regulatory support of health resort activities;
- lack of opportunity for most working citizens and their families to purchase packages at full cost;
- underdeveloped infrastructure of resorts due to the lack of a unified management system, etc. [1, 2].

Taking into account the abovementioned points, the main tasks that require priority in the context of market reform of the health resorts of the country are:

- ensuring the availability of health resort treatment;
- increasing the efficiency and competitiveness of HR (which integrates several important areas, including creation and comprehensive development of the modern health resort industry, solving land use issues, attracting investments, in particular, foreign investments);
- conducting a full inventory of HR objects, development and implementation of a system of accounting for these objects and the formation of legal rights for them;
- increasing the competitiveness of CCM organizations, in particular by improving their organizational and legal forms and economic mechanisms of operation, as well as the release of enterprises of this complex from performing functions uncharacteristic of them;
- determining the role of the state in regulating the market of health resort services and promoting the formation of non-governmental institutions of self-regulation of the participants in the market of health resort services;
- promoting the formation of the market of health resort services, in particular by liberalizing this type of services, removing barriers to the development of the health resort business, promoting competition, etc.

At the **macroeconomic** level the priority in the context of activating the resource components of the health resorts is the preservation and development of this socially significant element of the national economy (HR as a whole), as well as maintaining the efficiency of the productive forces. At the **mesoeconomic** level it is necessary to focus mostly on the economic tasks, the successful implementation of which will ensure the necessary competitiveness and sustainability of the economic development of the territory, and as a result, ultimately contribute to the formation and replenishment of the relevant revenue part of regional budgets.

Despite the fact that a similar task is performed at the macroeconomic level, at the regional level it is formulated more clearly and reflected in the relevant policy of the authorities and the tasks to be solved. Such tasks are:

- ensuring a high profitability of specific business entities, which represent health resorts of the region;
- increasing the ability of the economically active population of the territory to productive work by reducing sickness level, continuing active labor practice.

An effective solution of the first mentioned task will contribute to an increase of population employment in a certain region, development of the service sector, an efficient use of the available natural resources, and formation of the appropriate revenue part of the regional budgets. A solution of the second task is closely related to the social procurement of the society and ensures its implementation, thereby helping to increase the efficiency of using labor resources of the region.

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## **THE HISTORY OF DEVELOPMENT OF HOTEL INDUSTRY IN UKRAINE**

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The first hospitality establishment in Ukraine appeared during the Kievan Rus, in period of its economic and political development. The Slavic mentality played an important role: special attitude to guests, creating comfortable conditions for overnight stay, providing guests with delicious food. Kyiv prince Volodymyr Monomakh willed people to be hospitable with guests because “passing by they will spread the good or bad news around the world. Kyiv princes welcomed their foreign guests in summer residences, for example Red Yard and Vyshhorod. Among the first hospitality establishment there were inns that called “yamy”. Hospitable yards began to emerge in big cities: they were not huge, but they differed in originality and isolation, guests were separated by

nationalities. On the Milky Way and trade routes there were inns, that were divided into two parts: one for eating, where were pub and dining tables, and another for overnight stay. Medieval religious processes in Europe influenced Ukraine. There was very good attitude to pilgrims, especially to poor worshipers. There was a wooden hotel on the territory of Kyivo-Pecherska Lavra, which was later rebuilt into a stone bunk hotel with iron roof and kitchen. In the 18th century Ukraine was annexed to Russian Empire and the construction of postal tract from Moscow to Kyiv began. A lot of postal yards and offices that executed functions of accommodation establishments were built on this tract. Ukrainian hotel industry noticeable developed in the late 19th century. It is closely related to the development of large cities.

At the turn of the 19th and 20th century, in the capitals of Russian Empire and later in provincial and county cities, small bunk hotels with yards for horses and crews and small restaurants and taverns began to appear. Most of them were uncomfortable and unsanitary. Famous Ukrainian writer Mykola Hohol told about one hotel in the provincial city: "For two rubles per day visitors received a room with cockroaches that look like prunes on all sides. The façade matched the insides. Rooms were dark like pantries, mattresses bad, flat and greasy like pancakes". In 1889 a regular railway service was opened. It was a great impetus to the development of hotels. Until 1880 there were 15 hotels in Kyiv. Over the next 20 years 64 new hotels were built in the center of the city. There were fashionable, middle class, station hotels and apartments, "yards" and inns. Fashionable hotel establishments were situated in the center of the city and provided guests with world-class service, for example hotel "Yevropeyskyy". Middle class hotels were focused on less affluent guests. They were built on the central streets, provided with electricity and hot water, comfortable rooms in European style, bath, parking for crews. In the late 19th century 4 station hotels functioned in Kyiv. The most popular small hotel establishments were apartments: they were optimal in terms of "price-quality" for people who stayed there for a long time, there were maid and samovar services. Hotel industry was developing not only in Kyiv, but also in Odessa, Kharkiv, Yalta. In 19th-20th century hospitality industry in Galicia, which was a part of Austro-Hungarian Empire, and western Ukraine was widely developed: in each city were hotels, apartments (it was the most popular establishment), restaurants, coffee shops of different classes. A huge amount of hotels was in Lviv – 48 establishments.

In the period between the First and Second World Wars, significant changes took place in development of the hotel industry. A single state hotel management system was formed in the period of Soviet Ukraine.

In the 1930s, the first standard hotel projects were developed - first for 50-100 seats, then larger ones for 150 seats. The improvement of hotels is improving - some rooms are equipped with washbasins, there are multi-room rooms, restaurants at hotels, the number of services increases.

In the late 80's, the pace of hotel construction slowed down significantly, there were "long-term construction". The availability of hotel seats was 2.5 per

1,000 inhabitants, which is a very low indicator. The hotel industry has become an unprofitable industry, often existing on government and departmental subsidies. Modern technology, in particular computer technology, was introduced very slowly, and the degree of mechanization of labor was low.

The beginning of the 90s marked a new stage in the development of the hotel industry in independent Ukraine. It started with a number of problems. Due to the cessation of proper funding, hotel construction is also stopped. After the collapse of the USSR and its monopoly structures, problems arose in the management of the hotel base. The regulatory framework of hotels is repealed.

Since the early 1990s pp. there was a tendency to reduce the hotel base. Since 2005, there has been an increase in the number of hotels in the country: 1,232 hotel enterprises were already operating in Ukraine.

The ownership structure in the hotel industry has changed compared to the Soviet period, which was facilitated by the processes of corporatization and privatization of state property that took place in Ukraine during the second half of the 1990s.

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## **SMART ROOM TRENDS IN THE CONSTRUCTION OF MODERN HOTELS**

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Technologies are becoming more and more sophisticated, and with their rapid development, new spheres of business start to adopt and adjust them to the needs of customers. A hotel room is viewed nowadays not just as a place to sleep, but as an interactive environment created to satisfy the demands of clients and make them feel at home.

The term “smart room” has recently been associated mostly with the Internet access provided in the hotel, as well as video and audio technologies used for entertainment. However, this term has been extended, as there are lots of different devices which make it possible to send and receive digital information, and their functionality is rapidly growing.

One of such trends is to use LED and digital image projection technology. For example, it could be a set of screens fitted to walls or ceilings creating an interactive digital light sculpture in the hotel plaza. This helps create a unique atmosphere, show the sights situated around the hotel during different seasons or tell the visitors some historical facts. One of such hotels is situated on Queen Mary Island in Long Beach, California, showing visitors the history of this place, state and life near the sea in general.

Other popular trend is connected with the customization of rooms according to the preferences of customers. Before entering the room, all guests have an opportunity to change the settings via a tablet or a touch-screen in the lobby, including temperature, aroma, light, music or video projecting on the walls. However, the most convenient variant is to have all these settings in your mobile phone to change them instantly. For this reason, Amazon has recently designed a special voice helper called Alexa for Hospitality which receives commands and changes the atmosphere in the room to make it comfortable.

Eco-friendly technologies are also closely connected with modern smart rooms. They are designed to control the level of light, both for creating relaxing environment and saving up electricity, and also shutting down all the devices when the customer leaves the room.

Using AI and robots is also an important step forward. Although they have recently been used only as an attraction and had little functionality, nowadays there are hotels the staff of which mostly consists of robots. For example, personnel in Japanese Henn-na Hotel in Tokyo are robots only, with few people working in cases of emergency. This helps customers avoid social contacts, especially if they want to rest after a difficult business meeting. AI usage is also connected with providing hyper-personalized service, as their self-educating system enables them to remember the names of customers or their preferences in food, drinks and service.

Modern room trends provide us with numerous benefits such as personal settings and high quality service. They allow hotels to increase room rates and optimize the revenue, but at the same time they help the owners to save money by controlling all the resources used.

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## **PROBLEMS AND PROSPECTS OF FILM-TOURISM DEVELOPMENT IN UKRAINE**

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Tourist industry has tremendous potential, as evidenced by the large number of forms and types of tourism. They arise as a result of the expansion of the industry and interest in its development. This is the reason for the creation of a new, but very promising type of tourism - cinotourism.

Film tourism is a kind of tourism, the purpose of which is to visit the locality, associated with television and film industry. The first manifestations of film tourism can be spotted on the territory of the United Kingdom, in addition this type of tourism supported and expanded in their baggage states, such as: France, USA, Tunisia, Greece, Czech Republic and others. The relevance of this topic lies in the new founding of film tourism on the territory of Ukraine as a priobytovyh and cultural and cognitive type of tourism.

In order for the film tourism to develop and to attract visitors to Ukraine, it is necessary to understand the potential that the state of the film industry itself. The poetic nature of Ukrainian films of the 60-70s was manifested in the plasticity, imagery and breadth of artistic mastership, which created "music for the eyes". This was connected not only with the plot, but also with the selection of the location of uninhabited Ukraine, its steppes, lanes and mountains. O. Dovzhenko was the most outstanding representative of Ukrainian "masterful filmmaking". In honor of his name famous awards and prizes in the world of cinema and the modern studio were named.

Famous pages by O. Dovzhenok's "Earth" and "Bukovina" were filmed on the territory of Ukraine, and the places of filming are well preserved for today. The film "Earth" was filmed on the territory of the Poltava region, namely the village of Yareski on the river Psel. So you can see the traditional Hutsul territories and peculiarities of their way of life while traveling through Bukovina, near the village of Chervona Dibrova in the Chernivtsi region.

Paradzhanov's "Shadows of Forgotten Ancestors" is one of the most famous Ukrainian films, the place where it was filmed is a famous tourist destination. Hutsul khati in the village of Krivorivni Ivano-Frankivsk region receives a large number of tourists who fall in love with Ukrainian cinema. And in Verkhovin, in the house of Sergei Paradzhanov, a museum of the film "The Legend of Forgotten Ancestors" was enlarged.

The prospect of growing cinotourism lies in a new way to create tours and in the consolidation of this type of tourism as a self-sustaining and progressive. Taking into account the current state of the cinema industry and the interesting

destinations connected with it, it is possible to create cinematographic tours of Ukraine.

One of the projects on the development of such tours in Ukraine is "Along the scenes of "Taras Bulba". This project offers a tour of four cities, where the battles and the most important scenes of the feature film "Taras Bulba" took place. Among these cities and major film residencies are: Kiev (Kiev-Pechersk Lavra) - Zaporizhzhya (Khortytsia Island) - Kamyanets-Podilsky (Kamyanets-Podilsky Fortress and adjacent territories) - Khotyn (Khotyn Fortress).

Thus, it is possible to make conclusions that cinotourism is a promising and innovative area of scientific research and tourism practice in Ukraine, which has a certain material resource base. The originality of film tourism is manifested in the process of transferring the real life of the tourist in the virtual space of film, familiarization with the share of the main characters and their performers, which is manifested in the process of staying in the places of filming. To attract tourists and ensure the further development new technologies of involvement can be used: using geokeshingu (search for territory) and questing (search for the object). However, a significant part of the objects of film tourism in Ukraine, in general, is not in the eyes of tourists because of the lack of information about the location and active advertising within the country and beyond its borders.

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## PARTICIPATORY BUDGET

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The topic of participatory budgeting has become very relevant in recent years. Public distrust of professional politicians is growing, so the direct participation of citizens in political processes is a way out of this crisis situation, because people must become full participants and initiators of change, their executors, not just consumers. An important component of any democratic society is the involvement of citizens in the decision-making process concerning the formation and use of financial resources of local governments, the central link of which is local budgets.

For democracies, public participation in political issues is a principle and practice of empowerment. It helps those who are potentially involved and interested in decision making. Such units may include individuals, local authorities, central government, institutions and organizations, as well as other entities that affect the public interest.

This tool is relatively new in the world, so research is currently underway to investigate the consequences of long-term implementation of this phenomenon in local communities.

A participatory budget can serve as an example that community initiatives can serve as a tool to improve the effectiveness of decisions and contribute to long-term change.

The history of participatory budgeting began in Porto Alegre, Brazil, in 1989 as a means of combating social inequality.

The mechanism of introduction of participatory budgeting will allow:

1) members of the territorial community to take a direct part in the distribution of part of the city budget, jointly determining the priorities of territorial development;

2) representatives of public organizations and local governments to gain practical skills in moderating meetings with citizens and the introduction of social diagnostics of participatory budgeting;

3) officials of structural subdivisions of the executive committee / executive bodies of city (village, settlement) councils to receive detailed information on the concept of participatory budgeting and the benefits of its introduction.

The process of implementing participatory budgeting includes:

- the process of social mobilization
- the study of leading foreign experience
- popularization of the idea of participatory budgeting

- conducting in-depth research of the problems and needs of communities
- determining the use of local funds

Undoubtedly, participatory budgeting increases the transparency of public finances, projects and investment plans are presented in open meetings and citizens gain more control over public resources.

It also helps to better allocate public resources and improve communication between city authorities, residents and the public sector. They begin to cooperate at every stage of the participation budget.

Thus, we must conclude that the proper implementation of the participatory budget may involve large groups of residents in the life of the city, in particular, those who have not previously been involved in public consultations. The participation budget can become a powerful tool that helps meet the needs of residents and has a positive impact on the assessment of local government actions.

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## **FORMATION OF THE PASSENGER ORIENTATION SYSTEM ON THE PLATFORMS OF RAILWAY STATIONS IN UKRAINE**

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A passenger railway station is a visiting card for every tourist city. It is the station where passengers arrive and depart from different parts of the country, as well as neighboring states. Hence it is vitally important to solve such problems as: imperfection of reference and information support for passengers at railway stations in Ukraine; improving the quality of passenger service; elaborating the system of functional-temporal-spatial organization of passenger flows and reducing the impact of inconveniences for passengers on platforms. Solving these issues will significantly increase the tourist flow to any city in this country.

One of the measures to increase the volume of passenger traffic, and, as a result, to increase income from tourism is the perfection of services at railway stations, in particular, improving the system of orienting passengers on the platforms of railway stations in Ukraine. The practical experience of using the above-mentioned procedures in Western Europe and Asia has proven its effectiveness. The absence of adequate passenger orientation system increases

the stopping time of trains at stations, especially at intermediate stations, and reduces the station's capacity. The higher is the level of service, the more passengers will use the services of the railway, but it should be remembered that there must be a balance between the increase in the level of service and the number of services and the price of passenger transportation. Otherwise, passenger transportation will not be able to become profitable.

To improve the passenger orientation system at railway stations in Ukraine, it is proposed to implement an orientation system in the following stages: development of a sectorization system, provision of additional information of variable and constant type and development of additional functions for a mobile application [1-2].

An important stage in the improvement of passenger orientation systems on the platforms of railway stations is the substantiation of the proposed measures based on the use of mathematical modeling of the movement of passenger flows. Thus, a mathematical model based on an agent-based approach was applied to check the passenger warning information system [3]. For the working conditions of railway stations in Ukraine, a mathematical model of passenger traffic has been developed, which is based on fuzzy logic and multi-agent optimization methods. Crowd modeling studies can be used to mathematically model the movement of passengers. Taking into account the existing research, it is proposed to carry out mathematical modeling of passenger behavior on the platform of the Ukraine railway station. For searching effective measures to improve the level of service, it is necessary to analyze the experience of railways in Western Europe and Asia. For example, in Japan, in addition to hinged information stands, pictograms printed on platforms are common. In Germany, sectorization is used on railway station platforms (division of the platform area into sectors according to alphabetical order). A progressive and less costly measure for communicating all information to passengers is the use of mobile applications. An example is mobile application called: Transit Planner Norikae Annai, DB Bahnhof Live. [1-2]. The mobile application is a progressive method for orienting passengers at foreign stations.

Thus, the proposed measures are aimed to increase the tourist flow to the cities of Ukraine while reducing the cost of their transportation.

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## **DEFINITION OF THE SUBJECT AREA AND THE PROBLEMS OF THE PUBLIC ADMINISTRATION THEORY**

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Public administration, also "state and municipal administration", in the interpretation widespread in Ukraine, is a scientific direction that has its own related, but relatively autonomous research areas: state management, i.e. operational and administrative aspects of the functioning of state bodies, including the civil service; analytics of government programs and public policy, including strategic planning, regulatory impact assessment; interaction between the state and citizens (public affairs), including lobbying and business relations with state and municipal bodies (government relations). Public administration, combining the activities of state, municipal, non-governmental (non-profit) organizations, actually represents a public-state system for the implementation of national and local interests and the production of public goods. Of particular importance is the level of feedback, the social level of execution of managerial decisions, where of interest are: 1) interest groups (public funds, trade unions, ethnic, youth and other organizations with specific interests, parliamentary lobbies, etc.); 2) relations directly with citizens (taxation, legislative and law enforcement practice, preparation and implementation of social programs); 3) relationship with commercial enterprises (their legal regulation, public-private partnership, etc.).

Since public administration is not only an administrative but also a political process, its systemic understanding includes the actions of formal and informal factors involved in the process of making and implementing decisions. In the world social science, two main approaches to understanding the place and content of the science of public administration among other social sciences initially existed and continue to be quite widespread. The first approach defines this area of humanitarian knowledge as a systemic combination of concepts and research tools developed by other sciences, necessary to recommend management practices. The second approach, while recognizing the role of other social sciences (political theory, economics, history, sociology, law), nevertheless believes that for about 150 years there has been a relatively young, but increasingly influential independent science, which has its own conceptual apparatus, its own concepts, their theorists, able to offer their recommendations to the practice of public administration. Moreover, this connection with practice is a distinctive feature of the science of public administration, when theoretical and expert knowledge act in close connection and are guided by the specific

needs of state, municipal and public organizations. Typical for this approach is the division of the theoretical area of public administration into general concepts of scientific management (organization theory, theories of motivation, administrative theory) and specific concepts focused specifically on the public sector (theory of bureaucracy, the concept of "new public management", the concept "Smart regulation", the network concept of public administration, the theory of public choice, etc.). However, the selection of the subject of this area of knowledge does not yet solve the general problem of its identification.

Recognizing the very fact of the existence of the science of public administration, some researchers proceed from the so-called "generalist" approach, considering it as a subdiscipline included in the general theoretical field of management (management science). It is argued that management as a general theory of management provides public administration with key concepts for the analysis of organizations and organizational behavior, without which it is impossible to study public administration issues at the micro level (the level of organizations).

Thus, modernity changes the main target, functional, structural principles of building public administration, implementing a paradigmatic shift in understanding its place and mission in the relationship between the state - the market - civil society. The old paradigm includes the bureaucratic model of public administration, the new paradigm includes the models of new public administration and the network. At the same time, in transit countries, the conceptual choice, perhaps, should be more guided by the national model of public administration, which is not an attempt to create a theoretical structure that is adjacent to the bureaucratic, managerial or network models. The national model of public administration is the definition of guidelines for the reform strategy: by means of the implementation of modern theoretical approaches, to develop an adaptive scenario of transformations to the needs of society, on the one hand, taking into account its national and historical characteristics, cultural potential, on the other, including channels for the gradual transplantation of advanced institutions and processes management that have shown their effectiveness in developed countries.

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## **INNOVATIVE DEVELOPMENT OF THE TOURISM INDUSTRY**

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Tourism innovations are versatile organizational and management innovations that consist in targeted changes made at different levels of the tourism industry. These include the legal support of tourism projects, the ability to organize new types of tourism activities, the creation of radically new tourism products and travel goods, information and advertising support for tourist demand, which includes modern technologies. The main efforts to develop innovations in tourism are aimed at increasing the competitiveness of enterprises, as well as at significant improvement of tourist services.

The innovation process is the gradual acceptance of innovations in tourism. Innovative processes in the tourism industry are usually defined by improving customer services and by investing in Information and communication technology (ICTs). Tourism companies cooperate with developing countries and their attractiveness on the international tourism market as well as with communication of the image concept. New technologies facilitate the availability of tourism services by offering customer-friendly services.

For example, in the field of restaurant tourism, restaurants are beginning to experiment with specialization, specifically to focus on style, introduce additional services, cooperate, organize shows and workshops, and actively engage the media, etc. The event tourism is growing in scale when one-time or large-scale international events are carried out on a periodic basis, namely: festivals, shows, artists' festivals, fairs, concerts, competitions, congresses, etc.

One of the most promising directions in the development of tourism and all related areas of activity is the creation of centers based on natural, historical and cultural monuments. Particularly interesting in this regard are the museums with monuments located in national parks, reserves and wildlife preserves. Open-air museums can include original and reconstructed archaeological, historical and ethnographic groups of objects. These include common dwellings, household and industrial buildings, sanctuaries and places of worship, shopping areas, fortifications, docks, etc.

The levers of state influence on the innovative activities of tourism organizations are the provision of tax incentives to innovatively active organizations, the implementation of special scientific and technical, tax and credit and financial policies. In addition, there are the creation of favorable conditions for attracting domestic and foreign investment in the tourism industry, the improvement of depreciation policy, the establishment of priority areas development of science.

Modern views on innovation in tourism based on changes in society, which is under the influence of globalization processes has transformed into a “consumer society” and becomes the customer of new services. The number of such customers is increasing each year. Therefore, people also need to constantly transform tourism enterprises. To ensure those innovation processes, it is expedient to apply the symbiosis of traditional and contemporary sections which includes: innovation focused on customer service; developing highly innovative tourism products; the introduction of specific innovative marketing policies; management of companies’ innovation; direction of their activities towards cooperation with other representatives of the tourism industry at the local, regional and state levels. Tourism enterprises are becoming on a large scale subject to the influence of environmental factors, and internal factors experience adaptation.

In a market economy, tourism organizations are all aware of the need to develop new products and services and the associated benefits. Determining the future profit gained from a new tourism product is the task of innovation management. Innovation management is a combination of various functions. The main tasks of innovation management are to study the state of the sphere of economic activity and economic systems implementing innovations; study of the very specifics of the innovation process. The forms of introduction of innovations can be different; experts subdivide them into evolutionary and radical. These include preserving and updating existing functions, regrouping the constituent parts of the system, changing the elements of the existing system.

As the result, the innovative development of the tourism industry is a complex process that involves both citizens, consumers of services and government authorities, as well as travel companies and enterprises of the tourism industry, whose activities are regulated by regulatory legal acts in the field of tourism and innovation. To build an effective methodology for the innovative development of tourism, it is necessary to assess the entire range of indicators related to the service sector, taking into account the historical and local conditions for the development of a particular tourist destination, to conduct a comprehensive analysis of the state of tourist resources, as well as to classify innovations in tourism.

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## **DEVELOPMENT OF THE RESTAURANT BUSINESS IN A PANDEMIC**

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In order to strengthen quarantine measures due to the threat of the spread of coronavirus in Ukraine, the government has banned establishments to receive visitors in restaurants and cafes. Catering establishments can work only on a take-out basis and deliver food to your home if their employees are provided with personal protective equipment.

"We were waiting for such a turn of events, although everything happened a little faster than we planned," says Libkin.

The restaurateurs were really waiting for the crisis, says head of the Restaurant Consulting company, Olga Nasonova. "From the beginning of March, it became clear that the virus would not bypass us," she says. "Italy has become the main reference point for what to expect."

Now restaurateurs are trying to negotiate with landlords to reduce rental rates during the quarantine period. But few people succeed, says Nasonova.

Some restaurateurs are faced with the need to shut down their establishments for the first time. For example, the co-founder of the holding of emotions Fest! Andriy Khudo opened his restaurant Kryivka in Lviv 13 years ago, he never closed. "It is symbolic, but reasonable for saving tens and hundreds of lives," Khudo admits.

Restaurateur Dmitry Borisov calls on government authorities to consider the possibility of introducing tax holidays for the restaurant business. According to him, at least 10-15% of a restaurant's proceeds are usually used to pay rent. A closed restaurant cannot fulfill the obligations of these payments.

"It is very important that while the establishments are" in suspended animation ", the landlords enter into their position and do not begin to give premises to other companies behind their backs," Borisov notes.

The government has banned restaurateurs from accepting visitors in establishments, but it is possible to work in the mode of delivery of food by couriers. "Delivery is the key to partially saving the restaurant sector for those who have it and who have something to deliver," says Nasonova. "Bars and coffee houses, for example, have nothing."

Indeed, almost all establishments declare their intention to work in this format. "We will work with all the services on delivery, some of our establishments will also deliver food," says Khudo.

Dmitry Borisov promises to make delivery from his restaurants free. At his restaurant on Shota Rustaveli in Kiev, you can take your order with you, adds Borisov.



McDonald's will only close the lounges. "The experience of other countries has shown that when restaurants are closed, McDrive and delivery continue to work, since their work allows you to comply with the necessary safety standards," the press service of McDonald's Ukraine noted.

But this is only a partial solution to the problems.

According to Konstantin Merkulov, director of the Vapiano chain in Ukraine, the volume of harvested products will have to be adjusted.

Humenny says that the delivery will not be able to compensate for anything globally. "Restaurants need to do something about personnel and floor space costs. They will have to compete in delivery with optimized companies with only kitchens and global delivery services," he says.

If we take into account the commission of the aggregator, the courier's salary, the cost of one-time packaging, the profitability of delivery is several times lower than the profitability of visiting a restaurant, - explains Dvorskaya.

Almost all of them will suffer from restaurant restrictions their employees. After all, staff are sent on vacation en masse, sometimes at their own expense. According to Olga Nasonova, only 20-25% of all employed in the industry will remain working during the quarantine period.

If the blocking of the work of the institution drags on for several months, and the pandemic does not slow down, a serious economic crisis is coming, which will affect not only HoReCa, Borisov is sure.

According to Nasonova's estimates, about 2% of establishments will not survive quarantine. "In the next month, about 40 establishments (2% of 2000) may leave the market," she says.

At the same time, quarantine can also have a delayed negative effect - in six months we can expect the closure of about 250-300 restaurants in Kiev alone, says Nasonova. In a positive scenario, she said, "only" 100 establishments will be closed.

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## **PUBLIC SECTOR REFORMS**

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The effectiveness of a country's public sector is vital to the success of development activities. Sound financial management, an efficient civil service and administrative policy, fair collection of taxes, and transparent operations that are relatively free of corruption all contribute to good delivery of public services.

There are the key principles of public sector reforms: a new pragmatic and results-oriented framework, clarification of objectives and administrative structures, intelligent political strategies and engagement, goal-oriented competencies and skills development, experimentation and innovation, professionalisation and improved morale, a code of conduct for public sector ethics, effective and pragmatic anti-corruption strategies, effective public financial management.

Public management reform is a powerful concept. "Open government," which has risen to prominence rapidly in the early twenty-first century, is a public management reform approach focused on the central organizing principle of openness. Openness is an inherently attractive concept for reform-minded policymakers and citizens, and advocates of openness as a tool for innovation, entrepreneurialism, better social relationships, and democratic forms of decision making are now omnipresent.

Three major periods of reform movements that have received the most attention from public administration scholarship are: Orthodox Public Administration (OPA), New Public Management (NPM), and New Public Governance (NPG).

We can see three different types of barriers: institutional large forces (reform possibilities undergo a process of screening by administrative traditions consisting of institutional structures as well as cultural ideas about how government and administration should look), the influence of global powers (country and local level processes are intertwined with the large-scale processes of change; domestic reform trends are in constant tension with international processes, even when the global picture suggests a dominant process of adoption and integration) and economic and technological barriers (large-scale global processes involving technological developments and economic shifts can influence the shape of reform; economic changes also affect how open countries are with each other in terms of trading goods and information).

Reformers adopt new models for present-day economic and political conditions, but, inevitably, public managers face friction and conflict when organization principles and values are put into practice.

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## **BUSINESS TOURISM**

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Business tourism is an important and rather complex branch of the tourism business. This is a type of tourism performed by representatives of companies or organizations for business purposes, or the organization of corporate events. Over 100 million business trips are held in the world every year. Most tourists prefer to have business travel to Europe. Business trips, trips to exhibitions and fairs, and congress tours prevail on the European continent. France, Great Britain, Spain, the Netherlands, Switzerland, Italy, Sweden, Belgium stand out among the European states that receive streams.

Business tourism has its own clearly defined specificity. Most of the trips take place during the period "February-May" and "September-November", all it due to a large number of different events and high business activity during this period. As a rule, a business tour is planned several months in advance. The organizers of trips in the field of business tourism are often specialized travel organizations, which, in addition to the necessary experience and qualified personnel, have extensive connections with foreign partners.

The meetings are distinguished by their variety. They can have both commercial and non-commercial tasks, can be long (several weeks) and short (over several hours), can be numerous (hundreds of participants) and small (from a few people to several dozen participants).

Business tourism market participants are conventionally divided into clients and customers (entrepreneurs, companies, non-profit organizations and non-governmental organizations, the public sector), intermediaries (travel

specialists, consultants, associations organizing conferences, etc.) and travel service providers. Suppliers include airlines, hotels and other business accommodations, cruise lines, MICE venues, transfer organizers, car rental companies and rail carriers.

Scientific, cultural and business ties between regions and countries are becoming more intense every year. Business tourism plays an important role in it. The development of the business tourism sector also affects the development of the national economy and integration. The reason for the creation of a powerful service industry was the need to organize and service both corporate travel and numerous events in the field of business travel. The infrastructure of business tourism includes exhibition and congress centers, business aviation, business hotels, modern technologies, payment systems, thanks to which a business person, regardless of his location, is able to monitor his business.

A characteristic feature of some companies is an individual approach to each client. Each organization is assigned a personal manager-curator who constantly maintains contact with his ward, knows the basic requirements of the partner and solves all the necessary issues. An expert begins work with a specific application for organizing a trip by selecting several options for a trip (hotel accommodation, flight details, organizing transfers, etc.), providing the client with a choice. After that, the manager-curator selects the most convenient flight time and accommodation conditions, as a result, this helps to reduce costs and optimize the budget. The development of a new product, including the organization of a congress, a business meeting, must begin with marketing research. At the initial stage, the possibilities of organizing the reception are analyzed in terms of the material base, infrastructure and other possibilities for providing services.

Business tourism today is a very developed industry. Thanks to this fact, customers are offered the best hotels, frequent flights, a streamlined travel planning system and much more.

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## **CROSS-CULTURAL MANAGEMENT AS A BASIS FOR THE FORMATION OF ENTERPRISE COMPETITIVENESS**

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Cross-cultural management is connected with the management of the relations that arise at the boundary of national and organizational cultures, study of the causes of cross-cultural conflicts and their neutralization, clarification and use of behavioral patterns inherent in the national business culture in the organization management. Effective cross-cultural management involves doing business together with representatives of other cultures, based on the recognition and respect of cross-cultural differences and formation of a common corporate system of values that would be perceived and recognized by each member of a multinational team. The result should be the formation of a specific corporate culture that would arise on the basis of national business cultures, harmoniously combine individual aspects of the culture of each nation, but not completely replicate any of them.

National culture is a system of values and cultural norms, their creation, selection, accumulation and retransmission, which underlies a single national and cultural identity and a culture-based national lifestyle, and serves as a unifying factor of the society in the conditions of multiethnic, multicultural states of the modern time. Business culture is a set of stable forms of social interaction, fixed in the norms and values, forms and methods of communicative relations of employees within the company and in the company's relations with the outside world. Thus, the national business culture includes norms and traditions of business ethics, norms and rules of business etiquette and protocol. It always reflects the norms, values and rules inherent in a certain national culture. Cultural differences are found in all areas of organizational activity, which means that managers must develop business tactics and their own behavior in such a way so that it is possible to achieve success in each country through taking into account the cultural characteristics of the local population. Managers should ensure clear interaction between all structural divisions, branches, people in and between each working group, and establish interaction with external organizations and infrastructure. In addition, they should contribute to the implementation of plans not only within individual markets, but also in the global economic space. As a result, management must be sensitive to collision, interaction and interpenetration of different cultures.

With the expansion of international activities and influence in foreign markets in various areas of the company's activities, the number of new customers and partners is significantly growing. Two tasks are becoming urgent.

Firstly, it is necessary to understand the cultural differences between "us" and "them" and forms of their manifestation. Secondly, you need to identify similarities between the cultures and try to use them to achieve your own success.

Hence, competitiveness largely depends on the cultural fitness of the company as a whole and its employees in particular. There are three main approaches for determining the role of the cultural factor in international business. The first approach – the universalist one – is based on the fact that all people are similar and the basic processes are common to all, which means that all cultures are basically the same and cannot significantly affect the effectiveness of doing business. The second approach – the economic cluster one – recognizes the differences of national cultures, but does not recognize the importance of taking them into account when doing international business: it is believed that managers of international companies should first analyze the economic, rather than cultural, features of doing business in different countries. The last approach – the cultural cluster one – is based on the recognition of the multifaceted influence of the national culture on competitiveness of an enterprise, the need to take this influence into account and use of the advantages of cross – cultural interaction. All these approaches enrich our understanding of management processes in the cross-cultural context.

## **PUBLIC TRANSPORT TODAY AND TOMORROW**

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Transport is a branch of material production that transports people and goods. In the structure of social production, transport refers to the production of material services.

### **Transport functions:**

1) movement of cargo.

Each cargo must be delivered to the place of further processing or consumption. Moving cargo along the supply chain allows you to transform the extracted raw materials into finished products, and then deliver them to the final buyer. Simultaneously with the physical movement, the consumer value of the cargo should also increase; otherwise such movement will be economically inexpedient. Besides financial, there is one more aspect of relocation - temporary. It includes the inability to use stocks during their transportation, damage, risks of loss / loss of cargo, etc.

2) storage of cargo.

This transportation function is relevant if there is a limitation in storage space, then you can consciously choose slower modes of transportation. In addition, there are situations when the warehouse is only a transit transshipment point, that is, the cargo will have to move on after a short time. In this case, vehicles can also be used for direct storage in order to eliminate expensive handling operations [1]. The main purpose of transportation is to deliver the right product of the right quality and the right amount to the right buyer, to the right place with minimal costs. The study of the demand for transport services shows that one of the main requirements of customers for the operation of transport is the timeliness of dispatch and delivery of goods. This is due to the desire of the majority of cargo owners to reduce stocks both in production and in circulation, since their costs for maintaining stocks in a number of industries make up 20% or more of the value of products.

Public transport modes: railway, automobile, marine, river, air, urban public transport (metro, trolleybus, tram, bus, etc.)

Public and transport and road infrastructure plays an important role in the development of modern cities. Public transport significantly improves the quality of life in urban areas by providing safe, efficient and cost-effective passenger services. Urban transport corridors are natural focal points for the city's population provide economic and social efficiency of life; contribute to the creation of strong regional centers that are economically stable, safe and productive. When passengers use public transport to travel, their contacts with those around them become closer and more communicative, and their dependence on cars is reduced, which contributes to an increase in the level of physical activity [2]. After the invention of the wheel, and later the engines, humankind began to develop various means of transportation - carriages, steam locomotives, steamboats, airplanes, etc. Thanks to this, people have the opportunity to travel long distances in pursuit of different goals. Urban passenger transport contributes to government and economic growth and increases the local customer base for a range of services (retail, catering, healthcare, education, consumer services, etc.). This mode of transport revitalizes residential areas, increases social interaction and pedestrian activity, increases safety, and also helps to create a comfortable living environment. It is believed that by 2025, 20% of the population of developed cities will be over 65 years old, and many will not be able to drive private cars, which is an additional driver of growth in public transport services.

### **Conclusion**

In the modern world, transport services provide an increase in the efficiency of social production, the normal functioning of the economy. They create conditions for the rational distribution of production forces throughout the country, taking into account the most expedient approximation to the regions of consumption of products and sources of raw materials for enterprises of different sectors of the economy, which allows the development of such industries as agriculture, trade and others.

Transport is also irreplaceable for the development of tourism. Transport plays an important role in resolving social problems, in ensuring cultural, business and tourist trips of the population, as well as in the development of cultural exchange in the country and abroad.

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## AN ICE HOTEL AS ONE OF THE BEST ACCOMMODATIONS TO STAY AT

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The best way to break the monotony of our life and learn a lot about different places and cultures in the world is travelling. I think that our modern life is impossible without travelling. It widens people's mental horizon, improves health, adds thrill and relaxation to life, dispels boredom and helps promoting national integration. People get tired of their daily routine, they need to change the surroundings. So they go to a travel agency, buy tickets to some nice places, pack their suitcases and set off on a journey.

Travelling has a great educational value because it is a chance to meet new people, visit museums and ancient sights, discover different ways of life, taste national cuisines and practice foreign languages. It makes us more appreciative of other cultures. The best way to study geography is to go to distant countries and cities.

Travelling is fun and stressful at the same time. It is always good to travel for fun and be able to see things that you have never seen before. There are many benefits of travel, but people tend to stress more when they travel than have fun. When you travel, you need to be able to know where you are and where you are going. When you travel, you can discover many new places, have a nice relaxing time and learn a lot.

Vacation or business trip, no matter where you go, be sure, it is much more convenient to stay in a good hotel than look for a flat, a room or a hostel. If you prefer comfort and modern conveniences, hotels are the best choice. It is not



surprising that most celebrities and wealthy people visit only famous acknowledged hotels that suggest luxurious rooms or even apartments, pleasant service and privacy. All of these hotels usually have their own history and peculiarities. Some of them are world famous sights, while others attract by their technological progress or excellent service. Let us consider one of the most well-known hotels in the world.

An Ice Hotel is a temporary hotel made up of snow and sculpted blocks of ice. Ice hotel, dependent on sub-freezing temperatures, is constructed from ice and snow and typically have to be rebuilt every year. Ice hotels exist in several countries, and they have varying construction styles, services and amenities, the latter of which may include ice bars, restaurants, chapels, saunas and hot tubs.

Ice hotels are promoted for adventurous travelers who are interested in novelties and unusual environments and are comfortable with the outdoors. Customers have to be prepared to sleep in beds made of snow or ice, but in the warmth of furs, blankets and sleeping bags designed to withstand extremely cold temperatures. Temperature in the rooms is below zero Celsius, but much warmer than outside. Staying at an ice hotel is expensive as prices for a night range from around US\$300 to \$3,000. Some ice hotels may be destination hotels.

Lobbies are often filled with ice sculptures, and food and drinks are specially chosen for the circumstances. For instance, glasses in an ice bar can be made of ice and people sit on benches made of ice. An ice bar, sometimes associated with an ice hotel, is a drinking establishment primarily made of ice.

Each year between December and April, the Icehotel in the village of Jukkasjärvi is open. It is about 17 km from Kiruna, Sweden, and it was the world's first ice hotel. 80 rooms and suites are available. In addition to the entrance hall, the hotel has a chapel and an ice bar named Absolut Icebar. In 1989, Japanese ice artists visited the area and created an exhibition of ice art. In spring 1990, French artist Jannot Derid held an exhibition in a cylinder-shaped igloo in the area. One night there were no rooms available in the town, so some of the visitors asked for permission to spend the night in the exhibition hall. They slept in sleeping bags on top of reindeer skin.

The entire hotel is made out of snow and ice blocks taken from the Torne River even the glasses in the bar are made of ice. Each spring, around March, Icehotel harvests ice from the frozen river and stores it in a nearby production hall with room for over 100,000 tons of ice and 30,000 tons of snow. Some of the blocks of ice weigh two tons, and cranes are used to place them. The ice is used for creating Icebar designs and ice glasses, for ice sculpting classes, events and product launches all over the world while the snow is used for building a strong structure for the building. About 1,000 tons of what is left is used in the construction of the next Ice hotel.

Each year, for the past 24 years now, the ice hotel has accepted applications from artists around the world to design the world-famous hotel's art suites. In 2013 there were more than 200 applications submitted from a wide range of artists to design and build an Art Suite. These included artists from a

variety of creative backgrounds – including theatre and photography, to interior design and architecture. Around 15 applications are accepted with their designs and head there in November to build the suites.

To sum up, an Ice hotel is a most recent concept in the tourism sector and it is getting popularity across the globe. The ice hotels belong to the category of destination hotels as they arrange many attractive features for travelers and other tourists who are interested in some unusual entertainment. People love such spots more because of the exceptional features of ice hotels and it is the main thing which motivates people to come.

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## **MEDICAL TOURISM IN UKRAINE**

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Nowadays, it is very important to stay healthy and care of yourselves, because, unfortunately, not only in Ukraine, but in the whole world become a very serious situation with dangerous disease such as Covid-19.

As we know, since ancient times a lot of patients have travelled in a long distance to receive help from famous physician and I would say that the same situation is happening now, but in a different direction.

Today, a big amount of people searching new, cheaper ways of solution of their health problems, but at the same time they want and prefer high quality of medical care. Therefore, not only Ukrainian patients, but also people from many countries of the world prefer treatment at our resorts.

In addition, to the above-mentioned, there are numerous examples. But, first, we need to divide them by regions of Ukraine. Firstly, the resorts of the Carpathians, such as Truskavets – one of the largest balneological resorts in the country, famous for the variety of mineral waters, Morshyn – a place where healing agents are chloride sulphate-sodium-magnesium waters, which are used for bathing and drinking, as well as peat mud and ozokerite and Solotvino – this resort is suitable for those who need a treatment of different types of allergies, particularly, asthmatic.

Secondly, we have Black Sea resorts, such as Ochakiv, which is the number one Sea spa in Ukraine, it is suitable for both children and adults. What is more, where the main medical profile of the sanatorium is diseases of the respiratory and nervous system, blood circulation. Finally, let's not forget about

the Azov Sea resorts where the most famous and popular among the customers are Berdiansk – a mud and climatic seaside flat resort of the steppe zone and Kyrylivka – a climatic seaside resort staying on which helps to restore and strengthen the central nervous and cardiovascular systems, upper respiratory tract, reduces inflammation in muscles and joints, as well as allergic reactions.

It is very clear from these observations that our motherland has a large number of places for health tourism, which would help people to restore their health, especially the elderly who have various chronic diseases. Moreover, a coronavirus pandemic is currently underway in the world, which obviously, has greatly shattered the general condition of the world's population of all ages. So, it goes without saying that most people will need such a spa treatment.

One argument in support of is that I read the news articles, which indicated that the borders of such old ones as Bulgaria, Cyprus and Georgia which is famous for its sources of mineral water and mud deposits, are open for the citizens of Ukraine.

The other side of the coin is, however, I believe that patients from Ukraine should not travel that far, since we also have a large number of places for treatment. For example, patients will be able not only to strengthen the immune system in the resorts of the Carpathians, but also relax in the beautiful nature among the mountains, rivers and a large number of plants.

In conclusion, I can say that although medical tourism in Ukraine differs in its not very productive advertising from other European countries in the tourist services market, it has all the potential to become the same popular place. This can only happen if the public is well aware of all the therapeutic possibilities, making a profit from this, and then it is possible to improve the condition of already existing resorts, as well as the quality of medical care.

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## OPEN INNOVATION TREND IN MANAGEMENT

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The process of digitalization has significantly changed the conception of management styles. Instead of being a part of a closed system, now the companies are welcoming both professionals and customers to discuss possible changes, so that the process is going outside the boundaries of organization. It means that the exploitation of technologies and ideas in the market and a more flexible approach of intellectual property are trends that companies should look at for their future development.

This business method was firstly used in several multinational companies based in the USA, in the beginning of the 2010s. There are two main features of open innovation process. The first one is the usage of external data brought to the company from other organizations, to be studied and developed even further. The second one implies that internal data is also shared with the others willing to take part.

Nowadays the system is believed to bring a lot of profit, because managers could save time needed for research and use the results of already finished surveys and experiments. This opportunity gives more space for discussing and upgrading new ideas, rather than struggling to create something completely new all the time.

Some organizations still consider this system to be dangerous in terms of confidentiality. They believe that open innovation could make them vulnerable, as the need for unique researches may decline, so the demand of making something new could be not as strong as it was before. Furthermore, the concept of the author and intellectual possessions is going to be inevitably changed. However, the statistics of the recent decade shows that this business model enables the company to cut the costs used for individual researches and staff training, because creating a platform in the Internet is much cheaper than organizing live conferences or carrying all the stages of research alone.

Open innovation trend can be applied to companies of different sizes and purposes. For example, NASA is currently working with Harvard and London Business School to create a mathematical algorithm to determine what is needed for a medical kit. General Electric is carrying a project call "First Build" gathering people for generating new and successful business ideas. And Coca-Cola is working to create a vending machine which will help customers create their own drinks, so the company could study their preferences.

However, the development of trend is far from being over. The future of it is connected not just with sharing and discussing information, but with creating

innovations hubs and accelerators. Places like Silicone Valley, where education and innovations go side by side, is a good example of it, though it could include whole countries, as it happened with Singapore. Co-development will also become very common, though some companies still need time to adjust to the idea that their production will not be only their property.

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## CHARACTERISTICS OF MARKETING ACTIVITIES OF HOTEL CHAINS

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One of the characteristics of the hotel business is the development of hotel chains as an event of internal marketing. Hotel chains are considered as a marketing technology in the market of hotel services [1, 2].

A hotel chain is a combination of several hotel companies into a collective business, carried out under a certain management within the general concept of product promotion and under an individually recognizable brand name. The enterprises of the hotel chain are characterized by a strict adherence to corporate values and names of services, high quality accommodation and service, architectural unity of buildings and interior design.

Hotels can be grouped into hotel chains as a result of the construction and purchase of enterprises by a hotel company, conclusion of a franchise agreement with a well-known hotel franchisor as well as signing of a hotel management contract. Therefore, the hotel chain, in addition to full members, in most cases includes associate members who participate in the business on the basis of franchise agreements. In these cases, the chain is not liable for losses on franchise transactions and is not entitled to the income, except for its due payments under the franchise agreement.

It should be noted that each type of hotel that is a part of the hotel chain has its own brand name, which is used for the hotel of a particular chain. Therefore, the consumers who use the services of a certain hotel chain have a

clear idea of the quality of service and accommodation in the company belonging to this chain, regardless of its location. This allows hotel chains to advertise and book rooms long before the new hotel opens. The name of the new hotel and its details are included in all possible national and international guidebooks.

Marketing technologies for the organization of hotel chains have a number of advantages, the main of which are:

- servicing a large number of customers through redistribution between hotels in the chain;

- using a single centralized reservation system, which allows to increase the room occupancy of all enterprises participating in the chain;

- using centralized purchasing of large consignments of goods and services (equipment for rooms, linen, sanitary items, etc.) at wholesale prices;

- financing of collective business by obtaining additional investments, mobilization of the capital and its use to expand and increase the efficiency of business operations;

- conducting a flexible pricing policy in case of changes in the market conditions;

- using of a centralized accounting system, conducting general marketing research, construction, real estate transactions significantly reduces the corresponding costs of each participant in the chain due to using the services of the professionals dealing with the issues mentioned.

Participation in the chain allows businesses to effectively promote hotel services on the market and save significantly on promotional activities through the distribution of total costs among the participants in the chain. All hotels in the chain can use the results of advertising campaigns, having insignificant expenditures. In addition, the advertising function is performed by the brand name of the chain.

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## **INNOVATE TRENDS OF MANAGEMENT AND SPERE OF PERSONNEL MANAGEMENT**

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The ability to innovate is the potential of adopting and using new technologies for increased productivity and management, which are referred to as competitive factors. And this ability more relevant now than ever. Success in a company largely depends on innovative management in the organization, namely, on the activities of the personnel management system and the personnel department. Currently the scope personnel management has a large number of cases that require their participation, while before, it was enough for them to take part only in the issues of providing the organization with documentation. In modern society, the role of a person in the management system is important because of its complexity in implementation and the need for constant attention.

In order to achieve more beneficial results in working with personnel, it is necessary apply innovative management methods, without which it is difficult to implement HR programs in organizations where success depends to a large extent on innovation. The main types of innovative technologies include personnel training, the introduction of modern systems into the entire organization process, consulting engineering, transfer. To avoid imbalance, it is necessary to develop not only the company, promoting it on the market, but also the personnel. Otherwise, to achieve positive dynamics-efficiency labor is extremely difficult, the quality of goods and services will not increase.

The personnel management system has three main innovative areas:

1. Innovation management of education - innovations in the training of specialists in the field of education
2. Innovative HR marketing - highly effective HR potential of the organization
3. Innovative and technological human resource management - new ways of working with personnel using new technologies and modern equipment.

Nowadays there is a growing need of "technologically advanced" HR This is due to global changes in the external market and transformation of business models of companies that mostly happen because of pandemic and it causes some digital breakthrough in this sphere.

Employee potential development is inextricably linked with training. The emergence of new training programs within companies confirms this trend: organizations come up with their own methods, create convenient systems inside or customize market solutions.

Trends in e-learning staff:

1. Mobile learning.
2. Adaptive learning using AI. Personalized Learning - Applying an individualized learning path. Implementation of individual employee development plans.
3. Assessment of learning effectiveness: measuring ROI learning.
4. Creation of a developing environment that does not interfere with creativity and provides high results.

This is potentially the most incredible HR professional tool today and before the advent of HR AI. Already developed countries and large corporations practice all kinds of simulations of events in VR: in aviation - flights, in weapons - combat, in medicine - operations, etc. A competitive market environment obliges HR to develop effective PR companies, including using digital tools, to attract specialists. The organization of HR work in digital marketing is based on basis:

- management of innovative projects and teams;
- creating and promoting an attractive HR-brand of the employer;
- attracting and retaining talented employees;
- creation of an HR content strategy: broadcasting the company's mission: "during external environment "/" into the internal environment ".

Typical trends in digital HR marketing for 2021: creation and support of external and internal communications (media, blogs, events, social networks, etc.), working with staff loyalty and involvement, creating brand ambassadors. Employee blogs, creating an authentic company and corporate culture in which you want to work, non-standard creative in promoting the HR brand. The variety of services and applications for work automation is growing HR: recruiting - search and selection of candidates for vacancies, certification and assessment campaign personnel, internal document flow, personnel training, assessment of personnel loyalty and involvement, monitoring of the company's HR brand, HR analytics Automation in HR is a great way to get rid of the HR officer from routine processes. Implementation guarantees the growth of all key indicators, including KPI employees of the HR department and an increase in return on investment with hiring personnel.

In conclusion: HR digitalization is actively developing. There will be registers of: "big data" human resources for exchange in the market; world banks of storage of VR simulations for training personnel of multinational companies; AI of individual organizations and much more. We, today's students and future specialists, we will follow the development of future trends in Digital-HR and, if possible, adapt to the needs of society and era.

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## **HOW TO DEAL WITH THE DIFFICULTIES OF PROGRAMMING**

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One of the biggest arguments about programming is whether it's a difficult profession to do or not. You may hear from some people saying programming is easy, which some people can disagree.

The intention for writing this article is to motivate people who are struggling with the difficulties of programming but not to scare them. This article will spot some difficulties in programming and suggest ways to deal with them, based on different experiences.

Is Programming Really Difficult?

Programming is a difficult profession. But should we lose our motivation for writing code? Should we quit just because it's hard? Absolutely not!

Every profession has difficulties, upsides and downsides, and so does programming. There are ways to deal with them — let's see what these difficulties are and how it's possible to deal with them.

1. The Learning Process

The very beginning is the most difficult part. The education we receive is poor, and there are very few tutorials and articles.

Thanks to the content creators, this has been changing, and maybe that's the reason why so many people (including me ) start to create programming tutorials, write e-books, and share their knowledge on various platforms on the internet.

Tip 1: Give yourself time

The important thing to understand here is if you're new to programming, you'll learn slow. You'll forget quickly unless you practice enough and truly understand how things work. That's why you need to keep trying, read what you're reading again, solve the same exercises again, and replay the tutorials again and again until you have a complete understanding.

Learning a programming language is similar to learning a new language like English, French, or Chinese. You can't learn Chinese or French in one day, right? The same goes for learning a programming language. It'll take a couple of months to get familiar with the concepts. Give yourself time.

Tip 2: Learn the fundamentals first — then you can learn any programming language

Regardless of what you did or learned before, you can always switch between programming languages, jobs, and even working fields.

Tip 3: Take online courses, watch tutorials, and read e-books

Regardless of having no idea how to write code — and whether you're a junior or a veteran with several years of experience — taking an online course or watching tutorials is always helpful.

Finally, when we get stuck somewhere, we can ask questions in the comment section — the instructor or someone else watching that course can reply and help us. Online resources are today a big part of our learning process.

Tip 4: Practice

The last tip for this section is to practice — write code. This one is also difficult at the beginning. But it's the strongest way to learn how to program.

So what you can do is:

- Start with writing the code you see or read on tutorials
- Solve exercises and answer questions you find on the web
- Start working on personal projects, even if you don't earn money
- Discuss and share ideas with your friends/colleagues
- The best learning comes by teaching, so learn by teaching

## 2. Dealing With Problems/Errors Every Day

Tip 5: Learn reading the errors

Errors are an important part of the development process. When you run your code and it fails by receiving errors, don't panic.

Errors tell you what or where something is wrong.

If you understand what the error message means, you can fix it immediately. Otherwise, you can google the error message and probably someone else has already asked it, and there you can find out what's wrong.

Tip 6: Learn debugging

As it was mentioned above, when we see errors, defects, or unexpected things in our code during the development process, the best way to advance is through debugging.

“Debugging is the process of finding and resolving defects or problems within a computer program that prevent correct operation of software or a system”. — Wikipedia

Learning how to debug is an important skill and very helpful for finding errors and bugs.

Tip 7: Ask for help

If you're still struggling, then you can ask a your friend, instructor, etc. They can see maybe what you can't see. Sometimes the mistake is just in front of you, but you can't see it.

Communication and helping others is a part of programming.

Tip 8: Leave it and come back tomorrow

You need to rest, but your brain continues thinking about the problem. You go to sleep, and your brain still thinks about it. Sometimes, it finds where the problem is, and you even don't realize it. And when you go back to work, suddenly you find the solution.

### 3. Following Rapid Changes in Technology

Since we're working inside the tech and development sector, everything changes rapidly.

So what you can do is:

Sign up for a couple of newsletters from blogs that follow what's new in tech

Follow social-media accounts and trends over on Twitter, Facebook, and other platforms

Listen to podcasts (which is really time-saving)

Remember, we can't know everything. We can't follow every new thing, so just invest your time in what's really needed/important based on your work and project.

### Conclusion

So these are the three common difficulties of programming. Every profession has upsides and downsides, and none of them are easy. Personal interest plays a huge role in success in our careers. There are a lot of things to learn for everybody who only begin his/her career and the professional way. Remember- endeavors and attempts will prevail all failures.

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## **STATE, PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF SPORTS AND HEALTH TOURISM IN UKRAINE**

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Sports and health tourism is a type of active recreational and tourist activity carried out in an untouched or slightly altered environment, the essence of which is the passage of tourist routes with overcoming various obstacles of the natural environment by various means of transportation using special techniques and equipment. Sports and health tourism is a specific territorial system in which three main agents interact – tourists-sportsmen, the resource base of sports tourism and the system of sports tourism institutions.

In the geospatial dimension, sports and health tourism is becoming an increasingly significant segment of the global tourism industry, confidently occupying the third place after various types of recreation and entertainment, as well as educational tourism. By some estimates, it accounts for more than 10% of the world tourism market, and the growth rate of tourist travel with active vehicles exceeds the average growth rate of tourism in general. People of different ages with different marital and social status are involved in this direction of tourism.

Sports tourism is located at the intersection of the tourism industry and the national system of physical culture and sports. It performs sports, health, recreational, cognitive, educational, economic and other functions. The healthy and active lifestyle of Ukrainians is becoming more and more entrenched. This is evidenced, for example, by the rapid growth in the number of fitness centers in all major cities. That is why it can be assumed that soon even more Ukrainians with their families will think about the opportunity to spend a week or two in a combined hike, where you can combine hiking and water tourism, mountain biking and speleology elements. In addition, you should pay attention to the fact that when foreign guests, arriving at resorts, stay in expensive hotels, however, they are looking for opportunities to spend their free time actively, interestingly and with health benefits.

The main feature of sports and health tourism is that it develops in the natural environment and the investment is not too great. That is why tourism has great sports and fitness development prospects during the economic crisis. It carries out a variety of sports, wellness, recreational, cognitive, educational, economic and other functions, but due to a number of factors, the level of their implementation today does not correspond to the potential opportunities of the tourist and sports movement in Ukraine. Today, despite the potentially large opportunities, social and economic significance, sport tourism in Ukraine is underdeveloped. The difficulties that sports and health tourism faces in its development are primarily associated with the economic problems of the development of society, as well as with the almost complete absence of state and public support.

Thus, numerous accumulated problems complicate the functioning and development of the domestic tourism industry, and on the other hand, they make it possible to single out the most priority ones for improving the mechanisms of state regulation, which will reduce the negative impact of the existing problems in this area.

Analysis of the state of sports and health tourism in Ukraine shows that in order to stabilize the situation and further its development, an urgent need is to consolidate the efforts of the country's tourist community in creating a powerful public organization as the vanguard of the tourist and sports movement. It is necessary to create such an organization that would have a strong, organized, ramified structure in the regions that could receive funding for its activities both from sponsors - commercial structures, on the one hand, and from the state,

through budgetary financing of mass sports tourism events through the Department of Physical Culture and Sports of various levels, and through other bodies of state authorities, including the management of tourism. The state should allocate funds for its development. The Federation of Sports Tourism of Ukraine should be guided by the principles of consensus and use the contractual system in joint development work of sports and recreation tourism.

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## **OBJECTIVES AND MISSIONS OF MANAGEMENT**

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The goal changes when we receive new information, when we look at the world and evaluate the situation- we change, our worldview.

The company's target is the main management tool! Goal setting is very important in the modern world. To get the result will be difficult without goal production. Moreover, it slows down the effectiveness of the end result. Determining the future state of the company and developing ways of organizing the transition to the future. Nowadays, management is essential to the progress and prosperity of a business enterprise. The scientists to have been studying the topic are as follows: Peter Ferdinand Drucker, Henri Fayol, Adam Smith. But the issue is still being considered. The goal of the current research is to analyze and generalize the points of view to further study.

Thus, targets have to be specific and preferable measurable, achievable, consistent and time-based.[1]

Efficient operation of the enterprise is the main management objective. It is also necessary to take care of the business profit, when performing management functions. Another important goal is to draw up a long – term plan. No one leadership should be content with today's work, it is important to take care of the future of the enterprise and improve the work of production on a daily basis. All the results will depend on exactly you do today and what the

plan is. This is why planning for the future plays an important role in any business.

There are different targets such as: 1) Optimal use of resources. 2) Growth and development of the business. 3) Higher quality goods. 4) Ensuring a regular supply of goods. 5) Discipline and morale. 6) Mobilizing the best talent. 7) Promoting research and development. 8) Minimizing the element of risk. 9) Increasing efficiently. 10) Planning for the future. [2]

Setting goals, developing plans are key in the work of a manager. An objective is desired state that organization is trying to achieve. A plan is like a route, a movement towards the set target. Initially, the mission of organization is formed. It is the basis for us to strategically formulate the object for the companies.

What are objectives and plans for?

Many managers focus their attention not on long-term plans, but on operational issues and short-term results. It may effect of the company result, various miscalculations may arise, but the development of target and plans resulting from them is, first of all, both external and internal appeal to the audience of the organizations (employees, clients, suppliers).

Clearly formulated objectives and missions have a positive effect on the employees of the company, as it contributes to the involvement of employees in the overall production process.

The mission should not articulate profit-making, all organizations have profit as a goal, but the mission cannot be focused on this. Management specialists believe that in the process of developing a mission in a company, you should pay attention to the following questions: what is the main purpose of the organization's mission; who we really are and what our difference from other organizations. It should be the basis of the mission statement. The founder of the word famous company, Henry Ford, formulated his mission as: "Providing people with a cheap transport". And what can we find in this formulation? The area of activity is clearly market – transport, consumers of products – people of various categories; when we say it is a cheap transport it means wide range of customers, cheap and affordable. The mission statement can have a decisive influence on the strategy and tactics of the company. Many companies introduce a mission statement that emphasizes value orientations and stimulates the work of staff and fills daily activities with a certain meaning. [3]

What does the mission includes?

1. The main idea
2. Descriptions of the organizations
3. Customer philosophy
4. Internal organizational policy
5. Linking with partners
6. Relations with other organizations

The mission statement leads to strategic goals. Strategic goals are the broad goals the organization will try to achieve. By describing why the

organization exists, and where and how it will compete, the mission statement allows leaders to define a coherent set of goals that fit together to support the mission.

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**NEW ITEMS IN THE RESTAURANT BUSINESS. O. NOIR  
RESTAURANT**

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In the process of serving tourists, the restaurant business plays a particularly important role, acquiring a number of specific features, which makes it possible to consider this business an integral part of the tourism industry.

The restaurant business creates conditions for achieving the social goals of tourism development. People need not only food saturation, but also communication with each other. Restaurants are one of the few places on earth where all our senses work to create an overall sense of pleasure. Today, we find many different types of fine dine from fast food to family casual. The celebration of major events of life personal and professional takes place in restaurants. Acquaintances around a table sometimes turn out to be friends in the controlled environment of a restaurant. Individuals sometimes become lovers across a restaurant table. Restaurants are expected to give the best experience they can to their paying customers in order to feed them and make them want to come back. It is important for customers to be comfortable in their surroundings when eating at their restaurant in order for them to find the restaurant appealing.

The philosophy of the restaurant business is a general approach to the business of its owner, expressing ethical and moral values that reflect the essence of the company. Therefore, it is very important that your establishment is interesting and able to surprise the client. Further it will be possible to learn about one of these places.

I am going to tell you about one of the most famous restaurants in Canada.

The idea of dining in pitch darkness to heighten the taste and smell has already gained popularity in major cities around the world. However, gourmets

recognize this Montreal restaurant, which opened in 2006, as one of the best "dark" establishments.

The restaurant is located at 124 Rue Prince-Arthur E, Montréal, QC H2X 1B5, Canada. You can contact by this phone: +1 514-937-9727, booking services can be viewed on this site: [libroreserve.com](http://libroreserve.com), and the menu on [onoir.com](http://onoir.com).

Guests are greeted in a semi-dark room - here visitors have the opportunity to order from the menu. And also everyone turns off their phones and any lighting devices, because for the next few hours you will have to do without them. Those who have been there claim that the experience is truly unique and will bring new value and color to the usual meal.

There is also a specialized menu: Vegetarian Friendly, Vegan Options, Gluten Free Options.

Restaurant services: Reservations, Seating, Alcohol Serving, Bar.

Having visited this restaurant once, YOU will want to return there more than once, advise it to your relatives, friends. You will get their unforgettable impressions and emotions. Excellent guest reviews are a vivid confirmation of the fact that you definitely need to visit this restaurant:

I highly recommend to visit it. It is in nature of a man to be skeptical at first, but in the end he will like it. In this place, the taste of food is a little different, no matter what you order. Due to the fact that pitch darkness reigns here you will perceive the atmosphere differently. It is forbidden to bring flashlights, lighters, telephones and any other devices into the hall.

The experience of the restaurant has pleased me, I will return with my friends and family to enjoy the family calm atmosphere, beautiful decor and delicious food. The food was excellent and our waiter, was very pleasant and helpful. I really enjoyed myself and would recommend it anyone.

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## SECTION 3

# MODERN DEVELOPMENTS OF ECONOMICS AND FINANCIAL SECURITY

### UNEMPLOYMENT AS A GLOBAL ECONOMIC PROBLEM

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The world economy is one of the foundations of modern society. The world economy, or global economy, is usually represented as an economy that is based on the economic systems of all countries, national economies.

World economy – a set of national economies and non-state structures, as well as their economic relations.

International economic relations – a system of economic relations between individuals and legal entities around the world. They have become part of the world economy.

Global problems – the mismatch between the most significant planetary needs and the ability to meet them by the joint efforts of mankind in a certain period.

Modern science considers global those problems that:

- a) are global and concern the interests of all or most countries;
- b) pose a threat to humanity, lead to regression in people's living conditions, in the development of productive forces;
- c) require immediate and decisive action based on the collective and coordinated efforts of the world community.

There are many economic problems in the modern world. Example:

- the North-South problem;
- the problem of poverty;
- the problem of depletion of resources;
- the problem of ecology;
- demographic problem;
- the problem of human development;
- the problem of human security;
- the problem of the development of the oceans.
- The problem of unemployment.

In my work, I will talk in more detail about the problems of unemployment.

There are several types of unemployment:

- Frictional (people change jobs for various reasons. On the other hand, this type of unemployment provides a high degree of human satisfaction with their work);

- Seasonal (it occurs as a result of seasonal changes in the labor market. The disadvantage, in this case, is the lack of market flexibility);

- Structural (depends on the level of scientific and technological progress in the country);

- Cyclical (occurs as a result of the inability of aggregate demand in the economy to provide the required number of jobs to all comers).

The severity of the unemployment problem is caused by several reasons.

First, man is a special type of economic resource. If it is not now in demand by the economy, it cannot be reserved and "put in the fridge" until better times. Lost working time is irreversible, and the number of benefits that were not made today due to unemployment can no longer be compensated in the future.

Second, even if a person does not work, he cannot stop consuming, and he still needs to feed his family. Therefore, society is forced to seek funds to save the unemployed from starvation or the transformation of your bandits.

Third, rising unemployment is reducing the demand for goods in the domestic market. People who do not receive a salary are forced to be satisfied with only the bare minimum of livelihood. As a result, it is difficult to sell goods on the domestic market. Thus, rising unemployment exacerbates the country's economic problems and serves as an impetus for further reductions in employment.

Fourth, unemployment exacerbates the political situation in the country.

Fifth, rising unemployment can lead to an increase in the number of crimes that people commit to obtain the benefits they need.

Unemployment is a global phenomenon: according to the UN, 800 million people are unemployed.

In 2019, a list was compiled based on confirmed data from the World Bank (Unemployment, total (% of the total labor force (modeled ILO estimate)) and the International Labor Organization. 100% – there are no official working people in the country, 0.00% - the entire population is employed.

The first five places are occupied by such countries as Qatar (0.09%), Niger (0.47%), Solomon Islands (0.58%), and Laos (0.63%).

Over the last five places with the highest unemployment are Saint Lucia (20.71%), Swaziland (22.08%), Lesotho (23.41%), Palestine (26.17%), South Africa (28.18 %).

In Ukraine from 2010 (1,713.9 thousand) to 2019 (1,487.7 thousand) unemployment decreased according to the State Statistics Service of Ukraine.

Global problems cannot be solved in a year or even ten. After all, they have accumulated over the centuries. This was facilitated by scientific and

technological progress, which in turn caused additional burdens on the ecology of our planet.

Unemployment, no matter how it is measured, is always a tragedy for those who do not have and cannot get a legitimate livelihood. Moreover, its consequences go far beyond material prosperity. Prolonged inactivity leads to the loss of qualifications, which ultimately kills the hope of finding a job in the specialty. Loss of livelihood and miserable existence lead to the decline of moral foundations, loss of self-esteem, family breakdown, etc.

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## **THEORETICAL ASPECTS OF ENSURING ECONOMIC EFFECTIVENESS OF BUSINESS ENTITIES**

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In the conditions of the market economy of Ukraine characterized by a high level of competition and uncertainty of market conditions, business entities depend on a number of factors that may adversely affect their activities.

Each business entity faces the task of ensuring stable functioning and achieving the main goals of its activities. The current market situation encourages enterprises to their continuous development, in particular, improving such characteristics as flexibility and adaptability.

The effective functioning of business entities depends more on the reaction rate to the changes in the external environment. By their nature, business entities strive to maximize income and minimize costs in their operation. As a result, the effectiveness of the enterprise is achieved by a real and timely assessment of its economic situation – resources and commitments.

Nowadays, a concept of the "economic efficiency" is more common as a category of the economics that reflects the qualitative and quantitative characteristics of the economic activities' effectiveness. The history of the origin and interpretation of this term in the suggested version is associated with the economists William Petty and Adam Smith. According to ISO 9000:2015, term "effectiveness" is considered to be the degree of implementation of the planned

activities and achievement of the planned results, which is, in fact, a broader category than efficiency.

Ensuring of economic effectiveness is carried out through the introduction of an appropriate management mechanism at the enterprise. The mechanism in economics is considered to be an internal structure, a system of functioning, an algorithm of management activities. In more detail, it is a set of economic methods, principles, functions, tasks, levers and instruments of influence on the state and development of the business entity.

The effectiveness is characterized by the correspondence between the set goals and the expected results. Thus, the effectiveness is closely related to planning activity, which provides an assessment of resources, potential, demand, markets and risks.

Regular assessment of the results of business entities' activities allows adaptively regulate their production or sales program and make changes in both short-term and long-term development plans.

A vivid example of ensuring the economic effectiveness of an enterprise is a quick reaction rate to dynamic market events. For instance, it is a situation when an unsatisfied demand for certain goods or services appears, and in case an enterprise has necessary production equipment, it redistributes its own resources (raw materials, workforce and financial assets) to create this product or service.

During the coronavirus pandemic, service establishments suffered unpredictable losses – in particular, the government's ban to serve meals in the premises of restaurants and cafes. The adaptability of these business entities to unpredictable market conditions resulted in the very reactive way– serving meals by wait staff transformed into meals delivery, which allowed businesses generate some income.

The effectiveness of business entities is closely related to a rational approach to resource allocation, as well as planning of the activities and actions on the analysis and assessment of the existing results (de facto).

Unfortunately, the assessment of the effectiveness of an enterprise in the traditional economic systems focuses mainly on financial goals, i.e. indicators of income, expenses, cash and commodity turnover. However, the effectiveness of an enterprise is a broader, socio-economic category that encompasses all aspects, namely, labor, material and financial resources; economic interests and the development vector of an enterprise; dependence on external and internal factors; production efficiency; safety and stability of an business entity.

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## THE IMPORTANCE OF FINANCIAL LITERACY IN QUICK MINDS

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Financial culture in today's developed and rapidly changing world has become another vital element in the system of skills and rules of conduct. Financial literacy will allow a person not to depend on circumstances, on the will of other people, the system. An educated person will begin to choose the paths in life that will be most attractive to him, creating a material basis for further development of society.

The concept of financial literacy goes beyond political, geographical and socio-economic boundaries, and the need for financial education of the population is growing exponentially. Financial literacy helps young people to change their attitude to money, manage it, make them think about the future, plan the needs of their life cycle.

It is critical because it equips us with the knowledge and skills we need to manage money effectively. It is already recognized in the world as a necessary skill in the 21st century as reading and writing.

Financial literacy is the ability to make informed judgements and effective decisions regarding the use and management of money. This is a set of knowledge and skills that are sure to be needed in everyday life. People who are financially literate are generally less vulnerable to financial fraud.

According to the USAID study "Financial Literacy, Financial Inclusion and Financial Welfare in Ukraine", the level of financial literacy of the population of Ukraine is 11.2 (out of 21).

The obtained results confirm the need to intensify work in the field of financial literacy at the national level, the acquisition of knowledge and skills by children and youth in personal finance management while studying at school and higher education institutions.

Despite the development of information technology and the efforts of public institutions, the level of financial awareness of Ukrainians remains unsatisfactory.

The lack of financial literacy can lead to a no of pitfalls. Financially illiterate individuals may be more likely to accumulate unsustainable debt burdens, for example, either through destitute spending decisions or through a lack of long-term preparation. This in turn can lead to destitute credit, bankruptcy, housing foreclosure, or other negative consequences.

To become financial literate involves learning and practicing a variety of skills related to budgeting, managing and paying off debts, and understanding credit and investment products. Basic steps to make better your personal finances comprise creating a budget, keeping track of expenses, being diligent

about timely payments, being prudent about saving money, periodically checking your credit report, and investing for your future.

Analysts at the The Organisation for Economic Co-operation and Development (OECD) say in official publications: "To date, everyone has recognized that financial literacy has become a vital skill as a result of financial markets, demographic, economic and political developments."

Developing financial literacy to improve your personal finances involves learning and practicing a variety of skills related to budgeting, managing and paying off debts, and understanding credit and investment products. Here are several practical strategies to consider:

1. Create a budget—Track how much money you receive each month against how much you spend. Your budget should include income, fixed expenses, discretionary spending, and savings.

2. Pay yourself first—this strategy called "reverse budgeting". It involves choosing a savings goal—say, a down payment for a home—deciding how much you want to contribute toward it each month, and setting that amount aside before you divvy up the rest of your expenses.

3. Manage your bill-paying. Stay on top of monthly bills so that payments consistently arrive on time.

4. Get your credit report. Once a year, consumers can request a free credit report from the major credit bureaus. Review it and dispute any errors.

5. Check your credit score. Having a good credit score helps you obtain the best interest rates on loans and credit cards, among other benefits. Monitor your score via a free credit monitoring service and be aware of the financial decisions that can raise or lower your score, such as credit inquiries and utilization rates.

6. Manage debt. Use your budget to stay on top of debt by reducing spending and increasing repayment.

7. Invest in your future. Consider opening an IRA and creating a diversified investment portfolio of stocks, fixed income, and commodities.

In recent decades, financial products and services have become increasingly widespread throughout society. As earlier generations may have purchased goods primarily in cash, today various credit products are popular, such as credit cards, mortgages, and learner loans. Other products, such as health insurance and self-directed investment accounts, have also grown in importance. This has made it even more imperative for individuals to realize how to them responsibly.

Although there are many skills that might fall below the umbrella of financial literacy, favorite examples comprise hold budgeting, learning how to manage and pay off debts, and evaluating the tradeoffs between different credit and investment products. Oftentimes, these skills require at minimum a working information of key financial concepts, such as compound interest and the time cost of money. Given the importance of finance in modern society, lacking

financial literacy can be very damaging for an individuals' long-term financial success.

The lack of financial literacy can lead to a no of pitfalls. Financially illiterate individuals may be more likely to accumulate unsustainable debt burdens, for example, either through destitute spending decisions or through a lack of long-term preparation. This in turn can lead to destitute credit, bankruptcy, housing foreclosure, or other negative consequences. Thankfully, there are presently more resources than ever for those wishing to educate themselves about the world of finance.

Financial literacy can also assistance defend individuals becoming victims of financial fraud, which is a type of crime that is, unfortunately, becoming more commonplace.

Managing your money is a personal skill that benefits you throughout your life – and not one that everybody learns. With money coming in and going out, with due dates and finance charges and fees attached to invoices and bills and with the overall responsibility of making the right decisions about major purchases and investments consistently – it's daunting.

You'd think that because the stakes are so high that this would be a skill that gets taught in high school (or even before), but that's not the case. Managing your own money requires a fundamental understanding of personal credit and a willingness to embrace personal responsibility. That is, you pay your bills in a timely manner and you don't drown yourself in debt. You accept the fact that sometimes you've to sacrifice immediate demands and desires for long-term gain. You realize the disagreement between excellent debt and horrible debt. And you constantly pay attention to your overall portfolio — earnings, savings and investments. You also realize what you don't know, and you ask for assistance when you necessity it.

You understand the difference between good debt and bad debt. And you constantly pay attention to your overall portfolio — earnings, savings and investments. You also understand what you don't know, and you ask for help when you need it.

To be financially literate means having the ability to not let money – or the lack of it – get in the way of your success as you work hard and build your future.

How do you get started budgeting? Simple: you plunge right in. You need to see.

Some steps to see exactly how you're spending your money and identify where your financial holes are

1. Start tracking your monthly expenses

In a notebook or a mobile app, write in every time you spend money. This is the foundation for your budget.

2. Identify fixed and variable expenses

Fixed expenses are ones that you've every month: rent, mortgage, electric, bill, water bill, learner loan payment. Variable expenses are costs that go up and

down each month and ones that arrive and go – groceries, pet supplies, concert tickets, etc.

3. Add up the totals

After three months, compute how much you're spending, on average, per month. And see at the categories.

4. Study your variable expenses Determine what gives you the most pleasure these monthly expenses that you perceive these costs are worthwhile? And which ones can you really do without? Be honest, and start cutting. This is the beginning of the tough decisions.

5. Factor in savings A key portion of budgeting is that you should always pay yourself first. That is, you should get a piece of every paycheck and keep it into savings. This one practice, if you can create it a habit, will pay dividends throughout your life.

6. Presently set your budget Start making the required cuts in your fixed and variable expenses. Decide what you wish to rescue every week or every two weeks. The leftover money is how much you've to live on.

Effective budgeting demands that you're honest with yourself and keep together a map that you can actually follow. The more time and effort you keep into your budget today, the better you'll be able to support a life-long savings habit.

Without financial literacy, the actions and decisions one create or don't create with respect to savings and investments would lack a powerful foundation.

Financial literacy helps in understanding financial concepts better and enables one to manage their finances efficiently. Furthermore, it helps in effective money management, making financial decisions, and achieving financial stability. Moreover, financial literacy provides in depth information of financial education and various strategies that are indispensable for financial growth and success. Also, it enables one to be debt free by adopting the best debt strategies.

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## **THE ECONOMY OF THE POST-PANDEMIC OR THE WORLD WILL NEVER BE THE SAME AGAIN**

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The realities formed against the background of the rapid spread of the COVID-19 virus have become a wide field for analyzing possible changes in the current world order. The main tasks that were put forward by the pandemic before the international community were both the development of effective mechanisms for overcoming and minimizing the consequences, as well as awareness of the scale of those changes that took place in a relatively short period of time in the system of organization of health care, economy, politics, social and cultural life.

Scenarios for the development of the world economy in the period after the pandemic are presented by two groups of forecasts: optimistic and pessimistic. If optimistic forecasts predict the development of the world economy in the direction of its digitization and the transition to the sixth technological way, then negative forecasts are based on the prediction that coronavirus will provoke the collapse of the modern world financial and economic order: the world economy and finances will have a long-term «ice period», national conflicts will worsen, borders may be closed, and entire countries will self-isolate. This will lead to the emergence of an economy of virtuality, production and fast availability services, cheap local energy sources. Unfortunately, the place of job in its current sense will remain in the few.

First, the forecasts of the consequences of the pandemic for the world economy are based on some conclusions.

Globalism, especially «hyper-globalization», will gradually lose its position. The driving force of the processes of de-globalization were the crisis phenomena, the financial and economic recession, which is accompanied by the outflow of investments from the country, a reduction in the share of foreign direct investment in GDP and in weakening their real impact on the intensification of innovation and the standard of living of society. The level of debt in the world is increasing exponentially. The question of the existing degree of de-globalization, which has a trade orientation, remains open. Today, even the giants of global business have already fallen into the trap of debt dependence, as they have not been able to scale their business to the volumes sufficient to cover capital expenditures.

Secondly, which is directly related to the first trend, there will be a transition from the modern model of economic globalization. The coronavirus

pandemic has clearly demonstrated that society must learn to live a fairly long period in conditions of self-isolation. In such a geoeconomics context, it is unlikely that countries will return to mutually beneficial globalization, which became decisive in the early 21st century. In the absence of incentives to protect common benefits from global economic integration, the entire world financial and economic system, formed in the twentieth century, will quickly atrophy, and move to a new format of international economic and financial relations.

Third, there will be a transition to synocentric globalization. It is important that the COVID-19 pandemic will not fundamentally change economic and financial trends but will accelerate the changes that have already begun: the transition from globalization, where the United States occupies a leading position, to globalization, which is more focused on China.

Fourth, the profitability of the world economy will decrease, but it will become more stable. After the pandemic and crisis, it is obvious that companies will have to rethink the organization of production and sales because of multinational chains created by corporations by reducing the number of links in these chains and significantly reducing the chains themselves.

Fifth, the USA will need a new strategy to maintain leadership in the global economy. In 2017, they announced a new national security strategy, which was built around the idea of confronting large states. The COVID-19 pandemic has demonstrated that such a strategy is invalid.

Sixth, there will be a change in the global value-added production chain after the COVID-19 pandemic. The crisis caused by the pandemic will change the balance of power in the international arena. In the long term, the coronavirus pandemic will lead to a reduction in the production capacity of the world economy, especially because of closing companies and increasing unemployment.

A few studies indicate that pandemics have a long-term impact on interest rates (auth. – a natural or neutral interest rate is an equilibrium level that allows the economy to grow at its potential pace under the condition of stable inflation). About 20 years after the pandemic, the response of the natural interest rate shows a 1.5-percentage-points reduction. By comparison, this reduction can be compared with what has happened since the mid-1980s to the present. Thus, it will take another 20 years for the natural rate to return to the previous level.

Another consequence of the pandemic was the development of the so-called «embodied knowledge». The situation in which the whole world is today has legitimized total control at the state level in the form of collecting information on geolocation, consumer preferences, as well as collecting information on their health. A positive aspect of such innovations is the ability to control those who are a threat to others. However, along with this, such developments can be used to enhance the surveillance of citizens of a particular state, which is a violation of civil society principles regarding respect for the privacy of everyone.

Thus, summing up the results of the study, it can be argued that the COVID-19 pandemic has radically changed the world order, intensifying the focus on national production and self-sediment of the country with goods and services in the context of long-term self-isolation.

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## COOPERATIVE ENTERPRISES

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In modern world, where the vast majority of enterprises are based on the principle of profit distribution among a small group of business owners, and in most cases all profit from the activities of a large number of employees goes to the pocket of one person – the owner of the enterprise; a more reasonable type of distribution, which is the result of the activities of each employee is becoming topical.

This request is realized in the establishment of cooperative enterprises, whose activities are based on the democratic principles of selectivity of management positions and key decisions of the enterprise.

The idea of founding cooperatives is not new and thousands of cooperatives are already operating in the world, in particular, in the European Union. Their experience shows that compared to similar non-cooperative enterprises, cooperatives are much better able to cope with crises, in particular, the recent global crisis associated with the coronavirus pandemic.

Social investment is becoming widespread. It is important for a social investor not only to get a return on their investment, but also to understand that the money is earned honestly and benefited people. Such investors are often more comfortably collaborating with cooperative enterprises, as the social aspect is always very meaningful for the organizations based on cooperative principles.

In cooperative enterprises, the wages of lower grade employees significantly exceed the wages of the same level employees in similar non-

cooperative enterprises, and the earnings of the management echelon are often below the market indices. Co-owners themselves determine the level of the management team's salary; and the differential between the lowest and the highest salary in cooperatives does not exceed ten to one by contrast with similar companies, where the differential between the salary of a top management and a low grade employee can be up to a hundred times.

The level of job satisfaction in cooperative organizations is also much higher than in traditional companies. Co-owners understand that doing work as a team, they share in the common cause but not work for a certain person or a group of people.

Cooperatives unite in unions and associations to protect their interests within countries and internationally. The International Alliance of Cooperatives includes members from around the world. Every year, conferences and summits are held for the members of the cooperative alliance in order to further develop and disseminate the ideas of the cooperative movement.

## **PROVIDING THE FINANCIAL SECURITY OF THE ENTERPRISE THROUGH SUPPORT BY FINANCIAL INSTITUTION**

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In modern conditions, enterprises play an important role in the development of the economy of any country. Small and medium-size enterprises of developed countries produce products which account for about 30 – 60 % of External gross product. But in Ukraine this index is not more than 15 %. This is mainly due to lack of financial resources. The interest rate on loans is high while in the European Union it is about 2 – 4 %.

Financial security of the enterprise can be characterized as a state of finance of the enterprise parameters of which are determined on the basis of its financial philosophy and create the necessary prerequisites for financial support of its sustainable growth in the current and future periods [1, p. 60]. To ensure financial security and business development enterprises can use such types of financing as bank loans on concessional terms, target financing and subsidies from trust funds and budget funding, target guarantees, insurance, franchising, leasing, etc.

Therefore, to solve the problems of affordability of financing their activities enterprises can count on the support of banks.

The problems of interaction between banks and enterprises and their financial support have been studied by such scientists as Chervanov D. M., Dziubliuk O. V., Kuzhel O. V., Lihinenko L. O., Dolyshnia M. M.,

Parsiak V. N., Buriak V. Yu., Geets V. M., Vozzhov A. P., Alexeev O. V., Vorotina L. I., Vovchak O. D., Varnaliy Z. S., Peresada A. A., Mazur O. E., Reverchiuk S. K., Slaviuk R. A. [2]. The purpose of the research is to determine the benefits and support programs of Raiffeisen Bank Aval of Ukraine enterprises to improve their financial conditions and maintain financial security. Raiffeisen Bank Aval is the largest bank in Ukraine with foreign capital. To develop customer relations Raiffeisen Bank Aval actively cooperates with leading international financial organizations – the European Bank for Reconstruction and development (EBRD), the International Finance Corporation (IFC), and the European Investment Bank (EIB). As an example, Raiffeisen Bank Aval, in cooperation with the EBRD, has provided a loan of up to \$ 8.5 million to the Krolevets feed mill under a risk-sharing program that will improve the company's operational efficiency and diversify its logistics operations.

Thanks to the cooperation with IFC and Bayer, the bank introduced a financing program “Promissory note at 1%”, which provides record-low conditions for avalization of promissory notes for agricultural enterprises and farmers. The corporate, small and medium business Client Financing Program with the support of the European Investment Fund (DCFTA), which operates in accordance with the Agreement concluded between Raiffeisen Bank Aval and the European Investment Bank (EIB), in the amount of EUR 68,571,429 has also entered into force. To support business development in Ukraine Raiffeisen Bank Aval has developed the Dovira product according to which entrepreneurs and organizations can receive loans without collateral. The loan is provided to both regular and new customers of the bank. Loans are provided without collateral at 16.35-20.35%, the loan amount – from 50 to 1500 thousand UAN. To support business in Ukraine, Raiffeisen Bank Aval offers a Development loan. The interest rate ranges from 16.35% to 20.35%, the loan amount – from 50 to 3000 thousand hryvnia to purchase new cars and trucks and those that were already in operation; purchase of new and already in operation mobile agriculture machinery: combines, tractors, etc.; purchase of new and already used agricultural tillage equipment: plows, harrows, pre-sowing tillage units, cultivators, drills, sprayers, fertilizer machines, rollers [3].

The results of the study allows us to conclude that the problem of small and medium enterprises of Ukraine is insufficient provision of their activities with financial resources, which is mainly due weak government support and high lending rates of banks. Raiffeisen Bank Aval offers benefits mainly for Ukrainian agricultural enterprises. The Bank cooperates with international financial organizations, which makes it possible to provide loans to companies at lower lending rates.

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## **THE PROBLEM OF THE SHADOW ECONOMY**

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The level of development of economy in all countries depends on the functioning of the consumer market as the most important element of the market infrastructure which concentrates the totality necessary for the life of the population of trade flows. So at the present time due to the constant changes in the world economy the informal sector represents a huge danger for the consumer market of the region and the regional economy as a whole. The activities of the various illegal businesses and individual illegal traders pose an immediate threat to the life and health of the person. People are caught up in the criminal system which impacts on quality of life and deprives law-abiding citizens of the ability to meet their needs. The problem of the shadow economy is also relevant because of the instability of the economy of the region functioning as a result of the replacement of one social order by another. In developed countries the transition from industrial society to post-industrial at the turn of XX–XXI centuries led to the aggravation of social-economic relations which pose threat to human life. The democratization of political power and its increasing interference in market mechanisms has led to the active participation of underground entrepreneurs in the production and distribution of prohibited goods and services. As the economy of the region economically affects on humans and a factor of social stability, illegal actions are a profitable source of income in the bypass state and at the same time contribute to the overthrow of political, economic and juridical institutions. Of course, the income of the informal sector is not included in official state bodies because they represent the result of informal economic agents operating outside the law. However in today's world the amount of unreported income grows in scope every year. This is due to the absence of the ruling forces awareness of the need for strong regulation of the regional economy in order to achieve the desired and significant results for society.

In developed countries the share of shadow economy is not so great. But even here every year there is a gradual increase in the number of enterprises engaged in criminal activity. For example, the U.S. share of the illegal income

made by 2015 is 10–15 %, although in previous years reached approximately 8–20 % of GDP. This situation can be explained by the enormous spread of hundred dollar bills, which increasingly are persons outside the law. To prevent further spread of the influence of the shadow sector on the development of regional economy of the ruling forces of countries around the world need to develop a universal set of measures for the elimination of criminal organizations. Thus the main goal of the struggle with shadow economy must be the legalization of the unofficial economy which doesn't contrary to the laws of the state and the suppression of different factors which contribute to the strengthening of criminal organizations. Using certain tools, it is necessary to consider both the economic and legal aspects, along with social. This will eliminate the informal sector at all levels of public life and normalize the functioning of the regional economy. In spite of the significant increase in the share of income received illegally the Ukraine bodies apply certain measures to counteract it: 1. Reforms in tax system help to remove money supply from the underground environment. 2. Cruel fight against corruption. 3. The organization of a favourable investment climate in the country provides a return exported capital. 4. The suppression of clandestine production facilities. 5. Preventing money laundering by strengthening the control over financial flows.

As one of the measures the complex system to combat the shadow economy, the Finance Ministry of Italy has proposed to introduce non-cash payment transactions exceeding the amount of one thousand euros which, in their opinion, will provide the cash flows to real economic sector of the region. Another possible measure was proposed in the United States. The least common of the informal sector is achieved here thanks to extensive work on the identification of the facts of tax evasion in connection with the export of funds from the country and their relocation abroad .

In regard of key importance to the economy of the region for foreign economic activities of the leadership of any country must create equal opportunities for all regions in the overseas market and to strengthen the legal framework for the regulation of taxation. This will reduce the activity of monetary circulation among the criminal elements. Finally, another measure to reduce the shadow sector can be motivating powers of the region to cooperate with legal small business. In conclusion, in the conditions of market mechanisms worldwide shadow economy represents a huge danger to the regional economy because it contributes to the degradation of society at all levels and, increasing number of people in a criminal environment, destroys the system of trade flows which is necessary for normal functioning of the population.

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## **SOME ASPECTS OF EXPANDING THE DIGITAL SEGMENT OF THE ECONOMY**

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Digital economy can be defined as a modern, innovative stage of economic development based on the integration of physical and digital resources in the production and consumption field of the economy and society. It is characterized by new methods of generating, processing, storing and transmitting information in all areas of human activities. Digital economy increases the information area and creation of information products reduces information costs. It significantly speeds up and simplifies the search for information, its comparative analysis and exchange. Digital economy is responsible for and strengthens the cohesion and cooperation of companies, which, in turn, affects the way businesses operate, find solutions profitable for people, and establish mutual understanding and interaction between the population of the country and its government.

The main condition for the expansion of the digital segment of the economy is the development of the transaction sector, which includes public administration, advisory and information services, finances, wholesale and retail trade, as well as providing of various media, personal and social services responsible for more than 70% of the national GDP in developed countries. However, the digital technology segment is a very meager component of the global and national economy. Its share in the GDP is 6% in the OECD countries and much lower in the developing countries. In the United States, 8 of the world's 14 largest and profitable high-tech companies bring return of 7% of the GDP. For example, the same index is 12% for Ireland, a country that does not have its own Silicon Valley.

However, the digital technology segment is attractive for many foreign companies due to its competitive business environment and favorable tax rates. In Kenya, where the information and communication technology (ICT) sector is one of the largest in Africa, the share of the added value of the information and



communication services in the GDP is about 4%. The share of the gross added value of the ICT sector in the gross added value of the economy of the Republic of Belarus has increased over the past 5 years from 3.2 to 5.2%, and in the services industry – to 10.5%. In 2013-2017, export of the telecommunications services in Belarus doubled and in 2018 it was almost 1.5 billion of US dollars. Moreover, the export of ICT services is growing by 18-20% annually. In 2017, the number of subscribers with an access to the Internet was 11.8 million people, i.e. 74.4% of the population aged 6–72 were Internet users, and 73.1% of the respondents used the telecommunications services daily. Digitization had an equally profound effect on all spheres of the economy and all parts of the social renewal. Nowadays, Belarus ranks 32nd in the world ranking (176 countries) in terms of the level of ICT (information and communication technologies) development, as well as 21st in terms of the number of subscribers with a fixed broadband access to the Internet.

Global and national experience proves that banks, which are the dominant segment of the economy of any economic system, face digital technologies on a daily basis. However, according to researchers of Ernst & Young and Cisco, banks hold off on digital transformation: 85% of all banks in the world have included digital transformation in many priority areas, but only 19% believe that they are mature enough to start the "digital transition". 43% out of 7,200 bank customers interviewed in 12 countries are of the opinion that banks do not quite understand their needs, 37% do not believe that the bank would help them achieve their financial goals, 28% do not trust the words "best interest rates", 25% intend to switch to another bank with more modern services. Generally, the situation with the "digital transition" in the bank sphere should be considered in researching of expanding of the digital segment in the national economy.

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## **FEATURES OF MANAGEMENT OF FINANCIAL AND ECONOMIC SAFETY OF THE CONSTRUCTION ENTERPRISE**

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The management of financial and economic safety of the enterprise is determined by the management of management. Under the management of specialists understand the system of principles and methods of developing and

implementing managerial decisions related to ensuring the protection of its interests from internal and external threats [1; 6; 7].

Under financial and economic safety should be understood as a dynamic state of the enterprise in which it provides stable results of activity, adapting to a variety of changes. Financial and economic security of the construction enterprise provides for the protection of the main resources of the construction enterprise from possible threats of the external and internal environment. For construction enterprises, the maintenance is the organization of safety management due to the fact that during production processes there are unconventional activities for other types of business risks and threats that need to be tracked and monitored.

The main components of the financial and economic security system of construction enterprises are: object, subject, normative and legal support, functional components, mechanism of functioning and methodology for assessing the state of the construction enterprise. Construction enterprises are characterized by low capital exchange and prolonged economic cycles; high individualization of the consumer of the construction object; distance and territorial disunity of objects; the specifics of management and accounting audit; functioning in close interaction with other branches of the economy; the need for a variety of public norms and norms.

Functional areas for the provision of economic security of the construction enterprise are the protection of commercial secrets and confidentiality of information; computer security; internal safety; safety of buildings and structures; Physical and technical safety; communication safety; safety of economic-contractual activity; safety of cargo transportation and persons; security of advertising events, business meetings and negotiations; fire safety; ecological safety; competitive intelligence; information-analytical work.

The process of ensuring the economic security of the construction enterprise has a certain specificity, therefore one must first study the specifics of the enterprise, its market segments, further analyzing external and internal threats to the economic security of the construction enterprise, to study information about crisis situations in advance, the reasons for their occurrence and possible ways to settle. It is customary to conduct an audit of available funds for economic security and analyze their compliance with the threats identified. Then develop a plan for minimizing dangers, to form a budget for ensuring economic security. In the future, it is necessary to evaluate the activity of the management system of economic security of the enterprise and implement measures for its improvement.

At the present stage of the construction industry enterprises require the use of modern instruments for managing financial and economic safety, since construction business is attractive and competitive. Construction enterprises need to manage safety, distribution of tasks, authority, responsibility between individual management links. Construction enterprises should exist in a rapidly changing external and internal environment, which is characterized by instability

and dynamic development. The management should quickly adapt to changing business conditions and to determine the ways of development to be adjusted to the situation of environmental changes. Factors influencing the financial and economic security of construction enterprises in different ways and its functional components.

In order to increase the efficiency of the system of economic security of the construction enterprise, it is expedient to combine multiple approaches to evaluating economic security and management tools.

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## **INFORMATION AND ANALYTICAL SUPPORT OF ART INVESTMENT FINANCIAL SECURITY MANAGEMENT**

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Both theoretical and methodological basics of art investment financial security management, interalia on the basis of an in depth review of scientists' and practitioners' opinions, the author's approach to concrete definition for content of such concepts as "art investment", "art investment financial security" and "art investment financial security management" have been substantiated in the first section. The offered concept definitions were provided as a basis for the scientific research theoretical basis formation.

The present approaches to investment have been characterized, both advantages and disadvantages of using various methodological approaches to assessment have been established, the criteria and indicators used in this process have been also given. A comparison of the yield investment in art objects with

alternative investment opportunities and various types of capital allocation in art objects have been carried out. The conditions for the art investment performance have been distinguished.

Both theoretical and methodological approaches to defining the concept of economic and financial/economic security of an enterprise have been classified. The concept of art investment financial security has been determined taking into account the specifics of this study and employing the researchers' findings. The investment theories' genesis (for 4 centuries) in the works of economists has been investigated, as well as their key accomplishments, which became the basis for the formation of theoretical and methodological foundations of art investment financial security management have been highlighted.

The conceptual and categorical apparatus of art investment financial security has been formed. Concepts such as “challenge”, “risk”, “threat”, “danger” and “destabilizing factor” have been investigated in this context, which makes it possible to counteract precisely these phenomena in order to maintain a high level of security in the art investment process. Approaches to the interpretation of the "challenge", "risk", "threat", "danger" and "destabilizing factor" concepts have been generalized.

The market infrastructure of investment quality art objects has been analyzed, its features have been also systematized. Auction houses in the art industry market, the dealer sector, art fairs, patronage have been both classified and analyzed. The concepts of tangible and intangible asset have been considered. The art industry market key indicators have been determined and the change in the dynamics of the art market investment segment general indicators has been considered.

Based on the results of the study, it was proved that art investment is one of the main forms of capital investment in art objects due to a considerable time interval. It is an alternative type of investment activity carried out with the aim of obtaining monetary and non-monetary profit with a minimum risk of losing investments in the event that a potential investor has accumulated (free) capital ahead.

Both theoretical and methodological foundations of art investment financial security management have been generated. Key approaches' generalization to the essence interpretation of the "organization management" term has been carried out in this study. The main approaches to the essence interpretation of the "wealth management", "asset management", "art management" concepts have also been defined. The approach to managing the art investment financial security has been justified by referring to a systematic approach. The risk concept in the art investment management system financial security, comprising the following two essential elements: risk assessment and risk management, has also been defined. It has been proven that the emergence, identification, measurement of risk factors, dangers and threats are one of the most important objectives in order to ensure the art investment financial security.

The art market key features have been summarized, namely, the art market is low-liquid, opaque, insufficiently regulated, containing high transaction costs and being characterized by a high investment risk, long-term profitability (certain dividends can only be expected in 8-10 years), also being subjected to both chaotic public taste and fashion trends.

Key indices reflecting the art market profitability dynamics have been both summarized and analyzed, as well as their advantages and disadvantages have been identified. It has been proven that art objects' ownership generates two types of profits: financial and irrational. Approaches to assessing aesthetic emotions and measuring the emotional impact of investing in art have been systematized. It has been proven that an expert assessment of an art object is an important component of both pricing process and minimizing the investing risk in the art industry market.

In the second chapter, the analysis of the global trends' dynamics in the art objects' investment-grade market has been successfully carried out. The global art market growth movers and the global art industry market evolution over the past 20 years have been reviewed. The global art market development, such as: the geography expansion, the increase in circulation of the great deal of works, artists, collectors, the spread of museums around the world, the globalization of demand and the auctions' dematerialization have been described. These factors significantly the attractiveness of art of the essence, expanding the Customer's base of the art market, turning it into an efficient market with an extremely high level of competence and lack of HFT.

A comparison of the global art market development trends during COVID-19 and taking into account the COVID-19 conditions has been carried out.

Segment analysis of the art market investment quality has been carried out. The dynamics of the art market development in Ukraine has been also analyzed, indicating the presence of considerable potential for the art market formation and a competitive environment development.

The current state of the art market in Ukraine has been determined on the basis of a questionnaire survey.

The third chapter provides evidence that the accountable investment of considerable capital in the art market should be based on the use of a complex analytical and applied support system. This will contribute in minimizing investment risks and ensuring both financial and economic security of investment strategies in the art industry market.

The basic components of the art investment financial security management system, as well as the principles of forming a system for assessing financial security management have been determined. Strategies for rational investment in art assets such as producing strategy, collecting strategy have been also defined.

Parametric modeling of a complex indicator for assessing the art investment financial security level has been carried out. A methodological

approach to assessing the art investment financial security level, based on the introduction of a quantitative assessment of the suggested indicators with fixing their value within the offered scale of indicator assessment has been developed. By means of it you are able to measure the art investment financial security level and apply remedies to prevent its destruction. A morphological matrix for assessing the art investment financial security level has been generated. An approach to the art investment objects' classification by risk groups has been suggested.

Analytical and applied support for minimizing the risks of art objects' investment portfolio in terms of the financial security level of art investment in the local art market has been developed. The decomposition of the art object investment allurements suggested multiplier by key indicators of art investment financial security management for the local art market has been carried out.

The necessity to implement a multi-criteria approach to assessing the art investment financial security level in the art market in the practice of art market entities is proved in this work according to the results of the development of both analytical and applied support for assessing the level of financial and economic security of investment strategies in the art industry market.

The approbation of both analytical and applied support for minimizing the art objects' investment portfolio risks of art investment financial security in the local art market using the offered model using the investment portfolio example of modern Ukrainian artists' art objects has been carried out. A methodological approach to assessing the level of art investment financial security for art objects of the investment portfolio has been suggested. It allows you to develop a trajectory to minimize the investing risks in an art object according to the financial security established components of the art investment internal environment.

## **SMART CITY TECHNOLOGIES**

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Currently, the concept of "smart cities" is attracting more and more attention. It means using modern advances in the field of telecommunications, software, electronics, robotics technology to create a completely new high-tech urbanized human environment with minimal resource consumption, optimal traffic distribution, efficient labor, offers and innovative services for the citizens [1, 2, 3]. A smart city consists of smart devices and smart people, which are

connected into a single information and communication network that allows to control both engineering systems and the processes that a person does in the everyday life [5]. An innumerable number of human beings and computers, their smart devices and software, become a single organism that cannot exist without each other.

The key elements of the smart city are devices "Internet of things" - IoT (sensors, drives, gateways, applications, smartphones, servers, virtual servers, personal computers, various devices, etc.). Such a variety and number of devices, users and services impose certain requirements on a computing infrastructure that supports the viability of a smart city, through continuous information interaction between devices and a person [6, 7]. To achieve the full potential of the usage of the "Internet of things" it is not enough just to connect intelligent devices to the network, they should be connected to intelligent device management services. Management services should be able to identify, grant access, manage and connect to other devices. The management infrastructure requires the use of architectural approaches in balancing and using the intermediate layers of messaging to ensure interaction between the devices and the central management system (s) [8].

According to many scientists, researchers and developers, cloud elastic infrastructure technologies should become the core of managing "smart cities" and "the Internet of things" [9]. Currently, there is a strong interest to application of container technologies such as LXC [10] and Docker [11]. According to the results of the researches, the use of containerization allows to reduce the application deployment time by 54%, application deployment labor by 40% and application deployment cost by 30% [12].

Technically, "smart cities" consist of several layers: a layer of hardware (sensors, drives, smart devices, energy systems, telecommunication equipment), a layer of transport and control support, a layer of applications that provide processing of information flows, the use of geolocation data, the resumption of devices, interaction with people, etc.

Just as the human nervous system detects and responds to changes in the body, a "smart city" built on the Huawei platform can recognize, process information and make reasoned decisions that improve life conditions for any citizen. The "nervous system" of intelligent cities uses the latest information and communication technologies (ICTs), combining cloud computing, the Internet of things, huge data and artificial intelligence, which allow to analyze the situation and send reports in the real time regime.

The Huawei company has developed an open application and device solution platform that builds an expanding integration ecosystem for partners and solution providers. The company is one of the few suppliers in the industry with a complete set of ICT solutions that combine cloud-channel-device. [12]

Generally, more cities around the world are becoming objects of intellectual management. Well-known companies offer a reliable basis for

creating "smart cities." They seek to provide every person, home and organization with digital rights to the intellectual world.

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## THE ROLE OF TOURISM IN ECONOMIC DEVELOPMENT

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In the global economy, tourism is considered as one of the most important and growing sectors, which can bring positive economic outcomes to the national economies, especially in the point of gross the domestic product increase as well as employment opportunities.

International tourism has become increasingly important in several nations around the world. The third world nations frequently use tourism to



advance their economy, promote peace, develop human resources and reduce the poverty level.

It has long been recognized that tourism can have an impact on the economic activities. The speedy growth of tourism causes an increase in household income and government revenues through multiplier effects, improvements in the balance of payments and growth in the number of tourism-promoted government policies. The development of tourism has been considered a positive contribution to the economic growth, indicate that an expansion of tourism increases the relative price of non-traded goods, improves the tertiary terms of trade and yields a gain in revenue.

For instance, South Asia is famous for its contiguous landmass and diverse physical features from grasslands to forests, and swamplands to deserts. A large variety of natural resources, coastal areas, mountains and rivers makes this region attractive for tourists.

Nepal being one of the South Asian countries still has a slender economic base, thus, the tourism industry is considered a perspective tool for the economic development. It is the promotion of sustainable tourism with the actions focused on poverty reduction that stimulates economic development of the region and succeeds in creating new jobs.

As the aim of tourism / hospitality industry is to satisfy diverse needs and tastes of different types of tourists, the representatives of the Tourist Board of Nepal decided to focus on the exotic touch for traditional holiday-makers. Apart from the tourists who prefer traditional leisure tourism (doing nothing and staying in the venue), more and more holidaymakers nowadays strive for something different from the traditional holiday activities, such as lying on the beach and enjoying all inclusive services. They look for new impressions, diverse activities and even the opportunities that the extreme tourism can offer.

If this is the case, non-traditional activities or camping in exotic /extreme places can create an accidental exposure and unforgettable impressions with the holiday-makers. The restaurant, located on the territory of the South Base Camp of Mount Everest (Nepal) can serve as an example of an extreme tourism touch. The southern camp is more popular with climbers as several thousand people stay there every year. The route to the restaurant and the camp is known to be one of the most beautiful walking routes in the world. On the way to the camp, tourists pass through several climatic zones: from the Nepalese tropical jungle and colorful alpics to the lifeless cliffs and glaciers of the highlands. The greater part of the route passes along the rugged mountain river Dudh Kosi, which has formed a canyon in the rocks of the Sagarmatha National Park. One part of the restaurant is located on a slope and the other – on the ground. A spectacular scenery makes it possible for the visitors to enjoy the view more than the meals. The theme of the interior is forest and mountain simplicity. In addition, the elements of the interior of the restaurant should be noted: the halls are decorated with natural ecological wood, and the wooden furniture and panoramic windows

finalize the creation of the interior design of the premises. The style allows to combine the atmosphere of natural materials with modern household appliances.

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## GOVERNMENT DEFICIT

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The state budget is the most important element of the financial system of an economically developed state. The state budget of a country is understood as a large monetary fund used by the government to finance general state activities.

From an economic point of view, the state budget defines the general financial relationships that arise in the process of spending, formation, and use of public funds by the central bank. When the state plans its revenues and expenditures, a problem arises such as a budget deficit, which is the excess of expenditures over the revenues of the state fund and is typical of many developed countries. An important measure of the deficit is GDP, which shows the value added in areas of the economy. Budget deficits are often caused by government regulation of the economic cycle and reflect the efforts and intentions of public authorities to make significant public investments in the development of certain sectors of the economy in order to obtain additional profits. But more often the deficit is an indicator of the reflection of the crisis in the economy of the country, changes in the financial and economic activity of economic entities, inefficiency of the tax system and disruption of the system of economic relations. This indicates the relevance of the problem of state budget deficit in the territories of the countries and the need to take rational measures to solve it.

The main reason for the formation of the deficit is considered to be the irrational distribution of received funds, as well as: an ineffective mechanism of taxation of economic entities, strengthening the fiscal function of the tax system;

a significant amount of shadow economic activity; emergencies (wars, natural disasters); political instability in countries, leading to GDP devaluation; aging and migration of nations.

It has been found that there is a direct link between the concepts of "budget deficit" and "public debt" because public debt is the result of a budget deficit. As budget deficits increase, so does public debt, which can eventually lead to a financial crisis. Because government budget deficits are highly dependent on the economic cycle, it is very difficult for the government to accurately determine the amount of future budget revenues and expenditures and to create a government budget.

More often than not, budget deficits have mostly negative consequences. The most common one is inflation, which slows down production processes. As a result, the value of the country's GDP and GNP declines, the national currency depreciates, and money circulation shrinks. As a consequence, this leads to economic crises in the country. There is also a positive effect of the excess of expenditures over revenues, but it is only temporary. Some countries deliberately adopt budget deficits to stimulate economic development. In world practice, a safe level of budget deficit is considered to be no more than 3% of GDP.

Currently, each state develops its own policies to prevent and eliminate state budget deficits. The most common ways are:

1. Reducing state expenditures.
2. Finding new sources of income and using them.
3. Tightening taxation, which, in turn, can lead to a reduction in production and a decline in the level of economic activity.
4. Increased production of money, which also has its negative side, because this process may well be the cause of inflation in the country.
5. The issuance of government loans.

The problem of government budget deficits will not be critical if properly managed. Approaches to eliminating deficits change over time, so there is no single way to solve the problem. Only a set of rational measures, will help to prevent or temporarily reduce the growth of the deficit, which will lead to the settlement of the economy.

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## **ANALYSIS OF THE WAYS TO IMPROVE CURRENT RECRUITMENT METHODS IN AEROSPACE INDUSTRY**

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Putting together a team that will be effective in developing the most efficient method of transmitting a safe space communication signal is a difficult task that necessitates a variety of approaches to finding the right people for the job. In the space industry, there has recently been raised an issue of selecting the best workers simply based on their prior experience outside of the business.

Due to the way current methods of recruitment are constructed in the aerospace industry, they can sometimes miss one important detail: the truth of the professional's prior experience [1]. If we assume that the appointed professional has no prior professional experience in the area for which they are applying, such as the aerospace engineering department, which is in charge of transmitting communication signals from Earth to the spacecraft; for instance, from NASA Headquarters on Earth to the International Space Station (ISS) presently orbiting around the planet. One explanation for this may be that the professional worked without a legal authorization, preventing them from putting the experience on their resume. Secondly, the professional might not want to return to one of their former jobs due to a dispute with the previous employer [2]. Thus, the professional might not mention the jobs which bring negative memories or which were simply an unpleasant experience. Since the connection between an employee and their employer is so delicate, it can be difficult to renew their link after it has been broken, even though neither party did anything wrong. The person may believe that if a prospective employer approaches the company with which the professional had a dispute, it will harm them in the long run.

The third explanation why the resume may not be the best way to assess a prospective employee's performance is that the professional may not have included all of the necessary information into the resume [3]. For example, they may have left out the work experience or a university course that they believe is irrelevant to the current position, but which the employer is looking for in a new employee [4]. The professional truly has the best intentions and wishes to get hired in the position which they are applying for, but once the person has a lot of years of experience, it may be a challenge to single out, in other words, choose, the experiences which are best to be placed on the resume.

Another concern arises as a result, namely, if the employer is straightforward enough about what they expect from a new employee, or they

should improve the recruiting process as well. Obviously, it depends on the employing organization; however, a number of hiring organizations in the aerospace industry have a deadline for when a new recruit must begin to work. That might present a challenge, especially when time is needed to find and determine the most suitable professionals for the job. As a result, a longer time slot for a personal interview will be assigned for some applicants than for the other ones [5]. This situation raises concerns about fairness, as some applicants will not simply have enough opportunities to prove themselves.

The problem described above can most likely be solved by dividing the job application process into several rounds and assigning each applicant their own time slot. Each time slot for each applicant should be of equal time, so that each professional will have the same amount of time to present themselves to the organization, which can be their potential employer [6]. For example, if Applicant A has a total of 30 minutes for their interview, they should not spend 1 hour at the interview, simply because it would be considered unfair in regards to other applicants. Undoubtedly, exceptions apply, but the main point of the time slots should be that they help companies make the hiring process as fair as possible.

Finding out about the applicant's educational history and areas of interest is another way to improve the recruiting process in the aerospace industry. Whilst recruiting a new employee, the field of interest is particularly important because it reveals what the individual enjoys doing the most and therefore will be most impactful and good at [7]. The educational history of an individual will show whether or not they are adaptable and, as a result, capable of performing numerous tasks on the job [8]. Often, an employee's educational history will show whether they are capable of doing two jobs at the same company or whether they can select a different job within the same company than the one for which they decided to apply.

Both of these sources of evidence are relevant before hiring a new employee, as it can be more difficult to terminate anyone after it is revealed that the person is not a good match for the job. The application process would then have to begin all over again, delaying the advancement of new technology advances in the aerospace industry.

Analysis of the current methods of recruitment and a way to improve those methods was conducted in this paper. As a result, it can be recommended that even when a prospective employee lacks the necessary experience for the job, they may be able to apply based on multiple factors. To begin with, the applicants may not have included all of their relevant experience on their resume. Secondly, the prospective employer may not always give explicit information about what they are looking for in a potential employee, and employers can spend more time determining the questions they will ask candidates during the interview. It would also be ideal if the recruiting firm allotted each participant an equal amount of time, making the application process fair for all professionals who wish to apply.

Finally, educational experience and field of interest play an important role in the recruiting process because, in theory, an organization is more likely to employ a professional who enjoys their work over one who does not.

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## **DEVELOPMENT OF INFORMATION TECHNOLOGY IN THE RECRUITMENT PROCESS IN THE AEROSPACE INDUSTRY**

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Identifying the skills required for any aerospace work is the first step in establishing the job description. It can be difficult to narrow down the skills

required for the positions at the computer science department since they normally involve a wide range of not only general skills but also technical knowledge. Setting up a computerized process to identify the most necessary qualifications for any aerospace job, as well as for a particular aerospace job, will significantly relieve the personnel department's workload while also saving the company time and money.

This publication analyses a system for determining the most appropriate qualifications for a specific position in the aerospace industry. The first step in putting together such a system would be to write down all available skills, both directly and indirectly linked, that might be required to succeed in an aerospace job [1]. A Bachelor's or Master's degree, a specific form of qualification, a number of years of experience in the industry, time spent working on a project requiring a specific set of skills, and several others are examples of such skills.

Jobs in information technology and cybersecurity, in general, necessitate very unique skills that might not be present in the applicants with a prior experience in other fields. A person who has worked in the hospitality business, for example, may not have the skills required to succeed in the aerospace industry [2]. While there is no guarantee of an individual's ability to master new skills related to cybersecurity and other fields, the majority of computer science positions require a certain level of background knowledge.

The next step in selecting the most effective competencies for a specific job is an assessment of the professionals currently employed at that department. Hereafter, it is advisable to see how existing employees' skills stack up against the skills of a potential new employee. Another aspect to consider is if the department needs more professionals with the same or similar qualifications, or whether it requires a specialist with newer and different skills.

Additionally, this method of defining the best set of skills will include some general skills and specific qualifications for a future employee. The basic skills include, but are not limited to, mathematical and statistical skills, critical thinking skills, outstanding verbal and written communication skills, the ability to pay careful attention to detail, knowledge of several languages, and others. There are also skills which are very specific [3]. For example, the skills which could only be applied to one particular job. Thus, not everyone in the application process needs to have those skills.

Although the abovementioned skills are called general skills, they are all relevant to the aerospace industry and can be found useful when reviewing candidates' applications. General skills which can be found in other industries can also be helpful when applying for a position in the aerospace industry [4]. A vast range of skills can show the employer that the professional is versatile, meaning that they can perform a number of various tasks. Some employers also look for leadership qualities in case that the position which is being offered requires the professional to look over a few other professionals. In other words, if it is a management position in the aerospace industry, there is a good chance

that leadership skills of the applicant will be put to test during the recruitment process.

One of the most challenging aspects of designing a method for determining work duties is that after the system estimates the skills required and recommends them to the personnel department, the department must also review the skills to ensure that nothing has been overlooked.

As a result, the personnel department's position remains critical to the company's success in finding the right employee [5]. However, the computerized system that applies this novel approach saves the aerospace company that uses it a significant amount of time and money.

When managing each phase of the computerized method, Big Data and the Internet of Things (IoT) will significantly reduce the burden of categorizing and characterizing job duties. Nowadays, some companies find that Big Data is not only a helpful but a required asset for their day-to-day operations [6]. It is possible that some companies wonder how organizations existed without the use of Internet, computers, and other technological marvels which are present today.

The approach suggested in this paper will assist the personnel department in evaluating the most appropriate and applicable skills, work duties, and responsibilities required for any job in the aerospace industry [7]. Finding a potential recruit in the information technology, cybersecurity, or computer science departments usually necessitates extensive time-consuming research into the applicants.

The new computerized system would reduce the workload for the personnel department while also maximizing the time limits set by the company's various departments. First and foremost, the system will locate all current and potential skills for a given job. Second, it may equate the expertise of current or former workers to the skills that might be required by a new employee. In addition, the system will suggest a number of basic skills for the personnel department to consider.

This paper analyzes the usage of information technology in the recruitment process in the aerospace industry. The publication also explains that the benefits of utilizing information technology on a daily basis greatly outweigh the disadvantages. The results of the research will be useful for the improvement of the recruitment process in the aerospace industry.

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## **PROSPECTIVE DIRECTIONS OF DEVELOPMENT OF SOCIALLY ORIENTED BUSINESS IN UKRAINE**

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In the context of the global crisis and pandemic, the issue of ensuring sustainable development of territories, addressing socio-economic issues and reducing the negative impact of falling macroeconomic indicators is acute.

Deterioration of these indicators has a negative impact on business conditions and, as a result, reduces corporate profits, slows down economic development, the amount of revenues to the state budget decreases - the state has fewer opportunities to overcome problems. A funnel is created.

Therefore, more and more companies around the world are focused on solving social problems, they are so-called "social enterprises". Solving social and environmental problems using public tools and methods requires significantly more resources than when the private sector is involved. [ 1 ]

If in the developed countries has long been actively implemented the concept of social responsibility of business, in our country in this direction only the first steps has been made [2 ]. The most active in this area are the representative offices of foreign companies, which transfer modern world practices, principles and standards to the Ukrainian business activities, as

well as national producers with a progressive innovation-oriented development strategy.

Among the Ukrainian authors who study the problems of social entrepreneurship, we can note the works of Z. Varnaliy , Z. Galushka [ 3 ], O. Kireeva [ 4 ], V. Udodova , V. Shapoval and others. However , a thorough study of the effective tools for solving social problems of socially oriented business activities has not yet been carried out. In this context, the definition and generalization of foreign experience in the formation and development of social entrepreneurship and its adaptation to the conditions of Ukraine is relevant and of scientific interest.

Some companies are willing to invest in the development of territories, to receive less profit in the short term but to further strengthen macroeconomic indicators and increase income in the future.

Compared to the state, the private sector is able to offer innovative ways to solve the problem, can optimize most business processes and use financial, human and other resources more efficiently. [ 5 ]

In Ukraine, the following approaches are used to understand and describe social practices in business entrepreneurship: social entrepreneurship as a way of social support for certain groups of the population; social entrepreneurship as a mechanism to promote economic development, support entrepreneurship; social entrepreneurship as an alternative to the state mechanism for solving social problems; social entrepreneurship as socially oriented business [ 6 ].

Socially oriented business has broad prospects for development in Ukraine. Firstly , there are no regulations that would determine the organizational and legal form of the enterprise, so the form of business varies from volunteer organizations to large corporations. Secondly, the availability of resources should be mentioned in which traditional business is not interested (refugees, national minorities, special social categories). Moreover, international funds also support social enterprises in every possible way. [ 7 ]

Socially oriented business will help to solve the following social problems:

- overcome poverty, reduce social stratification, ensure equal rights and opportunities for individuals and / or groups of individuals;
- create conditions for children in the realization of creative, cultural, sports opportunities;
- provide affordable housing and the first job for low-income citizens, orphans and children deprived of parental care, the youth, large families;
- create conditions for a dignified life for the elderly, people with disabilities;
- overcome homelessness, eliminate vagrancy among children;
- prevent all forms of violence, including domestic and gender-based violence;
- prevent involvement of children in criminal activities;

- combat human trafficking, rehabilitate victims of human trafficking;
- prevent and solve the problems related to alcohol dependence, drugs, other addictions that have negative consequences for people and the society;
- promote employment for unemployed people, in particular by providing them the knowledge and skills needed for working in a certain profession and finding a job;
- implement measures to protect the environment, ensure environmental safety;
- counteract spreading of socially dangerous diseases;
- address other social issues identified by the acts of central and local executive bodies and local governments.

For the development of social entrepreneurship in Ukraine, it is advisable to introduce the following measures:

- implement the promotion of social entrepreneurship in the society;
- develop legal framework for social entrepreneurship;
- provide access to stable financing support for social enterprises;
- ensure stable access to markets for social enterprises;
- correlate business services with the development of social entrepreneurship;
- support social sector research business.

Thus, the social responsibility of business for both the state and society is the basis for solving some key social problems. The main role in the formation of socially oriented business is played by the state, because the effective development of social entrepreneurship in Ukraine requires the development and implementation of appropriate public policy at the national, regional and local levels. All these measures will ensure the realization of the social goals of the enterprise and the improvement of the socio-economic level of development in Ukraine.

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## UNEMPLOYMENT IN UKRAINE

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Unemployment – is a socio-economic phenomenon in which part of the labor force (economically active population) is not occupied by the economy. That is, in real life, unemployment acts as an excess of the supply of labor on demand.

In Ukraine, for the first time in 1991, unemployment is legally determined with the adoption of the Law "On Employment".

Unemployed – people of working age, which have lost work for unknown reasons, they have no income, as well as those citizens registered in the employment service and are looking for work.

There are several reasons for unemployment:

- Structural changes in the country, such as the introduction of new technologies, closure of technical backward enterprises
- Economic competition associated with the labor market
- Economic recession or depression, which cause employers to reduce consumption in all resources, including labor
- Seasonal changes in production level in some sectors of the economy
- changes in the demographic structure of the population, namely an increase in the number of people in working age, which means competition and growth of unemployment. .

There is an unemployment rate – the unemployment rate.

The unemployment rate is a quantitative indicator, as defined as the ratio of the number of unemployed people to the general economically active population of working age in the country (region, social group) and is measured as a percentage.

The unemployment rate in Ukraine increased in the second quarter of 2020 by 1.3 percentage points. - up to 9.9% from 8.6% in the first quarter.

This is set out in this national statistical service.

In general, 1.7 million Ukrainians are unemployed. The number of 15-70 years old, occupied in the second quarter of 2020, is 15.6 million people.

The unemployment rate in Ukraine fell in January-March 2020 compared with the 4th quarter of 2019 by 0.1 percentage points. - up to 8.6% of 8.7%.

According to the forecast of the macroeconomic government over the next three years, the unemployment rate for the population aged 15 to 70 is projected at 9.2% in 2021, 8.5% in 2022 and 8% in 2023.

To combat unemployment, you need:

- maintain economic growth

- achieve higher levels of economic indicators
  - Improve global resource efficiency
  - Provide full and productive employment
  - Protect labor rights and promote safe working conditions for all employees
  - Strengthening the potential of domestic financial institutions
  - Develop and implement a global youth employment strategy
- Thanks to the analysis of forms and types of unemployment, we can distinguish ways to achieve this problem.

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## INFLATION IN UKRAINE AND WAYS OF ITS ELIMINATION

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The phenomenon of inflation is some extent inherent in any market economy and countries with economies in transition. Inflation penetrates into all spheres of economic life and begins to destroy them. The state, production, financial market and market economy suffer from this. Whereas earlier inflation took place under extreme circumstances, in the last two or three decades it has become chronic in many countries. Inflation is a very complex socio-economic phenomenon. Over the centuries, with the change in the forms of ownership, types of pricing, monetary systems, the causes, consequences and forms of manifestation of the inflationary process have changed. Only the essence of inflation remained unchanged - the depreciation of money. Currently, inflation is one of the most painful and dangerous processes that negatively affect finances, the monetary and economic system as a whole.

The first years of the formation of an independent sovereign Ukraine were accompanied by significant economic difficulties. Basically, they are associated with the transition from a fully planned system of organizing production to a market economy. It was the evolution of the socio-economic renewal of our country that caused a number of subjective contradictions that led to the emergence of global negative phenomena (imbalances in the economy, a decline

in production, unemployment, a sharp deterioration in the state of the economy). Among them, inflation took a special place in terms of its significance and influence on the aggravation of the economic crisis in Ukraine.

The first years of Ukraine's existence as an independent state were accompanied by a huge rise in prices and were characterized by high dynamics of their growth. So, in 1991 inflation was 390% per year, in 1992 – 2100%, and in 1993 – 10256% per year. This year was the peak of the inflationary process. Later, it began to fall noticeably and amounted to 501% in 1994 and 281.7% in 1995. In 1996 – 139.7%, in 1997 – 110.1%, in 1998 – 120%, in 1999 – 119.2%, in 2000 – 125.8%, in 2001 – 106.1%, in 2002 – 99.4%, in 2003 – 108.2%, in 2004 – 12.3%.

An important reason for the rise in inflation in the early years of Ukraine's independence was the allocation of huge subsidies by the state to support inefficient enterprises. Also, the development of inflationary processes was facilitated by the stable psychology of consumption that had formed earlier.

Ukraine pinned special hopes on slowing inflation after the end of the depression phase and the beginning of the recovery of social production. Already in 1999, the decline in GDP was the smallest in all previous years and relatively small, and in 2000, GDP grew by 5.9% for the first time. The next year it increased by 9.2%, in 2002 – by 5.2%, in 2003 – by 9.3%, and in 2004 – by 12%. These positive developments, combined with the cautious policy of monetarism, significantly influenced the dynamics of inflation. It began to decline noticeably and already in 2001 amounted to 6.1%, in 2002 – 99.4%, and in 2003 – 8.2%, although in 2004 it increased to 12.3 %.

Regarding overcoming inflation, Ukraine does not yet have significant experience in combating inflation, and therefore in the development of its anti-inflation policy in our country has used theoretical and practical developments of Western economics in this area.

The whole range of measures to combat inflation and its consequences, which, in fact, is the anti-inflationary policy of the state, in independent Ukraine can be divided into several stages.

The first stage – anti-inflationary policy – began in the early 1990s. It lasted from 1991 to the end of 1993. Its essence boiled down to attempts to raise production and fill the market with goods. At the same time, the government carried out massive price liberalization and lifted restrictions on wage increases. All this led to an increase in the state budget deficit. Inflation has grown into hyperinflation and has become the most dangerous phenomenon in the economy of our state.

The second stage – the formation and implementation of anti-inflationary policy begins at the end of 1993 and continues until September 1996. During this period, pricing was streamlined in the formation of wholesale industry prices. In order to reduce speculative transactions, interest rates on loans from commercial banks were limited. There are margin restrictions for traders and intermediaries. These and other measures led to a significant decrease in the

dynamics of price growth and made it possible on September 2, 1996, to start a monetary reform in Ukraine.

The third stage – anti-inflationary policy began in late 1996 – late 1999. During this period, the main emphasis in anti-inflationary policy was placed on creating conditions to overcome the economic crisis. The anti-inflationary policy was based on strict monetary principles, which led to the suppression of inflation, which in 1997 was 110%.

In modern conditions in Ukraine, in order to conduct a balanced anti-inflationary policy, it is necessary, first of all, to learn how to accurately predict inflation. To do this, it is necessary to develop models of possible inflationary changes in the monetary sphere based on a clear statistical reflection of the main macroeconomic indicators in the field of commodity and money circulation.

Inflation is a systemic phenomenon, deeply connected not only with money circulation, but also with the entire economic system of society, which is at the stage of market transformation. The causes of inflation in Ukraine are primarily associated with the inconsistency of economic reforms, different rates of destruction of the old system of social relations and relevant institutions and the construction of a new system.

The situation can be significantly improved only in the context of comprehensive implementation of anti-inflationary regulation. The most important ways to overcome inflation in Ukraine: general increase in economic efficiency; acceleration of scientific and technological progress; improving the structure of reproduction; ensuring long-term monetary policy; reduction of the budget deficit with the prospect of its complete elimination.

Undoubtedly, Ukraine, possessing significant economic potential, creates conditions for "controllability" of the inflationary factor, which will allow it to take its rightful place among other economically and socially developed countries of Europe.

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## SECTION 4

# LATEST ACHIEVEMENTS IN ENGINEERING, ECOLOGY AND ARCHITECTURE

### RESEARCH COMPONENTS OF SPORTS AND LEISURE COMPLEXES

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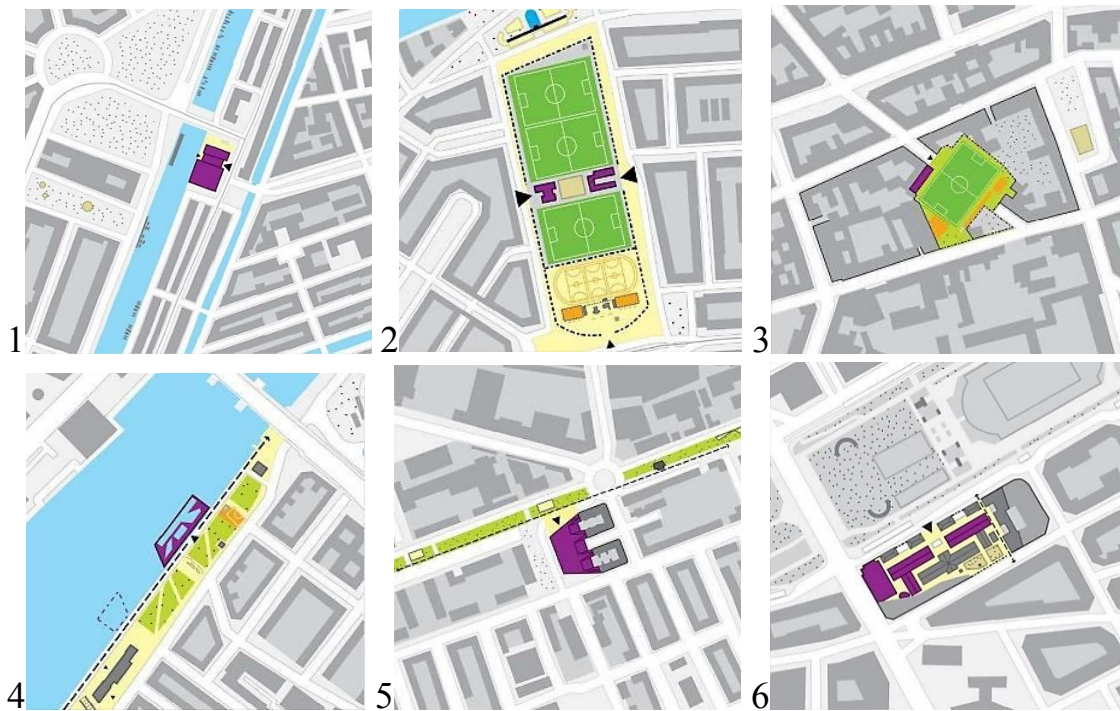
One of the important features of the life of urban areas population in the developed countries is a growing importance of sports leisure. Government and social institutions note a positive impact of sports on health, as well as the importance of sports for social cohesion. Researches on healthy lifestyle emphasize the importance of a regular balanced physical activity. Therefore, sport, as a special form of physical activities, is becoming a normal weekly or monthly exercise for a growing number of people. Sports require a special organization of space for different types of activities and a regulated number of participants. This leads to the formation of a variety of sports and leisure complexes (SLC) in the structure of the city having the form of outdoor areas, buildings, or their combination.

The purpose of this work is to determine the components of the study of SLC for the development of such complexes in the cities of Ukraine.

The analysis of spatial organization of sports and leisure complexes in European cities of such countries as the Netherlands, Germany, Denmark, Portugal, Spain showed that the studied objects occupy significant areas (Fig. 1). Thus, in Amsterdam the complexes occupy the territory of 0.54 and 3.86 hectares, in Berlin - 0.66 hectares, in Copenhagen - 0.16 and 0.5 hectares, in Valencia – 2.27 hectares. All cities have a distinguished sports policy at a municipal level, which defines the conditions for projecting sports and leisure complexes [1].

In the cities of the post-Soviet countries, a significant number of sports grounds were projected in the structure of residential areas in green territories of a limited use. However, as the result of the concentration of the existing urban building-up during the development of the city, many outdoor sports grounds feel the "spatial pressure".





*Fig. 1. Examples of SLC [1]:*

- 1 - Swimming pool and sports center Het Marnix, Amsterdam, the Netherlands;*
- 2 - Sports area with a skate park Olympiaplein, Amsterdam, the Netherlands;*
- 3 - Sports ground Auguststrasse (Kleine Hamburger Strasse), Berlin, Germany;*
- 4 - Public baths in the Grand Canal harbor, Copenhagen, Denmark;*
- 5 - Sports and Culture Center Prismen (The Crystal), Copenhagen, Denmark;*
- 6 - Sports and Culture Center La Petxina, Valencia, Spain.*

Another factor causing the reduction of open green spaces in residential areas is the increase in the number of parking spaces for private cars. This leads to the relocation of sports and leisure activities to city parks. New sports grounds and facilities are appearing there. For example, in recent years in Kharkiv, open type SLC have been built in the following parks: in Sarzhin Yar, which is connected by a bike path and a pedestrian path with Gorky Park and Forest Park; in Youth Park; Victory Park; Shevchenko Garden; Kholodnohirsky Square.

It should be emphasized that the placement of SLC occurs spontaneously, without a preliminary plan at the city and district levels. Qualitative characteristics of many of the complexes often do not meet the requirements of the urban development conditions and needs of the population. A visual analysis of these objects revealed a lack of their proper functioning and planning organization, including planning links with the surrounding areas, a low level of architectural and design solutions, and urban landscaping. These problems can

be solved through a collaboration of designers, architects, representatives of the city government and the public.

A positive example of solving the problems of effective formation of SLC in the structure of the modern city is Copenhagen (Denmark). The efforts of various professionals are consolidated in this city, which allowed to realize a new and innovative approach to the spatial organization of sports constructions in the city environment. The authors of the project considered sports, leisure, and urban development in close interrelation. A multipurpose sports complex in Copenhagen's developing area, Erestad City, is a cluster of timber objects that diverge from the central point forming different functional zones. The building is located alongside with the famous Mountain Dwellings complex. In comparison with its neighbor, the sports complex designed by NORD Architects appear as a multipurpose construction designing a vibrant urban space, creating new communities and social sustainability within the giant structures of the big buildings and long boulevards of Erestad City [2]. Another good example is the KU.BE House of Culture and Movement in Frederiksberg (Denmark) designed as a coordination center for the local community, as well as for a larger area of Copenhagen. The project combines the functions of a theater, sports and learning into a united space where body and mind are activated and the connection is set up regardless of age, ability or interest [3]. Thus, innovations and experiments in the development and realization phase of projecting become possible due to new knowledge, inspiring sports examples and specific means of sports and leisure activities organization.

Based on the conducted analysis, the components of the study of sports and leisure complexes are identified. Firstly, due to generalization of best practices, the main trends in the development of sports and leisure activities are to be identified. Secondly, it is necessary to determine the typological characteristics of the studied objects, which are dependent on a variety of urban conditions of their location (neighborhood unit, and/or urban green spaces of public use), as well as the needs of the population. Thirdly, it is necessary to define the principles and develop techniques for architectural and urban planning of sports and leisure space, creating an attractive and safe design of this important type of public space of the modern city.

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## IMPROVEMENT OF PARK AREAS IN BEDROOM COMMUNITIES OF CITIES

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With the development of cities and industry, the problem of the environment and the creation of normal conditions for human life becomes more and more complex. Greening of populated areas is an organic part of urban planning, the improvement of cities and towns, it is one of the tasks of preserving and reviving the historical and cultural heritage, improving the sanitary and hygienic conditions of human living and the aesthetic expressiveness of the urbanized environment. Park areas contribute to the improvement of air quality and are the habitat and development of flora and fauna. They also contribute to the cohesion of the urban population and improve the quality of its life [1].

The areas of new buildings are mainly surrounded by forest belts and fields that do not perform such functions as: improving the urban air basin, improving the microclimate of the dormitory area and the city as a whole, recreational activities etc. They are concentrated more in central areas. In addition, the number of unorganized semi-stationary recreation areas and parking lots has recently increased. A significant number of tourists are concentrated in the territory of forest parks in the summer. In terms of their consequences, these are the most destructive recreations. And the state of the green fund is a matter of environmental safety of the population [2].

This problem is also relevant for my microdistrict. As we consider it is necessary to carry out functional zoning of the territory of wild gardens. Among the most important areas for residents are a quiet walking areas, and also children's and a fitness and recreation zones. These are recreational areas landscaped with plantings with such park facilities as sheds, gazebos, and so on; playgrounds and sports grounds, jogging, roller-skating tracks etc. Thus, it appears a possibility of involving people from different age and social groups.

Therefore, we believe that the issues of landscaping of the garden and park area of the bedroom communities are currently extremely relevant for the city and the environment as a whole.

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## **THE INTERNET AND THE PANDEMIC. THE VIRUS IMPACT ON INTERNET PERFORMANCE**

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The global network has provided humanity with a great number of jobs. You will not surprise anyone with such activities as the Internet marketing, online business, freelancing. Remote access has made homeschooling possible as well. It is enough just to sign up for online courses and you can become a student of Harvard or Oxford.

The Internet is a general innovation of the late twentieth century. Every day more and more people start to use it.

Computers have stuffed our lives, almost every family has them. We are accustomed to them and cannot imagine our leisure time without this wonderful innovation. With the help of computers, the Internet entered our life. It has become an integral part of every person's life. Now people cannot live a day without checking their mails and visiting their favorite sites. The Internet is not only an assistant in everyday work, and the other world, in which there are letterboxes, libraries, photo galleries, games, shops. With the help of the Internet, people can travel to different cities, visit tourist places, communicate with other people.

Electronic message, or e-mail for short, is one of the useful features of the Internet. You do not need to pay for the letter, but you can write whatever you want there. There are also many methods to use the Internet. You can search for a lot of information. You can use it for fun. But do not think that it is too easy to surf the Internet.

Recently, many have asked the question: "Is the Internet dangerous or useful?". In my opinion, there is no definite answer to this question. In fact, on the one hand, the Internet is a very good and useful thing. On the other hand, it has many disadvantages: dependence, waste of time, money, health.

Nowadays, almost all moms and dads worry that their children spend a lot of valuable time surfing the Internet. However, parents do not understand that this is their way of life and try to make their brainchild live without computers.

In my opinion, parents should not limit the time during which children use the computer. First, teens can communicate with their friends who live far away via email. Secondly, they have a good opportunity to develop their computer skills. They learn to work with documents, photos, videos. Furthermore, teenagers can relax after school by listening to their favorite music or watching movies on the Internet. Besides, they can find a lot of useful information to do their homework better.

In the current situation of the global pandemic, it is more necessary than ever to keep in touch with relatives, colleagues and friends. Through the Internet and its services it is now also very common trend of online concerts, conferences and even interviews. Stuck at home during the coronavirus pandemic, with cinemas, theaters closed and no restaurants to dine in, people all over the world have been spending more of their lives online. Our behaviors shifted, sometimes starkly, as the virus spread and pushed us to our devices for work, play and connecting. With the rise of social distancing, we are seeking out new ways to connect, mostly through video chat. We have also grown much more interested in our immediate environment, and how it is changing and responding to the virus and the quarantine measures. This has led to a renewed interest in different social media sites focused on connecting local neighborhoods.

The coronavirus pandemic has led to an acceleration in the digitalization process - consumers now shop online much more often, more and more people use the Internet as the main source of information and entertainment.

Online communication not only helps to get to know each other and establish connections, but also simplifies logistics and makes travel cheaper. No point in the world seems unattainable, and any journey is impossible.

The world has become interpenetrating. This provides unlimited opportunities and at the same time increases the risks. If a danger arises in one place, it can potentially threaten everyone.

No country, even the most developed or closed country in the world, can feel safe if there are wars somewhere, someone is starving, or infections like coronavirus break out.

It will no longer be possible to close one's own borders, it is necessary to build a collective security system and compensate for the damage caused to nature by joint efforts.

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## **EUROPEAN SUSTAINABLE TRANSPORT POLICY THROUGH THE INTRODUCTION MASTER PROGRAMME IN UKRAINE**

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The development of sustainable urban transport in the cities of Ukraine is an urgent issue, the solution of which requires the involvement of specialists at various levels. First of all, the issue lies in the administrative plane. The strategy and quality of implementation of the sustainable urban mobility plan depend on the policy of local authorities. In European countries, local authorities cooperate with supply chain companies, businesses and academics to ensure a sustainable transport system. In European cities, many projects have been implemented and are being implemented, in particular, Sustainable Urban Mobility Plans have been developed. Sustainable Urban Mobility Plans have already been developed in three Ukrainian cities – Lviv (2019), Zhytomyr (2019), Mykolayiv (2019). The process of development has begun in four cities – Kharkiv, Kyiv, Chernivtsi, Vinnytsia. At the same time, there are gaps in the training of specialists capable of solving complex transport problems, applying European best practices and experience. One of the important impulses to getting professionals is the implementation of the Master program in Smart Transport and Logistics for Cities. The educational and scientific program was introduced in four higher educational institutions of Ukraine thanks to the support of the EU within the Erasmus + program of the Smart Transport and Logistics for Cities project: O. M. Beketov National University of Urban Economy in Kharkiv; National Transport University; Lviv Polytechnic National University; Zhytomyr Polytechnic State University.

This is a unique Master's program in Ukraine, the educational content of which is created in productive cooperation with European Professors, representatives of local authorities and business, which corresponds to modern trends in transport and logistics. All teachers have completed internships at European universities, have academic titles and practical experience in solving complex problems in the field of transport systems and logistics of urban areas.

Training is organized in current laboratories with professional software (PTV Visum, AnyLogic, Copert, R-project, онлайн-сервіс Ant Logistics,) and equipment (pupil world camera, Xcam traffic statistics collection complex, sound level meter Voltcraft SL-451).

Imitation and problem-based learning are used during practical and seminar sessions. The student solves the problem through simulation of the object, occurring in the real system and based on initiating an independent search by the student of knowledge through problematization (instructor) of the educational material. The living laboratory approach includes conducting a

study by the student in real conditions of the research object's operation. To facilitate independent work for students a distance course of discipline in the Moodle platform has been used.

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## ALHAMBRA PALACE

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The Alhambra is an ancient palace, fortress and citadel located in Granada, Spain. The eighth-century-old site was named for the reddish walls and towers that surrounded the citadel: «al-qal'a al-hamra» in Arabic means «red fort» or «castle». It's the only surviving palatine city (a royal territorial centre) of the Islamic Golden Age and a remnant of the Nasrid Dynasty, the last Islamic kingdom in Western 1,730 meters (1 mile) of walls and thirty towers of varying size enclose this city within a city.



Access was restricted to four main gates. The Alhambra's nearly 26 acres include structures with three distinct purposes, a residence for the ruler and close family, the citadel, Alcazaba—barracks for the elite guard who were responsible for the safety of the complex, and an area called medina (or city), near the Puerta del Vino (Wine Gate), where court officials lived and worked.

The different parts of the complex are connected by paths, gardens and gates but each part of the complex could be blocked in the event of a threat. The exquisitely detailed structures with their highly ornate interior spaces and patios contrast with the plain walls of the fortress exterior.



*Myrtle's patio*



*Lion's patio*



*Partal Palace*



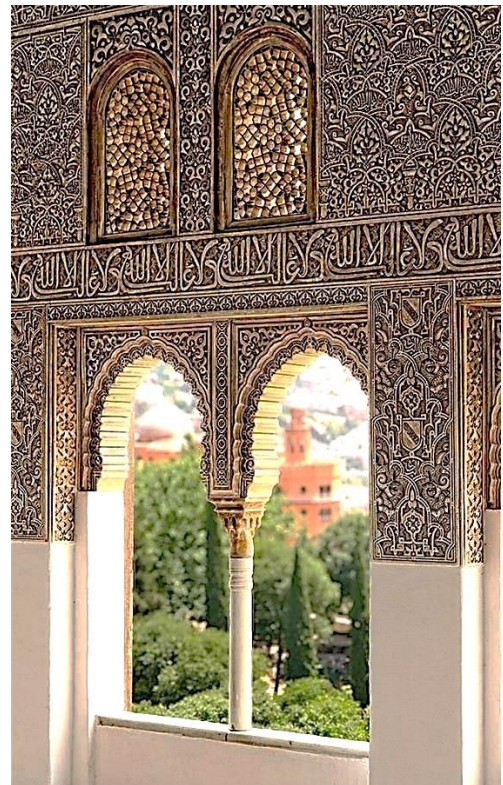
The Alhambra's most celebrated structures are the six original royal palaces. These are the Nasrids Palace, the Mashuar, the Komares Palace, the Palace of Lions, the Palace of Charles V, and the Partal Palace, each of which was built during 14th century and has its own unique structure. Structures of the palaces are adorned with magnificent patios: Mashuar patio (patio of the golden room) and Machuca patio in Mashuar Palace, Myrtle's patio (patio of the Pond) in Komares Palace, Lion's patio in the Palace of Lions. The most famous of Alhambra patios are Myrtle's and Lion's. Myrtle's is famous for the green myrtle hedge around the pond, Lion's – for the fountain of lions.

### **Interior and Exterior Re-imagined**

To be sure, gardens and water fountains, canals, and pools are a recurring theme in construction across the Muslim dominion. Water is both practical and beautiful in architecture and in this respect the Alhambra and *Generalife* are no exception. But the Nasrid rulers of Granada made water integral. They brought the sound, sight and cooling qualities of water into close proximity, in gardens, courtyards, marble canals, and even directly indoors.

The Alhambra's architecture shares many characteristics with other examples of Islamic architecture, but is singular in the way it complicates the relationship between interior and exterior. Its buildings feature shaded patios and covered walkways that pass from well-lit interior spaces onto shaded courtyards and sun-filled gardens all enlivened by the reflection of water and intricately carved stucco decoration.

More profoundly however, this is a place to reflect. Given the beauty, care and detail found at the Alhambra, it is tempting to imagine that the Nasrids planned to remain here forever; it is ironic then to see throughout the complex in the carved stucco, the words, "...no conqueror, but God" left by those that had once conquered Granada, and would themselves be conquered. It is a testament to the Alhambra that the Catholic monarchs who besieged and ultimately took the city left this complex largely intact.



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### 3D HOLOGRAMS OF THE FUTURE

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Engineering presents the knowledge and practical skills needed to solve various problems. For decades, engineering, which has constantly evolved and branched out, has helped humanity to survive and improve the quality of life.

“Software engineering” is currently considered to be a very popular domain. It has gone through quite rapid development. It is now a vast and well-developed area of computer science and technology, encompassing the cumulative mathematics, engineering, economics, and management aspects.

The ability to present 3D scenes with a constant sense of depth has a huge impact on virtual and augmented reality, human-computer interaction, education and learning. Computer holography provides 3D projection with high spatial-angular resolution through numerical simulations of diffraction and interference.

Older people remember various video games based on holograms, which were installed in various places in the form of semi-mechanical, semi-electronic slot machines popular at that time. Naturally, most people could then assume that the future would literally be filled with higher quality holographic games and even films. And, as you can see now, such a future has not yet come into being for a number of reasons. Nevertheless, this future is inevitable and sooner or later it will certainly set in due to the efforts of researchers and engineers who are constantly working to that end.

Researchers from the Massachusetts Institute of Technology have made a rather big step, which significantly brings the moment of the onset of the “three-dimensional holographic future”. They, using the latest developments in artificial intelligence, have created a system capable of generating holographic images in real time. The new method is called tensor holography and it is so undemanding to computing resources that it can operate successfully on a smartphone or laptop.

Note that the technology of computer-generated holograms has been around for a long time. However, to calculate a huge number of physical quantities in the creation of such holograms, the computing power of a fairly serious supercomputer is required.

To create holographic images, each point of a three-dimensional scene must have its own depth, so it is almost impossible to apply algorithms that process the entire scene. Each pixel of the hologram is created by the interaction of several rays of light, which possess a specific intensity, color, phase and direction. Complex physical models are used to calculate the parameters of each ray of light.

If we take the most powerful of ordinary consumer computers, then the calculation of one static holographic image can take from several seconds to several minutes, depending on the size and other parameters of the reproduced scene. This time can be reduced, but at the same time the quality of the holographic image, which is already very far from the photorealistic one, will be significantly affected.

The idea, implemented by researchers at MIT, is to replace a lot of physics-based calculations with an artificial neural network that has gone through a process of prior specialized training. This replacement turned out to be so effective that even the processor of a modern smartphone in real time can cope with the task of converting a three-dimensional vector scene into a full-fledged holographic image.

However, at present, the processing power of a smartphone processor is enough only to create a holographic image with a frame rate that is already acceptable for perception. The researcher of this project says that their technology will make it possible to make high-quality holographic displays a reality in five to ten years. By this time, the computing power of smartphones and computers will increase so much that they will be enough with a margin not only for generating holograms, but also for other tasks, for calculating algorithms and physics, if we are talking about a game with a holographic interface, for example.

In addition to holographic displays, the new method of generating three-dimensional images can be used in technologies of virtual, augmented reality, three-dimensional printing, etc.

Many believe the technology can provide more lifelike landscapes and eliminate eye fatigue and other side effects as a result of prolonged VR use. This technology can also find application in displays capable of changing the phase of light waves. This is a significant leap that could completely change the way people think about holography.

Thus, we can say that at present, holography continues to actively develop, and every year new interesting solutions appear in this domain. There is no doubt that in the future pictorial holography will take an even more significant place in people's lives.

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## LES ENJEUX DE L'ARCHITECTURE DURABLE A L'HEURE DE L'URGENCE CLIMATIQUE

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Hérité des décennies 1960 et 1970, le terme “éco-building” se voit aujourd’hui propulsé au cœur des discours et des préoccupations actuelles. En effet, tout comme certains efforts sont fournis dans le domaine du transport, de la mode ou de l’énergie pour “écologiser” les dernières technologies du secteur, l’architecture n’échappe pas à la tendance et se voit elle aussi parée d’une ribambelle de nouvelles méthodes et de matériaux toujours plus performants pour tenter de réduire son impact sur la planète.

### **Concept et bases de l’architecture durable**

Bien loin de son objectif primaire de concevoir et bâtir des lieux de vie pour les hommes, l’architecture se teinte aujourd’hui de différents enjeux qui lui sont liés, dont l’exigence d’une meilleure efficacité en termes d’impact écologique. Dans cette optique, l’architecture durable a émergé comme une discipline à part entière, avec pour objectif de concevoir et de construire des habitats et des bâtiments ayant une empreinte écologique toujours réduite. A la base de ce concept, l’idée d’utiliser uniquement des techniques et des matériaux respectueux de l’environnement, et tout aussi important, de minimiser l’impact négatif du bâtiment tout au long de son cycle de vie grâce à une bonne utilisation de l’espace et une efficacité énergétique accrue.

Pour réaliser cette mission, plusieurs éléments fondamentaux sont à prendre en compte, autant dans le design que dans la méthode de construction qui lui succède. Une éco-construction réussie commence dès le choix de l’orientation du bâtiment, un élément simple mais pourtant primordial. En effet, concevoir astucieusement un bâtiment en fonction des conditions préexistantes de la surface sur laquelle il sera bâti (taux d’ensoleillement, proximité de zones boisées, exposition au vent) permet d’augmenter substantiellement les apports naturels d’énergie mais aussi d’en minimiser les pertes. La localisation des fenêtres ainsi que leur qualité (double vitrage, triple vitrage) est par exemple à prendre particulièrement en compte.

Globalement, et avant même d’entrer dans les détails des méthodes et des matériaux préconisés par l’architecture durable, l’on constate aisément qu’un éco-building nécessite en fait bien plus qu’un mur végétal pour mériter ce nom. En effet, gare aux tentatives de greenwashing ! Ces dernières années, les projets de tours végétales se multiplient dans les grandes villes, souvent équipée de serres sur les toits, de terrasses aquatiques ou autres installations censées reproduire la douceur de la nature. Cependant, sous couvert de verdure, on assiste en fait à un greenwashing architectural, relevant davantage du “coup de

com” que d’une réelle volonté de revenir à des espaces plus respectueux de la planète. L’architecture durable ne s’improvise pas, elle exige une prise en compte réelle des conditions du milieu et une volonté d’accueillir la nature et de dialoguer avec le paysage !

### **La diversité des matériaux et des techniques**

Le prix de l’originalité : la paille

A rebours de la modernité du concept d’architecture durable, les matériaux favoris de ses adeptes ne sont en réalité pas toujours issus des dernières grandes découvertes de l’ingénierie. En effet, parmi les favoris de la liste des matériaux et techniques responsables : la paille. Bien loin de l’imaginaire que l’on peut en avoir, la paille possède de nombreux avantages et son utilisation en architecture permet d’aboutir à des constructions esthétiques et surtout efficaces. En France, la méthode la plus répandue est celle de la paille de remplissage, qui consiste à remplir avec des bottes de paille une structure porteuse, souvent en bois, adaptées aux dimensions et au sens de pose des bottes. Les finitions sont ensuite adaptables : les murs en paille peuvent être recouverts de terre ou de chaux pour être ensuite peints avec des produits naturels, ou une finition en bardage peut être envisagée pour un aspect plus modern.

Le prix du plus beau come-back : le pisé

Utilisé depuis des centaines d’années dans nombre de pays, le pisé est une technique ancienne qui se voit récemment remise au goût du jour du fait de sa capacité à répondre aux enjeux économiques et écologiques actuels. Il représente en effet un tiers du patrimoine bâti mondial, et plus de 80% des constructions anciennes.

### **Des exemples de constructions durables**

Les projets de Earthships Biotecture

les constructions de Earthships Biotecture sont emblématiques d’une architecture radicalement durable. En effet, leur principe de base est de n’utiliser aucun système de chauffage ou de climatisation qui nécessite l’utilisation d’énergie. Mais comment cela est-il possible ? Grâce aux merveilles de la conception architecturale : une attention particulière portée à l’orientation, et surtout l’utilisation de matériaux très divers (et de récup !) pour adapter chaque surface à son exposition et à ses caractéristiques. En effet, ces habitations sont construites à base d’une large gamme de matériaux tels que l’argile, le bois, mais aussi des pneus remplis de terre en guise de murs porteurs, ou des conserves et bouteilles pour les murs non porteurs. L’impact environnemental de ces constructions est donc réduit au minimum, et au plus grand étonnement de certains, leur performance est équivalente, voire supérieure à celle d’habitations classiques.

Les matériaux utilisés en architecture durable peuvent en effet n’être pas originellement destinés à ce secteur, ce qui permet la création de constructions profondément originales, esthétiques, et utiles ! Ces nouveaux matériaux témoignent de la nécessité de penser à la réutilisation et au recyclage des

équipement utilisés dès l'étape de la conception. L'architecte japonais Shigeru Ban est un symbole de la recherche dans ce secteur, à travers ses études et ses constructions à base de tubes de cartons : ci-contre, une église réalisée sur ce modèle, que l'on peut admirer à Kobe, au Japon.

Pour terminer, une construction au top de la modernité, élue "building le plus green" par le Building Research Establishment : The Edge, le bâtiment abritant le quartier général de Deloitte, à Amsterdam. Ce building impressionnant par son apparence de "vaisseau spatial" est une merveille de technologie architecturale : un système de régulation thermique passif, une production autonome d'électricité, et une façade sud entièrement recouverte de panneaux solaires, qui ont à s'y méprendre l'apparence de simples fenêtres. Les eaux de pluie sont également collectées et utilisées pour les chasses d'eau et l'irrigation des zones de verdure. Dernière petite touche technologique le bâtiment est entièrement équipé d'ampoules LED connectées, qui permettent à chaque employé de régler son éclairage personnel selon ses besoins, et donc de ne pas suréclairer en fin de journée par exemple.

## **CHERNOBYL RECOVERY PLAN**

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The current exclusion zone is not only radiation-hazardous areas – it is a valuable natural complex and a nature reserve, with natural biodiversity restored after years of isolation from the individual, as well as a world-famous tourist site that has confirmed the attractiveness of mass visits. In recent years, tens of thousands of tourists visited Chernobyl and the exclusion zone. As we see, the developers assume that with the development of tourism, science, infrastructure, ecology, industry will be accompanied by a general economic development.

Unfortunately, the developers did not take into account that in the exclusion zone for a long time there will be working enterprises for handling radioactive waste, spent nuclear fuel and the nuclear power plant itself. These facilities should have been taken into account in the future infrastructure of the Chernobyl zone.

The infrastructural skeleton of the exclusion zone is formed with the help of four main objects (stations), between which a new transport artery is laid (monorail track). The picture shows the main idea of station location on the territory of the Chernobyl zone.

The first station (called the Casino), designed to receive tourists and personnel of the zone, is organized on the south-eastern boundary of the

exclusion zone. The station “Casino” is located not far from the confluence of the Pripyat River in the Kiev reservoir, which allows to use both water and motor transport.

According to the plan of the designers, the station “Casino” will be not only a tourist gate, but also a small settlement with gambling establishments. The gaming infrastructure of the station “Casino” is concentrated in the gaming module – a network of buildings located in the territory of modern villages Parisham, Teremtsy.

In Ukraine, casinos and other gambling establishments are prohibited, but in the future, it may be decided to organize a separate city for these purposes. At least Ukrainian politicians have already voiced this idea. The station “Casino” could be such a place. A small distance from the capital of Ukraine, good transport highways – this is a clear trump card for the station “Casino”.

In addition to the station “Casino” it is proposed to create three more stations – Chernobyl, Ilyinty and ... station “Reserve”. If “Chernobyl”, “Il’inz” are abandoned settlements in which stations will be created, the station “Zapovednik” is a new architectural object in the north of the Chernobyl zone. From the west of the station there are wind turbines with the help of which they are supposed to cover all the needs of the infrastructure of the Chernobyl zone in electric power. The purpose of the Zapovednik station is purely scientific, the developers have suggested that this is an ideal place for scientific research, the placement of laboratories and the implementation of scientific tourism. On the development models “Reserve” is no different from the stations “Chernobyl” and “Il’inz”, but according to the rules radiochemical laboratories, test sites, pilot sites should be located at a distance from residential buildings. The laboratory infrastructure should guarantee the safety of tourists. Therefore, the scientific segment requires an “individual” layout. \\\

Ukrainian scientists claim that in the Chernobyl zone wild nature is being restored – in particular, there are once again unique for Ukraine brown bears. As a result of the Chernobyl disaster, the nature of the zone is protected by radiation.

In recent years, the population of moose, lynx, deer, wolves and foxes has increased. Scientists have recorded 185 species of birds. It should also be noted that the species of animals associated with human activities – pigeons, mice, rats, and sparrows disappeared.

The established “traps” with photo and video fixation allowed capturing very rare animals, one of which is considered to be the Eurasian lynx. The last time in the territory of the current exclusion zone she was seen more than 100 years ago.

And this is a good chance for the restoration of nature in significant areas that serve as a barrier to radiation, work with green lungs and perform a number of ecosystem functions to clean air, water, preserve the climate and absorb carbon dioxide. In addition, the Pripyat River is a reserve source of water, “says the environmentalist Movchan.”

The biosphere reserve project is attractive, because the conditions for farming and nature conservation for biosphere reserves are flexible and functional, and they were developed by UNESCO. The project provides for the maintenance of traditional farming in certain areas, and on the other hand – the preservation of nature, scientific research, monitoring, educational projects, informing society and coordinating the work of various organizations in this territory.

According to the Ministry of Natural Resources, the territory of the future Chernobyl biosphere reserve will be zoned: in certain areas only scientists will be allowed. Other areas will be visited by tourists, but there will be no economic activity. They will be part of the reserve and the territory where limited economic activities are permitted, including timber harvesting. Industrial sites of the Chernobyl NPP and other enterprises in the reserve will not be included.

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## **ENGINEERING ADVANCEMENTS IN HEALTHCARE, ENVIRONMENT PROTECTION, AND ARCHITECTURE**

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Engineering is the knowledge and practical skills required to solve problems. For decades, engineering, which has evolved and branched out continuously, has helped humanity survive and improve the quality of life. “Whatever problem arises, it takes engineering science to solve it,” experts say. “The most urgent task for humanity today is to develop along a path that would not lead to the destruction but to protection of the planet. And here engineering plays a central role.”

In *healthcare* alone, engineering advances have improved water quality and sanitation, and many diseases have been eradicated, including typhus and cholera. More and more advanced prostheses, hearing aids, pacemakers, computer diagnostics, laser and microcamera surgery – all this became possible thanks to the work of engineers.

Among the recent advances in healthcare engineering, some of the most interesting are:

Autonomous power systems Powerwall. The head of the American company Tesla Motors Elon Musk said at a press conference that he is starting



the mass production of powerful lithium-ion batteries Powerwall, which can accumulate a large charge and gradually give it to the network as needed. The widespread adoption of this device has the potential to completely transform power distribution mechanisms in the future. Batteries are already being produced and used in the famous Volta series electric vehicles.

Bionic lenses, which will end cataracts and myopia. Canadian optometrist Dr. Gareth Webb has invented a new bionic lens system that allows a person to achieve three times the visual acuity of normal. The Ocumetics Bionioc Lens System is transplanted into the eye in a simple and painless surgical procedure that takes eight minutes. A tiny biomechanical camera built into the lens allows changing the focal length faster than a healthy eye.

California-based Tri Alpha Energy, which until now few have heard of, has made a step towards a working fusion reactor. It achieved major success in confining plasma at temperatures as high as 10 million degrees Celsius.

The company's experimental thermonuclear facility uses not external magnets, as in the Tokamaks, to confine the plasma, but beams of charged particles that are fired into the plasma and create a holding "cage" around it. The researchers managed to achieve a plasma confinement duration of 5 milliseconds, which is the largest breakthrough in the field of thermonuclear research.

Ecological problems are of great concern now. Currently, most often, environmental issues are understood primarily as issues of *environmental protection*. In many ways, this shift in meaning was due to the increasingly tangible consequences of human influence on the environment. Interesting advances in engineering in this area are:

In Sweden, only 4 % of garbage is buried in the ground, the rest is recycled. In recent years, Sweden has been importing garbage from other countries in the amount of 80 thousand tons per year, most of it from Norway. Moreover, the Norwegians themselves pay for the removal of this waste, the Swedes receive electricity, and the remaining ash with a high content of toxins and heavy metals is sent back to Norway for burial.

The renowned American musician, producer and designer Farrell signed a contract with the Dutch denim brand G-Star Raw in 2014. Together, they created a clothing line made from plastic waste found in the waters of the world's oceans. The eco-collection was named "Raw materials from the oceans", and a funny octopus became its symbol.

World renowned company Adidas presented sneakers that are made entirely from plastic waste found in the ocean. Thus, the sports brand continues to amaze its fans with stylish and unusual novelties and also fights for the purity of the environment.

*Architecture.* When developers, architects and buyers get tired of the massive construction of the same type, there is a justified idea to create something unconventional, original and memorable. True, it is not at all a fact that such an unusual building will be acquired in an instant by some real estate

collector. But the fact that it will be remembered, will make a proper impression and will certainly go down in architectural history – this is absolutely certain.

Amazing achievements of modern architecture:

Mary Ax Tower, 30 or Saint Mary Ax, 30 is a skyscraper in London, which is one of the main modern landmarks of the city. The skyscraper surprises with its unusual structure, which is made in the form of a mesh shell with a central support base. It was built with consideration for the laws of aerodynamics. The bob-shaped structure is resistant to wind loads and therefore reduces wall loads, frees up large spaces inside the building and even allows skyscraper windows to be opened. The tower is made entirely of glass, has a height of 180 meters and has 41 floors, has an oval elongated shape, and it is slightly widened in the middle. Due to the round shape of the tower, the wind smoothly bends around it, and therefore pedestrians are not threatened by sudden gusts of wind, as is the case with rectangular skyscrapers. The building is faced with 745 glass panels, their area is equal to 5 football fields.

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## ENVIRONMENTAL IMPACT OF THE SURROUNDING SURFACE ON HEAT TRANSFER AERODYNAMICS OF CONICAL CHIMNEY THERMAL POWER STATION

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**Introduction.** The safety of modern TPS significantly depends on the reliable operation of the whole complex of main and auxiliary equipment. Its periodic replacement and modernization apply only to the main equipment of TPS and do not apply to chimneys. This leads to the fact that currently the chimneys work with parameters for which they were not designed. This state of chimneys is largely detrimental to the ecological situation of the planet.

The aerodynamics of chimneys determines the thermal processes and conditions of moisture loss inside the pipe. The flow conditions are influenced

by the local conditions and infrastructure of the facilities located on the territory of the TPS. Unfortunately, this fact is not taken into account in the calculations. In the thermal calculation, as a rule, the average heat transfer coefficient of the outer surface of the pipe is determined [1]. This gives unreliable conditions for condensate precipitation and leads to errors in the choice of internal corrosion protection of the pipe. Another significant nuance is the uneven distribution of the pressure coefficient along the perimeter when flowing around the chimney with the flow of air, which is not taken into account.

**The general part.** The paper considers the local aerodynamics and heat transfer during the flow around a single conical chimney minus the profile of the incident flow (surface infrastructure).

For calculation in the program ANSYS2020-R1, a computer model of a vertical conical pipe 40 m high, with a diameter of 1.7 m at the base and 0.85 m at the mouth was created. As a model of turbulence, the traditional for problems of this class RNG k- $\epsilon$ , wall function Enhanced Wall Function, the solution algorithm for the connection of the velocity pressure in stable flows Simplex. Grid sensitivity analysis and model verification were performed.

It is determined that at a distance of the first node from the cylinder wall and the area of interest (Growth rate GR), more than 8 mm, instability and deviation of more than 20% of the obtained data from the values of the average heat transfer coefficient by a known formula  $\alpha_0 = 7,3 \cdot w_x^{0,66}$ . Calculation of the resolution to determine the optimal parameters of the grid model, corresponding to the variant GR = 1.1 and h = 8 mm [2].

In the calculations, three types of surrounding areas are considered: open coasts of seas, lakes and reservoirs, rural areas, including buildings with a height of less than 10 m (Fig. 1, A); urban areas, forests and other areas, evenly covered with obstacles higher than 10 m (Fig. 1, B); urban areas with dense buildings with buildings more than 25 m high (Fig. 1, C). Therefore, the velocity profiles for different types of terrain are nonlinear and depend on the type of terrain. The periodic change of static pressure in the area behind the pipe due to the conical profile of the pipe and the peculiarities of the infrastructure are revealed. As calculations have shown (Fig. 2), the wind speed profile in front of the pipe has a significant effect on the heat transfer coefficient: the data for type A surfaces are higher, and for type C surfaces are lower than for a uniform flow profile. This confirms the need to take into account the infrastructure of the surface around the pipe in the aerodynamic and thermal calculations of chimneys.

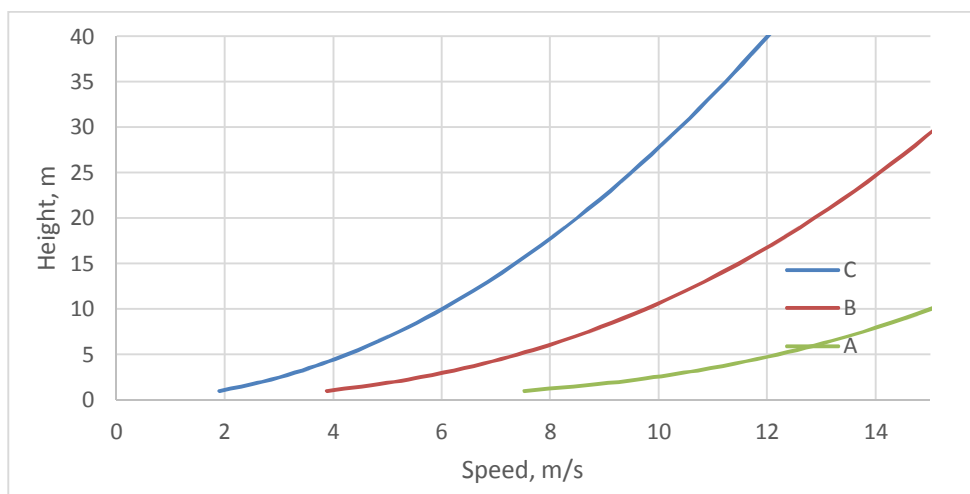


Figure 1 – Speed profile wind for different types of terrain and an average wind speed of 10 m / s

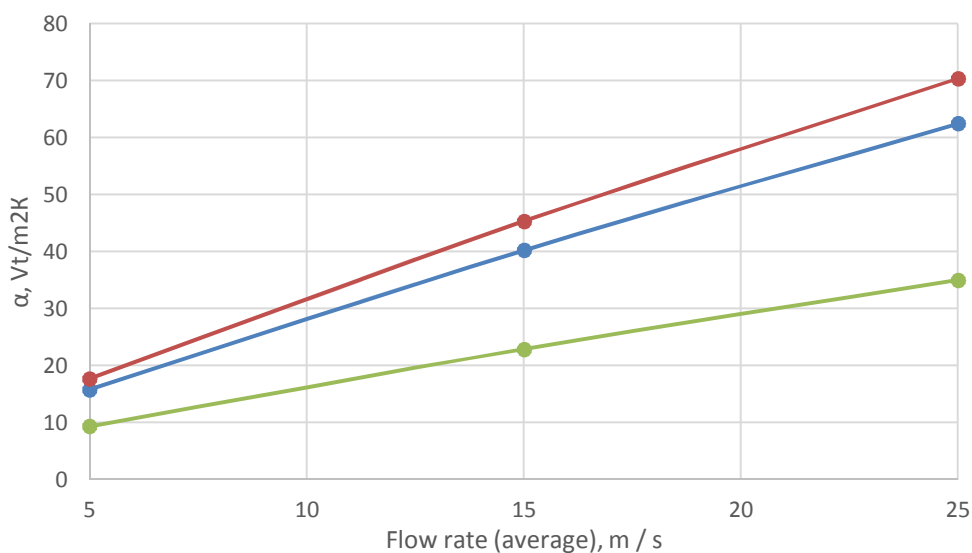


Figure 2 – The dependence of the average height of the pipe heat transfer coefficient on the average wind speed

**Conclusions.** Calculations have shown a significant impact of the infrastructure of the surrounding space on the external aerodynamics and heat transfer of the conical chimney. Thus, when calculating real chimneys, it is necessary to take into account the infrastructure of a thermal power station. Thanks to this calculation, we can reduce the reduction in heat transfer of chimneys and emissions of harmful substances in the lower atmosphere.

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## FEATURE ANALYSIS OF ANCIENT EGYPTIAN GARDENS

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The relevance of this paper is the lack of study of the issue of garden and park art history, the need to popularize the development of landscape architecture in the historical aspect.

The purpose of this study is to draw attention to the study of the architecture of ancient Egypt, its architectural heritage.

The concept of an ornamental garden and its content were formed first in Egypt. Irrigation systems, decorative elements of the landscape, artificial reservoirs began to be used here. In addition, the Egyptians were the first to learn how to separate the utilitarian and decorative functions of gardens and parks.

The reasons for the high level of development in agriculture were as follows: climatic conditions, unlimited power of the pharaoh, the slave system, the great importance of priests and religion. Severe weather conditions contributed to the optimization of resources and the invention of new construction methods. Slaves acted as available labor, which was used for the construction of grand structures. The influence of religion on the art of garden and park was reflected in the creation of temple complexes with an elegant garden.

The oldest gardens and parks were located in Egypt. Archaeological finds indicate ornamental gardens dating back to IV–III millennium BC. The found paintings depicted flowering places with pools. Everything was subject to a clear law of symmetry, in particular the construction of a "classic" Egyptian estate.

Gardens and parks were often divided into temple areas, to which only priests had access; some of them were located near wealthy houses and palaces. Flowers and trees were planted in the backyards, and hand-painted columns were made. The gardens served as a kind of cult place and were erected to pay tribute to the Egyptian gods.

Irrigation systems were represented by canals that diverged and fed remote areas of the Nile. In addition, wealthy Egyptians could afford to grow ornamental and utilitarian crops on imported soils. Plants often had to be acclimatized because the number of native species in Egypt was insignificant.

The estate in Tel el-Amarna draws attention particularly. The cities of Thebes and Tel el-Amarna were considered garden cities. The streets were marked, wide and straight, leading to the main palaces and temples.

Archaeologists have found the remains of root systems on both sides of the road; it is believed that on the roadside grew alleys of palm trees.

An approximate view of a private Egyptian garden was established by painting in one of the tombs in the city of Thebes. It had a rectangular shape, a lake and pools.

The manor, the bas-relief of which was found near the town of Tel el-Amarna consisted of a symmetrical rectangular area surrounded by high walls. The central part was occupied by a pool, lake or pergola. Alleys of woody plants were planted around the perimeter of the fence, and then the height of the plants went from larger to smaller. Paths were extremely straight, because the wrong shape was associated with clutter. Statues of Gods, animals or sphinxes were often placed along them.

There was a vegetable garden on the estates, but it was given secondary importance. Various plants grew in affluent gardens, some of which had a sacred meaning. For example, the ancient sycamore (*Ficus sycomorus* L.) was associated with the name of the goddess Nut, and conifers such as juniper (*Juniperus phoenicea* L.) were considered symbols of Osiris (*Tamarix nilotica* L.) also grew in the gardens. Nile acacia (*Acacia nilotica* L.), often grown figs (*Ficus carica* L.), Egyptian lotus (*Nymphaea lotus* L.), cornflower (*Centaurea calcitrapa* L.), wild poppy (*Papaver rhoeas* L.) could be found there.

Moreover, although centuries have passed since then, this precious experience of synthesis, combining inspiration and experiment, art and architectural motives, is becoming more and more relevant nowadays.

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## **GEOMETRIC ORGANIZATION AND THE IMPORTANCE OF BREACHING THE STRICT ORDER OF THE ARCHITECTURAL SPACE FORMATION**

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The organization of an ordered space created for human life and activity, for which it is natural to perceive an organized space that has a geometrically clear and understandable form is an important task of architecture. Consideration of this issue is important because the spatial structure of the urban

environment is a complex framework formed by many objects and systems. Most of the spaces of the modern city merge to form a continuous chain of various chaotic inhomogeneous spaces and impressions of their perception. The spatial structure of the city is increasingly complicated in the modern world due to many factors in the development of functional and planning structure. Thus, the purpose of the study is to substantiate the role of geometric ordering of the architectural space formation and to identify the significance of breaching the strict order.

Thus, a human evaluates the world visually, comparing its properties: flatness, volume, depth and its position in relation to a part of this world: from the outside or from the inside. First of all, the sizes and the form of the limited space are perceived. The impression of isolation is created psychologically by observing objects that limit space.

From the point of view of the position of gestalt psychology, any effective structure should be the simplest. A person subconsciously focuses on an ordered space. He/she is looking for it in the environment, often imagining an unfinished fragment of the space. In the world, the laws of “simplicity” of the ratio of parts and the whole, the rules of “grouping” figures by the principle of similarity, etc. are essential. Any visual model strives for simplification and simplicity. Simple geometric shapes (circle, sphere) have a deep symbolic meaning. Thus, the shape of the circle has long shown sacredness; it is the basis of the universe, the basis of the proportions of the human body and so on. The use of universal geometric shapes in compositional and structural solutions creates architecture and architectural and urban space in general more acceptable to a human being on an emotional level. The symbolism of these forms is substantiated by their aesthetics as forms that are absolutely ordered (ideal). The geometry of simple forms can be quite easily guessed in more complex forms and thus, they can be perceived as the most acceptable for perception in general. This form can be perceived as a prototype for forms of a more complex configuration. Thus, a triangle, a square and a circle are signs of the architectural alphabet, pure geometric shapes, understood as a universal code by which the environment is formed.

At the same time, the aspect of art that is obligatory for architecture requires a transfer from the simplicity and easiness of perception to more complex structures. Complications are essential components of a work of art and architecture.

However, it is necessary to prove the importance of breaching of a simple geometric shape. It is important to note that the ideal geometry changes throughout the humanization of the society. Therefore, although a man tries to level complex shapes to simple geometric shapes, at the same time he/she always seeks to move away from them. Therefore, achieving the compositional and artistic integrity of the architectural work requires violations of the elementary geometric laws.

In the conclusion, it should be noted that a man is psychologically focused on an ordered space. He/she is looking for it in the environment, often imagining an unfinished fragment of the space. Every human perceives a space similar to a simple geometric shape. However, to achieve the compositional and artistic integrity, the architectural work requires violations of the elementary geometric laws. Disturbances in the order is an artistic practice. Thus, a departure from the simplicity and an easiness of perception is required as well as applying to structures that are more complex.

## **THE ROLE OF URBAN PLANNING IN IMPROVING THE QUALITY OF HUMANS LIFE**

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In this article we want to investigate some aspects of urban studies as a science about the city, its specificity and main problems and also show methodological potential of urbanistic approaches for studying life of a modern city.

Over the past 10 years, many cities and their parts have changed significantly. Cosy landscaping and good lighting have appeared, transport accessibility has increased, a convenient infrastructure, recreation areas, children's and sports grounds have been created. Remarkable events of the decade can be considered the fact that cars began to give way to pedestrians, and dedicated lanes for public transport appeared on the roads. This means a change in priorities in the city: now they are doing a lot for the convenience of residents who travel on foot or by public transport. Such changes were made possible thanks to urban studies - the young science of urban development and the interaction of urban systems with residents. Some ideas of urbanism have become very popular among the population, but decisions and proposals for changes in a particular area of life or area are not always taken quickly. Urbanists still have a lot to do to improve urban life in the nearest future.

Until recently, no one thought about the convenience of people, let alone aesthetic or psychological needs. The result of this approach was the faceless sleeping areas of large cities with huge high-rise buildings, poor ecology, transportation problems, high crime rates and poorly developed infrastructure. The number of personal vehicles created new problems: traffic congestion, air pollution, the transformation of already not very cosy courtyards into an endless parking lot. Then the active construction of highways began. The number of cars increased more and more, the roads were overloaded again and once there was a



real traffic collapse in largest cities. In this situation, urbanists came to the rescue to solve these and other accumulated problems.

In our opinion, the modern urbanistic approach is based on wonderful ideas. First, the urban environment should encourage people to interact positively with each other and to establish communications. We think there should be many places for communication, relaxation, leisure and sports. Secondly, it is necessary to take into account the established traditions and cultural values, as well as strive to preserve historical monuments. Thirdly, ecological balance should be observed in cities. We must not pollute nature. Fourth, there is a need to ensure balanced traffic with pedestrian, cyclist and public transport priority. The city should be comfortable for people, not cars. And finally, it is necessary to ensure the population's access to health care, education, participation in public and political life, to self-realization, and housing should be affordable.

Urbanists are broad-based specialists. They are familiar not only with issues of economics, law, architecture, transport, but also understand humans psychology, sociology, anthropology, cultural studies, that is, in the entire spectrum of human sciences. After all, the concept of "comfortable living" includes not only physical aspects, but also psychological, social and environmental. These sides should be carefully studied for a specific city or area. Any modern urban planning project starts with research.

To conclude it all, we would like to note that urban planning is a group work on different aspects of life. There are aspects related to management, learning, planning, so there is no one set of competencies or characteristics that would be useful to everyone. On the other hand, there is something that unites everyone - is curiosity. You should really want to understand the city, get to know it, see its diversity and complexity, and not try to simplify it.

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## TECHNOLOGICAL DESIGN OF CONSTRUCTION

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The Construction Organization Project (COP) is the main part of the construction project or maintenance project. Two-stage design successively completes the stages of “project” and “working documentation”; for the constructed objects, the design can be carried out in one stage when a “technical project” is developed. PIC determines the duration of construction of the facility, its cost, the need for materials and necessary equipment.

PIC is developed by a master design organization or, at its request, by a project developer. For large and particularly complex facilities with especially responsible or new supporting and fencing designs, separate sections of PIC may be developed by specialized organizations. The PIC should include the entire facility and is being developed for the duration of the construction of the complex. If a major facility is to be built in parts or queues, separate, more detailed construction management projects for the individual campus maintenance lines may be considered along with the development of PIC for the entire facility.

The Works Project (WP) is designed for the construction of individual building cycles and complex construction works. The WP is developed in the immediate pre-production phase.

Construction of any facility is permitted only on the basis of prior decisions taken in the PIC or RPA. The main design and technological documents on the organization of builders’ work are technological maps, work process maps and process diagrams, in which, on the basis of a compilation of best practices, rational composition of teams and units is established, organization of the construction process and workplaces, working methods, technological sequencing and duration of operations.

Process designs are elaborated for workers to explain the optimal execution of individual operations. Technological schemes clearly delineate responsibilities among the construction gang members and provide explanations, sometimes supported by graphic images, for the performance of individual production operations with recommendations for rational work movements and practices.

The workflow map is designed to indicate rational workflow in the execution of certain types of technological operations. It specifies the most rational composition of the working unit for efficient operation of the technological process, the distribution between the working operations; specifies the working and rest modes. WFMs are compiled on the basis of the study and

compilation of best practices corresponding to the modern level of construction production, providing necessary technical and economic performance and high quality of work in compliance with SR regulations. It describes the field of application, the organization of work processes, the working hours and the distribution of work among workers (teams), and working conditions.

The mapping of work processes can be developed directly on the ground, but the use of generic TPCs tailored to local conditions is considered more rational.

WPMs are developed according to a common methodology. Each card has a name that defines the work process of the construction production for which it is designed and a cipher. For example, the cipher of the KKT-4.1-1 set of maps means that this first set includes the works specified in the first issue of the fourth EURR set.

The model WPM is developed for the majority of work processes, consisting of four sections: 1 – “Scope and efficiency of the map application”; 2 – “Conditions and preparation of the execution of the process”; 3 – “Performers, objects and tools of labor”; 4 – “Process technology and organization of labor”. At the sites, they need only to be agreed with the local conditions and the end date of the work. Technological maps are developed for complex processes and simple construction works.

The technological map is the basic document of the technology of the construction industry, regulating the sequence and modes of execution of the construction process on the basis of progressive methods and complex mechanization. The process map reflects four groups of standards (limit technological parameters allowed by the current regulations – GOST, GS&A, TU).

The assignment should specify the time frame for the preparation of the required documentation and be accompanied by a schedule of work and estimates, a set of work drawings for the design of the method statement for optimum design, drawings of mounting units and specification, data on agreed delivery dates of mountable constructions. The period of development of the method statement directly depends on the structure, the volume of the installation works, and their complexity.

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# ANALYSIS OF THE METHODS OF TECHNICAL AND TECHNOLOGICAL EVALUATION FOR RAILWAY INFRASTRUCTURE PROJECTS

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The methods of technical and technological evaluation of projects on Ukrainian Railways are, to a large extent, outdated and need to be perfected. Technical and technological evaluation of projects requires a comprehensive study of the object on the model through experiments, as well as improving the information environment, which allows to obtain its full characteristics as a system, and to determine the functional dependence of the parameters of this system and external factors. There are various design solutions and regulatory requirements for the design and operation of railway stations. To determine the required design standards, an analytical method is used, i.e. determining the patterns of design and individual capabilities of the station.

Automation of design systems and development of decision support systems are needed to improve the information environment for project evaluation and design of railway infrastructure. Automated design provides for a high level of resource utilization to develop an effective design solution. The process of automated design of the railway infrastructure object consists of successive stages of formation of the electronic analogue of the drawing in accordance with the norms and requirements for the object. The schemes of railway stations and nodes are considered to be information structures that require, for their implementation, considerable time to carry out the whole complex of design work. The transition to computer-based technologies for the development of station projects results in the appropriate information environment use to provide drawing of the elements of track development.

Thus, the railway infrastructure needs reliable and effective development, namely, the improvement of project evaluation methods using simulation models, technological research of projects with the implementation of computer modeling, the principles of choosing the methods and the technologies, as well as creating a set of intelligent automated analysis systems.

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## **OCCUPATIONAL SAFETY ENGINEER**

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Unexpectedly for everyone in any enterprise, situations can occur that pose a threat to all its employees. To prevent these situations in production, you must follow the rules of the workflow. And to control compliance with all the rules, you need a person who has received a professional education, a safety engineer.

People who have learned for this profession are able to occupy various positions, they take part in various stages of the production process. Some become masters in assessing the safety of environmental conditions and operating equipment. Others lecture on OSH in factories or educational centers. Experienced professionals draw up work schedules, job descriptions, carry out certification of employees with a lower rank. There are also universal specialists who perform all of the above functions.

The work of a labor protection engineer is aimed at preventing accidents and hazardous situations, at monitoring compliance with technical and legal norms in production, at timely detection of breakdowns, technical imperfections, hazardous working conditions, maintaining the necessary documentation and drawing up reports on the work done, interacting with inspection bodies.

What are the advantages of working as an engineer or occupational safety specialist?

1. Growth in demand for professionals against the background of an increase in the number of enterprises.
2. Opportunity to take part in large-scale projects on a national scale.
3. Chance of career growth and getting a managerial position in the company.
4. Opportunity to get a job in a specialty immediately after graduating from a higher educational institution.

## **GARDEN-PARK OBJECTS IN THE MODERN CITY STRUCTURE**

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The structure of a modern city is a complex organism consisting of many elements, combined into a green landscape-recreational frame. Garden-park objects are the basis of this frame, which is an integral part of the city structure. The twenty-first century continued the trends of the past on global urbanization

of all major territories. Along with the positive consequences, this process brings the negative ones, in particular, in the form of a significant decrease in the comfort of living conditions for residents of urban areas. It is to mitigate these consequences that recreational areas are created in the structures of cities, namely, garden-park zones and green spaces. Industrial zones and transport-communication facilities that have lost their functions are being renovated.

Modern urban planning structures of the biggest cities are large-scale territorially organized systems that are becoming more complex and transformed in order to achieve the most significant social functions of the city territories exploitation and the reconstruction of historical spaces of garden-park ensembles, their architectural and landscape components. An important element in the functioning of this system as a holistic organism is the organization and renovation of garden-park objects, which is an integral part of the city.

Urbanization of cities and anthropogenic pressure, both on historical sites and on the green belt of the city, creates a complex structure of the interrelationships between the anthropogenic and natural environment, which in turn, reveal the problems of the garden-park objects organizing in the structure of the modern city. These problems have become one of the most important issues both for historical cities, where the task is to preserve the historical environment, restore lost or mutilated natural monuments, and ensure the level of modern population comfort; and for new ones where the latest ideas should "work" to create a harmonious combination of landscape and architectural environments that are capable of returning a person to their roots.

It is difficult to overestimate the urban planning significance of garden-park ensembles in the structure of a modern city, as it is not only a purely utilitarian green zone of the city with a recreational function, but a specific structure that has an aesthetic, emotional and psychological impact. In modern cities, the garden-park complex is a relaxation place for a large number of people. Thus, the garden-park complexes system is the most important part of the architectural compositional and planning structure of the city as a whole. It is considered an axiom that the architectural object is included in the composition inherent in nature as its integral part. This is most clearly manifested in the structures of garden-park ensembles, which, from the moment of their appearance, amaze the human imagination and serve as a model for the geometrical assimilation of nature or an example of how harmony is interpreted by algebra. This is not only an attempt to get into nature, using its methods, but also a reflection of a philosophically meaningful attitude to the surrounding world, by means of a reproduction. Garden-park ensembles convey the perception of the world, which is typical for a certain historical period in architectural-spatial and figurative-symbolic forms, expresses the attitude of man to the nature as a whole.

The beginning of the third millennium has forced to pay attention to a number of issues, without an answer to which it is impossible to solve urgent problems of the modernity. These issues include the problem of human and

nature relationships, which is especially relevant for the development of megacities, since a modern city with its complex system of numerous connections has become the main type of the modern settlement. The historical garden-park objects are increasingly being pushed out of the urban environment, despite the efforts of modern architects to create new (natural) green zones: from "Parks of virgin nature" in the center of the megacities to the construction of cities-gardens.

## **FIRST RESULTS OF GAS MARKET REFORM**

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Over the past three years, Naftogaz, has been actively involved in promoting reforms in the energy sector. The military conflict in Eastern Ukraine has exacerbated the issue of the country's energy independence, which can only be achieved through drastic and sometimes painful reforms.

In April 2016, a supervisory board was set up. This independent body assumed a number of duties previously performed by the government. At the same time, the supervisory board still lacks sufficiently broad authority and responsibilities to control the company's board activities. As envisaged by the corporate governance action plan, starting from April 2017, a targeted charter was expected to come into force to grant to the supervisory board powers recommended by the OECD. Political interference in the Company's activities was reduced, leading to greater confidence from international lenders and partners. Due to internal audit risk management, compliance and transparent procurement. Naftogaz obtained effective safeguards against undesirable effects.

The unprecedented openness of, and market pricing in, the unregulated segment made it possible to de—monopolize imports and the wholesale segment of the natural gas market. As a result, the number and percentage share of private companies are steadily growing. For example, the percentage share of private importers in total gas imports has increased from 7% in 2015 to 28% in 2016. In April-May 2016, a single price level for natural gas as a commodity was introduced for both households and district heating company entities(DHCs), which produce thermal energy for households, at parity with imported gas prices.

in July 2016, the Cabinet of Ministers of Ukraine, together with the Energy Community Secretariat, the EBRD and other international partners of Ukraine approved a plan for the unbundling of the gas transmission network operator. Full implementation of this plan will result in establishing a truly independent operator that will meet European standards of efficiency and professionalism.

In September 2016, the Verkhovna Rada of Ukraine adopted the law “On the National Commission for state regulation in the energy and utility services sectors.” The law was a significant step forward,

creating basic preconditions for the establishment of an independent market regulator. Undoubtedly, implementation of this law will be another necessary step in this direction.

Despite these isolated achievements, 2016 saw a slowdown of natural gas market reform. Market experts also point out that there is a significant risk of curtailing Ukraine's natural gas market reform and returning to past problems, including threats to energy security and the welfare of citizens.

Corporate governance reform and efforts to separate the duties of the TSO (“unbundling”) are very much behind the schedule set out in approved government plans.

At the same time, the current status could be used as a launch-pad to restart natural gas market reform, including decisive steps aimed at solving fundamental problems of the market.

### **Creation of a competitive wholesale and retail natural gas market**

Naftogaz sells domestic and imported gas to designated regional gas supply companies (oblgazzbuts) for further delivery to all residential consumers throughout Ukraine. These companies are de facto monopolies operating on preferential terms in the household supply segment and are not exposed to competition. Naftogaz cannot enter the retail market and compete with monopolistic oblgazzbuts. The Energy Community Secretariat expressed surprise at the situation in the household gas supply segment. Naftogaz is ready to compete with regional gas supply companies and to supply natural gas to households bypassing intermediaries. April 2017, the company submitted proposals to the government.

At the time of publication of this report, no secondary legislation, notably the Network Code (the Gas Transmission Network of Ukraine Code which establishes the “rules of the game” in the market) that meets the EU standard network codes and the requirements of the Third Energy Package including the Directive 2009/73/ EU “Concerning common rules for the natural gas internal market” and EU Regulation 715/2009 “On conditions for access to natural gas transmission networks” had been adopted. Ukrtransgaz is drafting appropriate changes to legislation.

### **Separating functions of the transmission system operator (TSO)**

Today Ukraine’s TSO is Ukrtransgaz. As a member of the Energy Community, Ukraine has assumed responsibility to unbundle the TSO



management function in accordance with EU energy legislation, in particular the Third Energy Package, having chosen the strictest ownership unbundling model (FOU).

The TSO unbundling process must take into account the economic interests of Ukraine. The transfer of assets to the new TSO is expected to begin following the decision of the Stockholm arbitration court.

In general, cooperation with a leading Western operator should improve the operational efficiency of Ukraine's TSO (including through prompt detection of possible fraud and corruption prevention) and strengthen the credibility of the Ukrainian gas market with European gas companies, governments, institutions, etc. This should facilitate the transfer of gas transfer points from PJSC 'Gazprom' to European customers on the Ukraine-Russia border and the preservation of Ukraine's transit country status.

On 10 April 2017, Naftogaz Ukrtransgaz, Snam S.p.A. (Italy) and Eustream a.s. (Slovakia) signed a memorandum of understanding for joint evaluation of possibilities of cooperation in the use and development of Ukraine's gas transmission system. The document was signed in the presence of the Minister of Energy and Coal Industry of Ukraine, EU Commissioner for Energy and Climate Action and the Minister of Economic Development of Italy.

Among other things, the document aims to ensure the long-term stability of natural gas transmission through Ukraine's territory according to the standards of European markets safe and effective use of Ukraine's GTS, as well as transparent and nondiscriminatory access to this network for third parties in accordance with the applicable laws. As part of the memorandum, participating companies will make a joint assessment about the possibilities of using and upgrading the gas transmission network of Ukraine in order to ensure its efficiency and competitiveness.

#### **Naftogaz corporate governance reform**

In October 2015 the Cabinet of Ministers supported a proposal to approve the Naftogaz corporate governance action plan (hereinafter — NCGAP) which provides for amendments to certain Ukrainian laws and regulations.

Unfortunately, in 2015 very important changes to the laws of Ukraine aimed at the implementation of this plan were not adopted, in addition, the unconditional implementation of measures provided by the NCGAP is a key obligation and precondition which will allow Naftogaz to retain access to EBRD financing for purchases of natural gas from European suppliers. Failure to fulfill the NCGAP may result in a requirement to repay its debt to the EBRD prior to the scheduled date and may put at risk not only the country's energy security but also the implementation of planned gas sector reforms. Likewise, reform of corporate governance systems of state-owned enterprises is also a precondition for gaining access to other support programs available to Ukraine. Accordingly delays or poor implementation of agreed reform plans create significant risks for the country's cooperation with international financial institutions, including the IMF.

## **FEATURES OF THE DEVELOPMENT OF THE INTERNATIONAL MARKET OF ANALYTICAL AND CONSULTING SERVICES**

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In modern economic conditions in carrying out activities related to entering the world market, organizations need quality advice and proper verification of financial statements. Many businesses face the problem of poor audit, seeking to attract foreign investors and partners or enter the international capital market. The article highlights the importance and necessity of auditing at the macroeconomic level.

The purpose of the study is the state of the world market of audit and consulting, its structure and prerequisites for the development of audit and consulting services.

In the last decade, the world has seen a fairly rapid growth of audit consulting services. This circumstance is explained by the globalization of the world economy. The achievements of the present time, information technology, global information networks have significantly changed the perception of the boundaries of modern enterprises, the technological process of production, the quality of management and doing business.

There are different interpretations, concepts and definitions of audit. If we consider the glossary of international terms of control, the audit (audit) is a review of the activities and operations of the organization in order to confirm that they are performed in accordance with the approved objectives, budget, rules and standards.

According to E.A. Arensa, J.K. Lobbek auditing is a process by which a competent independent employee collects and evaluates a certificate of information, quantifies it and the relevant provisions of a specific economic system to determine and express in its opinion the degree of compliance of this information with the established criteria.

All potential and actual customers of audit and consulting companies are divided into 2 groups:

Group 1: formal consumers who want to get a positive audit opinion with minimal costs and relatively short audit time.

Group 2: informal consumers who are directly interested in reliable and complete information about the financial and economic activities of the economic entity. In this situation, auditors can act as both external and internal auditors. In trying to minimize the risk of failure during the audit When trying to minimize the risk of failure during the audit, auditors must adhere to appropriate criteria for evaluating potential clients. If we talk about large audit firms and

companies, they use special checklists to provide the most reliable risk assessment of customers.

A large number of audit firms operate abroad, mainly in developed countries. If we talk about the United States, there are more than 455 thousand. audit firms are grouped into main categories:

- "big four";
- national firms;
- large regional and local firms;
- small local firms.

In many developed countries there are three types of audit: operational, financial, management. The audit of operational purpose is characterized by the assessment of each type and direction of the audited entity.

The operational audit is performed as a final assessment of the reliability of the audited information contained in the financial statements of companies.

The financial audit is carried out by audit firms, which, based on the results of the audit, issue an audit opinion on the financial statements of the audited entity.

Management audit is one of the most important and effective tools in ensuring the implementation of tasks set by the top management of the economic entity.

As a result of the analysis of the market of audit consulting services were revealed the following problems:

- lack of experienced specialists and maintenance of already hired employees;
- loss of confidence in auditors;
- monopolization of the market "Big Four";
- not clearly marked in legislation of many countries of the procedure
- holding competitions and not enough high quality audit consulting services.

Results. The main problems of the market of audit and consulting services at this stage of its development are determined. The article identifies the existing shortcomings and suggests ways to address the identified problems of infrastructure improvement and the legal basis of the international market of audit consulting services.

Conclusions. It is concluded that there are currently no clear legislative criteria to ensure the high quality of audit work. Therefore, it is necessary to continue reforming the audit and improving the regulatory framework.

## **HUPERLOOP AS AN EXAMPLE OF INNOVATIVE TRANSPORT SYSTEM**

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Since the beginning of electric transport systems, there have existed two actual problems to overcome while engineering them. The first problem is connected with increasing the speed limit, and the second one is linked with maintaining safety for the passengers at the same time.

Modern transport systems are constantly developing, although it is becoming hard to cope with increasing air pressure and friction. Moreover, new problems occur, as for higher speed you need to use more energy resources, and if the system is located near blocks of houses, it should be quiet enough to provide comfortable living for the residents.

Hyperloop is claimed to be a revolutionary way of transportation aimed to cope with all the points mentioned below. The project called 'Hyperloop Alpha' was first introduced in August 2013 by an entrepreneur Elon Musk, and it still remains a project. It is a system of pneumatic tubes equipped with motors and compressors where special round pods moves with passengers inside. The pods do not touch any ground or rails. Instead, they should generate air cushion for movement or, in alternative versions of the project, use magnetic levitation. Initial impulse could be gained from external linear electric motor, and after that the pod would move in vacuum. The tube could be installed either below or above the ground.

The main difference from the regular railway is that there is almost no friction in the tunnel, as air is removed from the tube. The expected speed of Hyperloop is up to 1500 kilometers an hour, which, according to Musk, should be almost like instant teleportation. Other significant feature is that the system causes little noise pollution which enables to install it near houses or other buildings. Its weather-proof features should also be mentioned among the other benefits.

However, the idea of using pneumatic tubes as the means of transport is not entirely new. The Crystal Palace pneumatic railway, which was presented in London in 1864, used air pressure in order to push a wagon uphill. In the late nineteenth century there appeared a system of pneumatic tubes for sending mail between buildings that still can be seen in such establishments as banks.

In 2016 a contract was signed with Slovakia to build the system which will connect the city of Vienna and the city of Bratislava. Besides, a route across the USA was also planned, and lots of other countries showed great interest in the project. Four prototypes are now under construction in Toulouse, Abu Dhabi, Hamburg and Great Lakes. However, the main problem of construction

is its high price: for example, to build the tube from LA to San Francisco will cost about 6 billion dollars.

The future of Hyperloop is still debatable, as it would be extremely difficult to cover the expenses (considering the fact that the project was introduced as a cheap alternative to long-distance trips by already existing means of transportation). That is why the system was proclaimed an open-source design, and now basically anyone could use it for further developing.

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## **CURRICULUM HARMONIZATION OF THE TRANSPORTATION ENGINEERING BETWEEN EUROPEAN UNION AND UKRAINE**

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The development of cooperation in the field of education of the European Union and Ukraine in most cases is carried out within the framework of Erasmus + projects. A large number of projects have already been implemented at different levels in various areas. At the same time, there are more and more educational projects related to the training of transport specialists are implemented. Thus, one of the crucial projects is the implementation of the Master program in Smart Transport and Logistics for Cities in four higher educational institutions of Ukraine and two universities in Georgia. In addition to developing a master's program, the project provides for the development of the fundamentals of PhD in Smart Transport and Logistics for Cities. The general objective is to contribute to the harmonization of the Higher Education Systems between the European Union and the Partner Countries Ukraine and Georgia, by introducing a PhD program on Smart Transport and Logistics in Ukrainian and Georgian Universities and providing methodological and technological support of the theoretical fundamentals.

There is created a conceptual framework for the implementation of PhD content. The overall approach of the PhD program development is to combine best practices of PhD programs from leading universities in the world with the current PhD courses delivered in European Union and Ukrainian universities. To develop an overarching PhD course several steps are foreseen to be undertaken:

-perform a comprehensive analysis of existing PhD program in the leading universities in the world within the transport and logistics topics and related ones;

-perform an analysis of existing of the current regulation of PhD courses in Ukrainian universities;

-define research needs for the developing program (e.g., entry requirements, possible research areas, industry and society needs, scholarship possibilities, etc.);

-develop a synoptic table of modules for the PhD program;

-define the program resources: soft and equipment that will be needed, to enhance program cohesiveness and align facilities with specific programmatic needs;

-develop a Curriculum;

-define the final output that students must provide to complete the course, including the requirements for PhD thesis.

Thus, the implementation of this program will provide an opportunity to train professionals in the field of smart transport and logistics, which will be in demand in the labor market in Ukraine and will contribute to the sustainable development of transport in cities.

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## **ANALYSIS OF THE THEORETICAL BASIS OF ECOLOGICAL SETTLEMENTS IN THE DYNAMICS OF THEIR HISTORICAL DEVELOPMENT**

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In recent years, there has been a sharp increase in the proportion of urban population worldwide. According to UN-Habitat research [1], about half of the world's population will live in urban areas, and by 2050 this share is projected to increase by 66%. High levels of urbanization have a negative impact on the environment, creating the preconditions for man-made disasters, destruction of the biosphere, depletion of natural resources, which in turn leads to serious irreversible environmental disasters, such as climate change.

One of the clearest examples of how to solve acute environmental problems associated with a high level of urbanization and not to threaten the future of the planet is the creation of energy-efficient ecological settlements that will provide favorable and comfortable living conditions for the population.

Energy-efficient ecological settlements are fully integrated into the natural environment on basis of on the rational use of resources and alternative energy sources, solid waste sorting, reuse of building materials, the use of ecological transport and the cultivation and consumption of organic products.

The world's first ecological settlements appeared in the 1970s in the Western countries. It was then that the so-called "communities", "communities", "permaculture centers", "tribal estates", "spiritual settlements" and "communes" were born. It is known that in the United States were created about two thousand ecological settlements. The crisis processes in the economic, social, cultural and spiritual spheres of life were created the impetus for the abrupt transition of people to the "community" [2].

Examining the history of ecological settlements in the world, identified three main stages of development, are identified presented in table 1 [3].

Table 1

Development of the world's first ecological settlements

1 stage. Late 40's - early 50's. The beginning of the formation of the protest movement. Alternative settlements of community type.

Predominance of communist and anarchist ideologies.

Protest motives.

Stage 2. Late 50's - 70's. The consequences of the protest movement led to socio-environmental instability.

Stage 3. After the 1970s. Reorganization of existing communities into ecological settlements. Creation of new formations considering ecological, town-planning, economic and socio-cultural principles of the organization. Own eco-village.

A new approach to design and development of environmental awareness.

As for the development of ecological settlements in Ukraine, this movement was launched much later, around 1976. According to the research by the Global Network of Eco-Settlements of Ukraine, scientists, residents of the ecological settlements and volunteers who worked at creating the manual "Sustainable Communities of Ukraine" [4], the first and most famous community is the Exaltation of the Cross Labor Brotherhood, founded in Chernihiv in 1889. The area of this settlement was almost 20 thousand hectares, which was famous for its high agronomic level.

The first scientists to study the history of world ecological settlements were such researchers as R. Gilman [5], J. Dawson [6], D.L. Christian [7] and others.

When ecological settlements began to develop rapidly around the world, researchers from various fields of science became interested in this issue.

The basis for the study of environmental problems of the ecological settlements were developed: Tsygynchko S.P. [8], Karpov, N.V. [9], etc. ;

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The technical aspects were considered on the basis of the fundamental works: Rat G.I., Mordinova M.A. [12], Koshcheeva S.V., Volkova O.M. [13]; dissertation of Taysayeva V.T. [14];

The study of urban principles of the organization of ecological settlements are carried out on the basis of the theoretical works of Savinsky NV, Skladanovsky MG, Bendersky Yu.B. [15] Sadykova A.A., Mironenko V.P. [16]; Sadovnikova S.V., Zadvernyuk L.V. [17].

Analyzing the development of ecological settlements as well as the fields of science in which this issue was considered, we can conclude that eco-



settlements are increasingly attracting the attention of scientists in the fields of economics, namely the rational use of resources; ecology - waste sorting and recycling, passive construction, use of ecological transport; urban planning - principles of organization and functional zoning of the territory. All abovementioned studies are aimed at solving the problem of significant growth of urbanization and achieving the goals of sustainable development.

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## **OPTIMIZATION ALGORITHMS FOR SOLVING SCIENTIFIC AND ENGINEERING PROBLEMS**

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In recent decades, new computational methods have been proposed to solve complex practical problems. The development of various computational algorithms inspired by wildlife is one of the most important achievements of science and engineering. Such algorithms provide an improved basis for problem solving and decision-making.

Examples of life activity, taken from biology and observed in nature, served as a prerequisite for the development of many complex algorithms for solving various optimization problems in the real world. Such algorithms are subdivided into evolutionary computing (EC) and swarm intelligence (SI) algorithms. The first category includes algorithms inspired by the law of "survival of the fittest" or the principles of "natural selection", while the second is based on algorithms inspired by the collective intelligence of a swarm or the behavior of insect colonies and other animal communities.

Evolutionary algorithms (EA) are based on the process and mechanisms of biological evolution. According to Darwin's theory of natural selection, competition among individuals for limited food resources in nature leads to the dominance of the strongest individuals over the weak (survival of the fittest). The process of evolution through natural selection helps to maintain the diversity of species and their adaptability to the environment. EAs distribute adaptation characteristics through an iterative process that accumulates and improves through trial and error. Variants of solving the problem are members of a virtual population striving to survive in the environment specified by the objective function of a particular problem. In each case, the evolutionary process improves the population of individuals, usually using models of evolutionary mechanisms such as genetic recombination and mutation.

EAs provide a solution to many intractable optimization problems of the real world, to which traditional methods may not apply due to the continuity of the search space, undefined variables. These algorithms can be combined with existing methods (for example, local search and other exact methods) and successfully solve problems with any combination of problems, such as local optimum, constraints, dynamic components, etc. The main paradigms of evolutionary computations inspired by nature are:

- genetic algorithms (GA);
- genetic programming (GP);
- evolutionary programming (EP);
- differential evolution (DE), etc.

The term "swarm" is used to refer to communities, colonies of insects (such as ants, termites, or bees) that act collectively. Individual members of the swarm act without control, and each of them has a stochastic nature of behavior. Simple local rules with no connection with the global pattern and interactions between systematic or autonomous representatives have led to the formation of a collective intelligence called "swarm intelligence" (SI), through which the environment and resources are used most efficiently by the swarm. Self-organization is the main feature of swarm systems.

For a swarm algorithm to be considered intelligent, it must meet the following requirements:

1. The swarm must be able to perform simple spatial and temporal calculations (approximation principle).
2. It must respond to various environmental quality factors, such as food quality, or location safety (quality principle).
3. The swarm must not place all its resources in too narrow passages, but distribute them in many places (the principle of diversity);
4. The swarm must not deviate from its line of behavior after each change in the environment (the principle of stability);
5. The swarm must be able to change its behavior when necessary (principle of adaptability).

The main paradigms of wildlife-inspired swarm algorithms are:

- Ant algorithm (AA);
- Particle swarm method (PSM);
- Algorithm of artificial swarm of bees (ASB) and others.

To conclude, the research may result in developing a universal library of bionic algorithms. It will help in implementation of metaheuristic algorithms based on bionic models for solving optimization problems in various fields of application.

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## THE INFLUENCE OF URBANISM ON HUMAN LIFE

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In the modern world, urbanization is a global socio-cultural process, and an urbanist is a person who equips the urban environment so that everyone is comfortable in it, become one of the most demanded professions. Today, as it is known, megalopolises are developing quite actively, but the progress of each city, in our opinion, should keep pace with the convenience of its inhabitants.

Such scientists as Barabanov A., Jacobs D., Clark T., Lloyd R., Pautova L., Petrovskaya O., Ugryumova A., Landry C., Wirt L. and others dealt with problems of urban studies.

If an ordinary person looks at the city, then he sees many parks, roads, monuments, buildings and so on. The architect, in turn, can only look at the place and imagine what can be built there. And the urbanist is the one who analyses, mentally projects and decides: "Is this really needed here?" It relies on the wishes, habits of residents, and also takes into account the relevance of any object for the townspeople. An urbanist must be able to imagine how all systems of the city will interact so that it is as practical, aesthetically pleasing and useful as possible for residents. Ugryumova A. notes in her work that the main strategy for creating a comfortable urban environment, in accordance with the principles of creating city architecture, is the ability to competently and logically equip a space for a resident and a tourist [3].

How often do we enjoy the landscape and atmosphere of the city? On the example of Kharkiv, we can say that the city is quite well thought out and well equipped. But there are certain shortcomings in the accessibility of places for leisure activities. In some districts of the city, there are no places for active recreation, except for school basketball and football grounds, which are constantly overcrowded, which negatively affects on emotional state of residents. In addition, insufficient illumination interferes with comfortable living and recreation for the townspeople, and also leads to a worsening of the crime situation in some areas of the city. Petrovskaya O. investigated this problem in her article "Modern theories of the development of urbanism", noting that

American researchers emphasize the need to maintain a certain level of leisure and entertainment in cities that would satisfy the needs of people [2].

Certain conditions are necessary for the successful cultural and economic functioning of the city. Thus, Jacobs J. in his work [4] identifies four basic conditions for the generation of diversity and active social life in large cities. As a first condition, she points to the need for mixed use of streets and areas to maximize the presence of people on the streets at different times. We are talking about a temporary balance in the use of urban space, which can be achieved due to the presence in the same area of various institutions, residential buildings and institutions performing different functions. The second condition for the development of urban space is the need for small neighborhoods to overcome economic and spatial isolation within the city. The third condition is the need for older buildings that can provide commercial diversity. And the last condition is the need for concentration.

Also, researchers Lloyd R., Clark T. in their article note that the city becomes an "entertainment machine" that makes culture determine economic well-being, and not vice versa. The components of urban entertainment infrastructure have themselves become part of strategic economic and political processes. Entertainment is becoming the field of action for many urban merchants [1]. Therefore, in our opinion, it is necessary to pay more attention for developing of the entertainment infrastructure in all districts of the city.

Based on the above, we believe that the importance of improving urban environments should not be underestimated, it is a priority point in the development and expansion of cities and has a significant impact on the emotional state of residents. Therefore, it is so important, in our opinion, to apply interesting and extraordinary ideas in our hometown.

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## CONTEMPORARY GLIMPSE ON ART HISTORY OF ANCIENT GREECE

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In the history of culture of ancient Greece, there are several periods or epochs: Crete-Mycenaean, Homeric, Archaic, Classical and Greek. Greece of the Archaic period was a series of polices (city-states), the largest of which was Athens. Until the VI century. B.C. include Greek settlements on the Black Sea - Olvia, Chersonese, Theodosia, Phanagoria. Developing stonemasonry. A clear order system is being developed in architecture. Order is a certain set of architectural elements, a complete artistic system of combinations of structural and decorative elements with a certain ratio of their size in construction. It formed the basis of architectural structures, their harmonious order and ideological solution. During this period, Doric and Ionic orders were formed.

Landscape art of ancient Greece is of extraordinary relevance. The following types of green areas are characteristic of the garden and park art of Ancient Greece. Sacred groves are heroes. They were dedicated to the heroes and were of a memorial nature. These were forests with springs, sculptures and architectural structures. Later the heroes began to arrange memorable sports competitions, and later, equipped with tracks, playgrounds, racetracks, they turned into sports parks. Roads and platforms were lined with rows of plane trees, poplars, and others. Philosophical gardens were intended for scholarly conversations and classes. The green design of the agoras (city squares, streets) consisted of ordinary plantings along roads and in buildings. Private gardens were purely utilitarian. They widely used flowering plants. In general, the green areas of Greece had a function, the placement of plantings in them was subject to this function, and the usefulness and quality of the device itself formed an idea of its beauty. For the further development of landscape art not only the already considered types of green areas of Greece are important, but also the theoretical provisions of the composition and the spatial solution of the architectural ensembles of antiquity.

In ancient Greece, a system of proportions was developed - the principles of the golden ratio and modulus as the ratio of parts and whole, as well as the principles of balance, rhythm and symmetry. These provisions are reflected not only in the buildings themselves, but also in their location - the planning decision of the ensembles.

A classic example is the ensemble of the Athenian Acropolis, located on a rocky hill and is a complex of temples. Different sizes of temples and other

architectural forms, their free placement have defined the picturesque beginning in a spatial composition. In this arrangement lies a certain sequence of perception of architectural volumes, their perspective and plasticity, focused on the trajectory of the solemn procession. The ensemble is dominated by points of perception from the corner, and the whole Acropolis is perceived gradually, as the paintings are revealed, each of which includes only one dominant structure. The whole ensemble agrees with the landscape by subordinating the axes of the temples to the relief or the coast. The use of all these principles has not lost its importance in modern landscape art of the mountain. Greek city-states likely developed because of the physical geography of the Mediterranean region. The landscape features rocky, mountainous land and many islands. These physical barriers caused population centers to be relatively isolated from each other. The sea was often the easiest way to move from place to place.

New in the gardens of Greece in comparison with Egypt - their terrace-like, stepped solution, freer composition, decoration, accumulation of green mass, a large number of ornaments, spiral staircases. On the terraces - planting large trees, flowers and fountains, which are driven by complex hydraulic machines.

Taking into account the above mentioned it is due to note that landscape art and architectural achievements greatly influenced Western civilizations today.

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### **MODERN EUROPEAN GARDEN AND PARK DESIGN EXEMPLIFIED BY BEST PARKS AND GARDEN**

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Garden and landscape design is uniquely concerned with direct relations among art, science, and nature. It operates exactly at the frontier between people and nature, developing transitional connecting zones between the outside limits of buildings and engineering structures and the natural forms and processes that

surround them. That is why I would like to tell you the best gardens and parks in Europe.

The best European gardens.

**1. Peterhof, St. Petersburg, Russia.** Freshly back from Russia, St. Petersburg is top of my mind. The gardens filled with golden fountains at Peterhof are simply stunning. And the fountains are each creative and unique like the “Sun”, which a disk radiating water jets from its edges appears to make and image of the rays of the sun.

**2. Alexandrovsky Gardens, Moscow, Russia.** Moscow is famous for being one of the greenest capital cities in the world with over 100 parks and gardens within the city limits. One of my favorites were the Alexandrovsky Gardens that stretch the length of the walls of the Kremlin. The gardens were one of the first public parks in Moscow and with colorful flower beds, beautiful fountains and sculptures, and impressive Kremlin views, it’s a favorite place for strolling for tourists and Muscovites alike.

**3. Augustus Gardens, Capri.** Close to the center of Capri, the Augustus Gardens offer day trippers easy viewing for the famed Faraglioni rocks that thrust out of the Tyrrhenian Sea. The flora of Capri form ornate picture frames for Capri’s breathtaking panoramas and you can even take the scents home with you in a perfume from Carthusia handmade by Carthusian monks from the Certosa of San Giacomo (Carthusian Monastery).

**4. Boboli Gardens, Florence, Italy.** The Boboli hill offers spectacular views over Florence and labyrinthine avenues of cypress trees lead to bubbling fountains and grottoes. The Boboli Gardens are a peaceful escape just steps away from the hustle and bustle of the Ponte Vecchio.

**5. Borghese Gardens, Rome, Italy.** The Borghese Gardens are Rome’s version of Central Park and stretch for 226 ares from Piazza del Poppolo to the top of Via Veneto. Once a private vineyard only for the most privileged, today the Borghese Gardens are a tranquil escape from vespas zipping by and crowds descending on Rome’s landmarks.

**6. Gardens of Versailles, Versailles, France.** In addition to the meticulous manicured lawns, parterres of flowers, and sculptures, are the fountains, which are located throughout the Gardens of Versailles. Dating from the time of Louis XIV and still using much of the same network of hydraulics that were used during the Ancien Régime, the fountains contribute to making the Gardens of Versailles unique. Look for the hot potato carts and purchase a cheap lunch of a heaping chili topped potato to enjoy the beautiful views in one of our favorite must see gardens in Europe.

**7. Jardin Anglais, Geneva, Switzerland.** The Jardin Anglais is located below the Vieille Ville (Geneva’s Old Town) and was created in 1854 on the ancient harbor. The park not only contains the famous flower clock, but also a carved Sequoia stump, a large bronze fountain from 1862, and a Giant Sequoia tree.



**8. Chateau de Laeken Gardens, Brussels, Belgium.** A trip to the royal residences in the suburbs of Brussels is worth the trek, and easy using the hop on hop off bus. On the northern corner of the royal park two monuments, totally unusual and unexpected in Belgium, are fun to visit. The Japanese Tower and the Chinese Pavilion practically transport you to the Far East, just as King Leopold II intended.

**9. Schloss Ludwigsburg, Ludwigsburg, Germany.** From the end of August to the beginning of November each year, the gardens of Schloss Ludwigsburg are home to the World's Largest Pumpkin Festival. More than 400,000 pumpkins fill the gardens in impressive sculptures. Fall is a beautiful time to go with the leaves in shades of orange and gold.

**10. Buckingham Palace Gardens, London, England.** The London residence of the Queen of England opens to visitors in August and September each year. I may never be invited to the Queen's Garden Party, but I can pretend with a cappuccino capped with a royal crown and a mini chocolate biscuit cake just like was served at Wills and Kate's wedding at the cafe while looking out over the Queen's Garden. **The Best European Parks.** 1. Isla Mágica. Located in Spain, Isla Mágica was opened in 1997. Included among the attractions in this park is Spain's first inverted roller coaster, called Jaguar. It also features a 4D cinema and several water rides like the log flume, Anaconda, a splash ride called Iguazú, and a river rapid called Rápidos del Orinoco. 2. Milky Way Adventure Park. If you're in England, consider visiting the excellent family theme park called The Milky Way Adventure Park. It has won TripAdvisor's Travelers' Choice Award for the past 3 years. New 2019 attractions include Ziggy's Blast Quest, an interactive experience where you help save Planet Earth. There is also a new donut slide called the Gravity Rider. For people in for more of a thrill, you can ride the Cosmic Typhoon roller coaster or even try archery!

3. Disneyland Paris. While you might have visited Disneyland before, there are plenty of unique attractions in Disneyland Paris that should entice you to visit despite your time spent in the American versions. Here you'll find Phantom Manor, somewhat similar to the Haunted Mansion ride but slightly darker. The castle at Disneyland Park is truly worth seeing. It's Sleeping Beauty's castle and it's gorgeous, maybe the prettiest castle out of all the Disney parks. It also features the largest animatronic at the Disney parks with the dragon located beneath in its lair.

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## **PARKS AS HISTORICAL LANDMARKS OF GARDEN AND PARK ART**

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### 1. Development History of Ukrainian Garden and Park Art.

The difference between two terms “garden” and “park” is hardly determined, and the terms could be interchangeable. But their functions in human life are completely different.

The garden, as a rule, is an agricultural unit, used for growing and reaping the harvest of fruits and berries. What is about the park, it is mainly, an art object, with specific planning, including different architectural buildings, starting from small architectural forms (gasebos and pavilions) to palaces, stadiums, different sport grounds. Some historical parks included plots of orchards (the chateau and the gardens of Villedary, in the Vaux le Vicomte park, France; in the parks of Saint-Petersburgh suburbs, Russia; the Italian park of the XVII<sup>th</sup> century, in Pidhirtsi castle, Ukraine, included a vineyard.). Currently such definitions of “parks” are considered outdated, and the functions of parks and gardens are being strictly separated.

The list of the most beautiful gardens in the world:

1. Kirstenbosch, Cape Town, South Africa. Kirstenbosch is South Africa’s world-famous national botanical garden, set against the backdrop of Table Mountain and Devil’s Peak, and home to more than 22 000 indigenous plants.

2. Claude Monet’s Garden at Giverny, France. One of the world’s most beautiful gardens, Monet’s Garden in France. The garden was property of Oscar-Claude Monet, a founder of French Impressionist painting.

3. Majorelle Garden, Marrakech, Morocco. The Majorelle Garden is a twelve-acre botanical garden and artist’s landscape garden in Marrakech, Morocco. Its stunning cobalt blue accents make it easy to distinguish from any other botanical garden.

4. Gardens at the Versailles Palace, France. The historic gardens at the Versailles palace are some of the most impressive in all of Europe.

5. Kenroku-en Garden, Ishikawa, Japan. One of Japan’s Three Great Gardens, the Kenroku-en (“garden combining six”) Garden is a haven of peace and tranquility in Ishikawa. With an area of 11.4 hectares located on the heights of the central part of Kanazawa and next to Kanazawa Castle.

6. Desert Botanical Gardens, Phoenix, Arizona. Founded by the Arizona Cactus and Native Flora Society in 1937 and established at this site in 1939, the garden has more than 21,000 plants, in more than 4000 taxa.

7. Bagh-e Fin, Kashan, Iran. Bagh-e Fin, located in Kashan, Iran, is a historical Persian garden. It contains Kashan’s Fin Bath, where Amir Kabir, the

Qajarid chancellor, was murdered by an assassin sent by King Nasereddin Shah in 1852.

The park is the special restricted territory (natural or artificial), separated, as a rule with the rest and recreational purposes. In an everyday living the terms «park» and «garden» go with. That is why the term «garden and park art» is widely used.

The most beautiful parks in the world.

1. Hyde Park, London. Hyde Park overlooks just about everything famous in London, from Buckingham Palace to Big Ben. There's a lake filled with swans, cafes, lakes and more.

2. Golden Gate Park, San Francisco. The massive stretch of parkland that is Golden Gate Park is one of San Francisco's most important cultural hubs.

3. Lumpini Park, Bangkok. Bangkok isn't primarily known for its parklands, but Lumpini Park is an incredible urban park, including peaceful lakes, running paths, hundreds of trees and more.

4. Royal National City Park, Stockholm. One of the most wildlife-heavy parks on the list, this Swedish city escape covers 27 square kilometres, and is home to elk, deer, hares, and many rare species of birds.

5. Griffith Park, Los Angeles. Los Angeles is known for being busy and bustling 24 hours a day, and Griffith Park is one the country's largest urban parks, spanning more than 4300 acres, including the Los Angeles Zoo and Griffith Observatory.

6. Park Güell, Barcelona. Designed by Antoni Gaudí, Barcelona's Park Güell is one of the most unique parks in the world. It's situated on Carmel Hill, with two large buildings signifying the entrance, and is filled with gorgeous gardens and Art Nouveau architecture.

7. Hibiya Park, Tokyo. Though Tokyo is one of the most populated cities in the world, it's also home to spectacular parks, and Hibiya Park is the most beautiful of them all. A stunning, tranquil city retreat, you'll find everything from flowerbeds and cherry blossoms to live music and theatre.

The parks as historical landmarks of garden and park art are designated for:

- conducting excursions and mass recreation;
- reservation, support and restoration of park landscape compositions;
- plant maintenance, including sanitary cutting, cutting of reconstruction and additional planting trees and bushes care.

In conclusion, I'd like to admit, that authorities do not pay due attention to the reservation of our national treasure. It can lead to the genofond of animals and plants loss.

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## ELBPHILHARMONIE

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There cannot be many people in Germany who have not heard of the Elbe Philharmonic Hall given the bumpy, prolonged and pricey nature of its genesis. Its many mad-cap attributes notwithstanding, the Hall still has much to commend it. Besides the impressive architecture of the new concert hall, this undoubtedly has something to do with its unusual inception. The idea of installing a world-class concert hall in a derelict warehouse by the river Elbe came from a member of the public in 2001. Alexander Gérard expounded his idea to Swiss architects Jacques Herzog and Pierre de Meuron and a first blueprint was drafted that surmounted the building with a kind of coxcomb.

A public plaza affords access not just to those with concert tickets but to anyone who's interested. The impressive facade, which along with the crowning glory of the roof has made "Elphi", as the building has been lovingly dubbed, a new landmark in the city of Hamburg, is a quite astounding architectural feat. 66,000 square feet in size, almost 365 feet up at its highest point, incorporating a thousand tonnes of steel, the whole thing is literally rounded off by 6,000 circular sequins respectively 3 feet and 3 feet 8 inches in diameter. Despite its airy, elegant looking undular shape, the roof is required to be able to bear 8,000 tonnes. The constructional engineer was on site for 4 years instead of the scheduled 6 months in the end.

Much consideration and work went into producing the large concert hall. Its acoustics are amongst the best in the world, partly on account of tests conducted on a full-scale model. The Japanese specialist Yasuhisa Toyota, who has coordinated the acoustics in some of the best halls in the world, magisterially optimised the hall designed by Herzog & de Meuron to the point where the audience have the feeling of sitting between the instruments. FSB was turned to for all the window and door handles in the building, some equipped with its M 300 electronic access management system.

The building plays out the idea of a skyscraper, the top in the form of semicircles, which seem to be "eaten", hidden behind the clouds, is especially interesting. The Philharmonic is grand in scale and imagery - the structure resembles a ship that moves. In addition, the architects took as a basis the silhouette of the roof of the Berlin Philharmonic (in the tradition of German brutalism of the 1960s), thus creating a tradition.

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## MODERN ARCHITECTURE OF SPORTS COMPLEXES FOR THE LESS MOBILE GROUPS OF THE POPULATION

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The beginning of the third millennium forced us to turn to a number of issues, without answering which it is impossible to solve the urgent problems of a modern city. These issues include the problem of ensuring the needs of the less mobile population to use the full range of services that a modern city provides, especially in socialization and sports that assign a sense of fullness to their lives.

Today, the issue of social adaptation for the less mobile groups of the population (LMGP) is being updated in the world. The category of LMGP includes pregnant women, parents with wheelchairs, elderly people, and people with disabilities. According to the World Health Organization, more than one billion people have some form of disability, which accounts for 15 % of world's population. Therefore, we will consider in more detail the socialization of the people with disabilities, because everyone of us can be included into this group at least once during our lifetime, for example, after trauma, or during pregnancy, or when we become young parents or elderly retired people.

Modern architects and design specialists use all advanced technologies to create a complete environment that can satisfy the less mobile groups of population: it is impossible to imagine a building project without a ramp and an elevator, a public building without special premises, taking into account the standards for the low-mobility group. Thus, by creating comfortable conditions, caring for and paying great attention to the functions of different types of building, taking into account all measures for the people with disabilities, architects and designers make the structure of a modern city inclusive and the environment accessible.

Currently, urbanization processes have become extremely intensive, the pace of life and production processes have intensified. A modern city grows and

develops. In general, large-scale gradations of spaces and distances between objects of urban structure increase. On one hand, the speed of the city life and the connection of structural elements with a modern variety of options have increased, but on the other hand, the need to create "personal" spaces tailored for a person's solitude, isolating them from the high speeds and stress of the modern life, has raised.

In different historical periods, the attitude towards sports and the concept of a healthy life of a person changed greatly. Nevertheless, the desire of a person to live a long and eventful life remained unchanged. The perception of the concept of "sport" and the fact that the sport actually represents, its positive and negative sides, the impact on the harmonious development of the personality, in general, as well as sport in the life of a modern person have been a permanent object of disputes for both in historical perspective and recently. A lot of definitions, concepts, entire theories and studies on sports and its meaning in the life of a modern person have recently appeared. For example, the Council of Europe's European Sports Charter defines sport as "all forms of physical activity that, through casual or organized participation, aim at expressing or improving physical and mental well-being, forming social relationships or achieving results in competition at all levels" [1].

The modern architecture of sports complexes does not allow a person belonging to a less mobile group to feel the range of its capabilities. Designers should take into account all possible options for using spaces, functions and technologies of the object in full. Thus, a person, hitting the category of less mobile group, does not lose the possibility of leading a common lifestyle. A sports complex, like any public space, is able to give a person not only an increase in physiological tone, but most importantly, an involvement in public life, i.e. a community of people having the same aspirations and motivation. Therefore, it is not only a place for sports, but also a territory for an exchange of experience and mutual assistance. Ultimately, as a result sport complexes help to create a healthy, harmonious society capable to improve the quality of life.

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## APPLICATION OF SMART GRID TECHNOLOGIES FOR CONTROL AND MANAGEMENT OF POWER SUPPLY

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As it is known from the history, electricity for many years was considered only as an object for experiments and had no practical application. The first attempts to use electricity were made in the second half of the 19th century. These experiments marked the start for this electric energy studying. From that time and up to this day, electric energy research continues to evolve and grow according to the level of the human needs development.

In the modern era, one of the main issues in the development of electric power engineering is increasing energy efficiency.

The problem of integration of renewable energy sources into the existing network lies in the inability to issue a constant value of the flow. To combine energy flows between sustainable sources and new power sources, to fully meet human needs the world's electricity grids need to be made smart.

Smart grid is a smart network, which is based on the concepts of various operational and energy saving measures by using smart meters and renewable energy sources systems. This network is responsible for controlling the electric energy parameters, managing its production and distribution.

The need to develop a new concept of electric energy generation is explained by the economic growth, inextricably linked with the increase of energy consumption, raising requirements for the quality and reliability level of energy supply. On the other hand, this branch of economy faces significant technological, economic and environmental limitations. Therefore, there are only two options for further development of power supply and meeting the challenges:

The first option is an **extensive** approach, which means capacity building and expanding the number of energetic and electrical equipment, as well as increasing the volume of natural resources extraction.

The second option is an **innovative** (breakthrough) approach, which provides an opportunity for economic growth while maintaining the true level of primary energy resources extraction by transforming the structure of resources consumption as well as an active implementation of energy-saving equipment, new advanced technologies, automation and renewable energy sources, etc.

An in-depth analysis conducted in the US and the EU proved that a successful development of a country can not be solved within the framework of the extensive approach of power engineering development, increasing capacity and expanding the number of energetic and electrical equipment units even

having improved characteristics. Thus, the US and EU countries have chosen an innovative (breakthrough) path of power engineering development.

The starting point for the development of the Smart Grid concept in most developed countries marked the formation of a clear strategic vision of the development goals and objectives of power engineering, which will meet the future requirements of the society and all stakeholders: the state, science, economy, economics, consumers and others.

The development of the strategic vision was based on the following main position: “to make a breakthrough in the power supply system through the integration of the XXIst century technologies to achieve a smooth transition to new technologies in electricity generation, transmission and consumption that will benefit the state and the society as a whole.”[1].

From the point of view of the US Department of Energy, Smart Grid is a "fully automated system that provides two-way flow of power and information supply between power consuming devices throughout the world" [2]. Smart Grid allows to increase the efficiency of the industry branch due to the use of the latest technologies, tools and methods.

The US Department of Energy's National Energy Technology Laboratory defines Smart Grid as a means of organizational changes, new process modelling, information technology solutions and innovations in the sphere of the automated systems of technological process control and dispatching control in power engineering.

According to the European Commission, which deals with the development of a technological platform in the field of power engineering, Smart Grid represents electrical networks that meet the requirements of energy efficiency and cost-effective operation of the system through coordinated management and modern two-way communications between the power grid elements, power plants and consumers.

Therefore, the idea that Smart Grid system is the system of the future is fully correct as it will have the following principles of operation:

- The network will adapt to the needs of electricity consumers.
- The network will be available to new users; and new connections to the global network may be user-generated sources with zero or reduced CO<sub>2</sub> emissions.
- The network will guarantee security and quality of power delivery in accordance with the requirements of the digital age.

Innovation technologies should be of the greatest value in the construction of Smart Grid together with effective management and regulation of the network operation.

The structure of Smart Grid will include the following components:

- 1) smart accounting (the first step towards a smart power system);
- 2) smart network;
- 3) energy efficiency;
- 4) consumer technology.



The main difference in the operation of Smart Grid is as follows: in traditional networks, the current flowing through the wires comes from the generation point to the consumer in accordance with a predetermined level of voltage and resistance, but introduction of Smart Grid will allow to independently regulate power supply depending on decreased or increased mode of consumption. "Smart" counters transferring the information on consumption will be installed at the enterprises and apartment houses. This fact will allow to adjust using of electrical appliances over time and distribute electricity depending on the demand, which significantly reduces energy costs.

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## WELFARE OF MARKETS IN POLTAVA

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Modernization of cities is one of the most pressing issues today. This article will consider the problem of modernizing markets on the example of the city of Poltava.

Poltava is the spiritual capital of Ukraine. But along with its historical values and sights, there are many places in it that require reconstruction, transformation and modernization, in other words – changes in urbanism. Urban studies is a science devoted to the development of various urban systems (transport, pedestrian infrastructure, ecology, health care and others), their interaction with each other and with city residents [1]. One of the places that

need a reconstruction is the territory of the "Central Market" located in the very centre of the city. Its outdated model with the placement of tents, containers, spontaneous trade from cars, tables, folding beds cannot exist in our modern world. Occupying a huge area of the centre of Poltava, it needs significant modernization.

Many researchers have dealt with the issues of urban modernization. For example, Edward Blakely in his article says that traditionally cities were created and planned based on economic prerequisites, and not on the needs and demands of people. People were only a part of the mechanism; they did not control it. The role of the urban planner was to ensure the participation of people in economic processes, to use them optimally as a productive force [3]. However, now, in our opinion, the situation has changed. People, their opinions and requests, significantly influence decisions on the development and improvement of the city. And the majority of Poltava residents believe that the city authorities should make decisions about changing the urban planning policy and ennoble this territory of the regional centre.

Information on attempts to solve this problem can be found on the website [zmist.pl.ua](http://zmist.pl.ua). One of the developers of the project, Artur Aroyan, says: "The problem of the market is a certain anarchy, which is expressed in disordered shopping places and parking lots. Based on the analysis of these problems, the main directions in which it is necessary to work were identified." According to Artur Aroyan, it is necessary to reorganize the functional zones of the market, to make them clearly defined. In particular, to separate residential buildings from retail facilities and create multi-storey car parks, which allow leaving retail facilities on the first tier. Also, along the streets, where there is an opportunity, they want to create green stripes [2].

We believe that it would be appropriate to build a modern multi-storey building of the market, on the first and second floors of which meat, fish, dairy and vegetable pavilions could be located, and on the floors above - food products. Arrange landscaping around the building with a public garden, a fountain, benches, and a recreation area. It is possible to arrange a cafe. The rest of the territory could be given for residential development. Thanks to the above measures, roadways will be freed from spontaneous parking lots and traffic jams during market hours, and will be cleaner and more beautiful.

Taking into account the above, we believe that Poltava, as the regional centre of Ukraine, deserves to be a beautiful modern city, therefore it is necessary to attract specialists from the field of urbanism to modernize different parts of the city.

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## **PREREQUISITES FOR RECONSTRUCTION OF BUILDINGS OF CHILDREN'S PRESCHOOL INSTITUTIONS**

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An important stage in the history of the formation and development of domestic preschool institutions was their construction according to the standard projects. In these circumstances, three most important periods of construction of preschool institutions can be singled out: the first (1946-1961) – adaptation of the existing buildings for a rapid restoration in the postwar years; the second (1961–1970) – development of kindergarten projects taking into account the age of the children and the time of their stay in the institution; the third (1971–1980) – application of prefabricated construction technologies consisting of typical reinforced concrete elements of serial production, taking into account a high growth rates of cities and their number.

After conducting a study of the most common three-dimensional schemes of the typical projects of the 1960-1980's, the basic principles of construction of preschool institutions were revealed. They are gallery and centralized buildings. The communicative basis in all types of these constructions is the corridor. Group unit is the basis of the functional-planning element, which combines all the rooms needed for one group. The structure of the designed functional zones is also revealed. However, nowadays the projects of this type require rethinking at three levels: architectural and urban planning, spatial and functional-planning.

In the period of 1990-2000, the birth rate of the population of Ukraine decreased, due to the current demographic situation, a large number of buildings of preschool institutions were closed or repurposed. New functions were assigned to these constructions ranging from administrative to production ones. The buildings of preschool institutions used for their intended purpose currently operate in the conditions of old regulations, which do not correspond to the modern principles of the society, culture and education development.

Currently, consumer demand for the services provided by kindergartens has been transformed. Updated demand conditions have affected the types of kindergartens. Depending on the services provided by preschool institutions, the set of premises in their functional blocks is also updated.

The specific features of the modern educational process makes it necessary to expand the range of premises in a limited space in the functional blocks of the standard projects of 60-80 years of the 20th century.

Currently, there are about 20 types of preschool institutions of various forms of ownership, which offer a wide range of services in the field of preschool education, upbringing and leisure.

With the introduction of the standard DBN B.2.2-4: 2018 "Buildings and structures. Preschools institutions" the design norms of the buildings for this purpose changed. In connection with the changes of the regulatory documentation, there emerged a necessity for reconstruction and overhauling of the existing fund of buildings of preschool institutions in operation. Functional regeneration is required for the building of preschool educational institutions, which have temporarily received the status of administrative, industrial and other types of constructions.

The results of the study prove that generalization of the data on the nomenclature of premises, typical buildings of preschool institutions do not have the required composition of the premises. The area and configuration of the existing classrooms in the kindergartens exclude the possibility of implementing and conducting various forms of classes for preschoolers' learning.

The stable elements of the buildings for preschool institutions are determined, which correspond to the main activities: space for active exercises and team games; individual spaces – group space and walking area. The expansion of the forms of preschool education causes a change in the existing structure of the related buildings. The necessity of planning transformations for the functional blocks of the rooms is established. In connection with the urgency of approaching the problems under consideration, the search for potential solutions for planning the architectural environment of preschool education becomes especially important, namely, reconstruction of the existing fund; development of a new standard project or a new type of building for children; formation of a new model of preschool institutions.

## **RECONSTRUCTION OF RECREATION PARK " ZELENY GAI" IN KHARKIV**

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Problems related to reconstruction of cities, harmony between nature and human activity and many others, become questions of issues for many scientists. A lot of beautiful places on our planet were destroyed due to incompetence or

the unprofessionalism of those people, who were involved in particular projects. One of them is a park “Zeleny Gai”, which located in the city of Kharkov. And in this paper, we want to consider the plan for the reconstruction of this park.

A number of specialists from different fields, such as Herzberg L., Pkhor E., Kapelyush Y., Vergunov A., Vysokovsky A. and others studied the problem of reconstruction of park objects.

At present, in the context of urbanization, as well as technical and scientific progress, and the demographic situation, with the general deterioration of the health of the inhabitants of large cities, the importance of parks is of great importance. It is as places of psychological, physical recovery, social adaptation of adolescents, their rehabilitation in society and other various groups with maximum use of natural factors of the park [1].

For a long time maintaining of the park “Zeleny Gai” was suspended, it needed reconstruction. In 2018, the attractions were in an emergency condition, which led to their dismantling. In addition, there were no communications in the park, in particular, lighting of the vast majority of the territory. Despite this, the park has a unique landscape and retains its significance due to the large area with plenty of trees.

Let's consider reasons for necessity of park reconstruction. As Vergunov A. says at his work: “The neglect of park plantations, outdated zoning of the territory, the identification of areas of historical and cultural value - these are the reasons for the reconstruction [4]”. Kapelyush Y. notes that the main problem in the reconstruction of historical parks, monument parks arises due to the gap between their historical planning and the modern needs of the visitor. The task of creating comfortable conditions for recreation is set in a new way, not only creating sanitary and hygienic and microclimatic conditions, but also improving the aesthetic qualities of the park's environment and its pedestrian accessibility. The main direction of reconstruction work is, as a rule, to improve the conditions of recreation of citizens, the proper use of the natural environment of the park, but the population itself is as if away from the direct transformational activities. As a result, the needs of the population were taken into account only to the extent that they were perceived by specialists, which, of course, did not always reflect the real needs of visitors in the organization of the park environment [2].

But now situation have changed. In 2019, residents of the city collected 5,000 signatures under a petition for the complete reconstruction of the park. Already in 2019, work began: they installed a playground, a playground for dogs, and repaired the alley to the street. According to data published on the website [city.kharkov.ua](http://city.kharkov.ua), in 2020 it was planned to renovate the central alley in the park, " Zeleny Gai" [3]. In 2020, the work continued, in particular, the paths were asphalted, the central alleys were illuminated, benches and anti-vandal bins were installed, a sports ground was equipped and the existing playground was expanded.

In the autumn of 2020, the park was finally renovated, but we should name several remarks. In the very centre of the park, we would very much like to see a large fountain, which could become a visit card of this park. And also, to equip vicinities of a fountain with abundance of benches.

We also believe that parks are places that are often visited by young people. Therefore, citizens would like to see sports grounds for basketball, football, table tennis and other sports there. As we consider, it would be interesting, for example, to hold competitions and tournaments in one or another sport every weekend, this would help attract visitors. And, in our opinion, without attractions reconstruction won't be complete. Ten years ago they actively worked and attracted hundreds of visitors to the park. Therefore, we believe that it would be very useful to restore them.

Therefore, the issues of reconstruction and improvement of parks are very relevant in modern society and require the involvement of the best specialists in the field of urban planning.

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## **ECOLOGICAL ARCHITECTURE**

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Humanity has accomplished amazing designing achievements that can be seen all around the globe. Humanity began to create very diverse projects from staggering innovation accomplishments to fantastic man-made structures, from late history to achievements a great many years old, which demonstrate that when individuals cooperate to achieve a shared objective, there truly is no restriction. Here are some of the greatest engineering achievements.

Taking care of the environment is gradually becoming an integral part of modern life. The preservation of nature in urban areas is the most urgent problem because modern megacities are literally suffocating due to the lack of

clean air. Awareness of the fact that nature is not only beauty but also health led to the development of ecological architecture and engineering.

For example, the project of Norman Foster, who introduced an innovative facade finishing system. The technology of using plant panels is to absorb moisture from the air (which is distributed using special membranes and saturates the plants with water). A skyscraper with smooth outlines, decorated with lichen on the facade, like a natural carpet, resembles a cucumber in shape and looks very unusual next to concrete structures.

Also, as an example, you can name the Bank of America Tower in New York. The 366-meter skyscraper Bank of America Tower, which is located in New York, cost Americans \$ 1.2 billion. The bank building is made of recycled materials that can be disposed of in the future. The skyscraper also has a rainwater storage and purification system. In order to save money, Bank of America Tower has installed waterless urinals that store about 30 million liters of water per year. All air entering the building is purified by 95 % using a filter. A special cooling system produces ice reserves during the night hours to use it to cool the premises during the morning and afternoon hours.

The facade of the building is lined with special glass, which partially absorbs solar radiation, while providing maximum natural light. Double-glazed windows allow to reduce heat loss, which makes it energy efficient. The building has an automatic lighting system, which is adjusted depending on the time of day. And at the entrance to the tower there is a parking lot for bicycles. At the same time, parking for cars in the Bank of America Tower is not provided.

The relationship between environment and architecture is currently at an all-time low, and contemporary ecological architecture is battling that. 21<sup>st</sup> century eco-architecture uses design and urban ecologies to create buildings that work with the environment rather than against it.

The pillars of this style are the reuse of materials, using alternative energy sources, energy conservation, and careful siting. Implementing all of these structures when designing and building results in eco-friendly, sustainable architecture.

The “House without a Trace” is a prototype for a whole series of zero-carbon homes located in the small village of Ochochal. The building was designed so that a comfortable temperature inside was maintained without the use of air conditioners or heaters. This is only the first prototype, but it already emits 40 % less carbon into the atmosphere than a standard Costa Rican house of this size. The next prototype should provide a 60 % reduction in emissions. The third will deduct another 20 %, and the final version of the house will achieve zero emissions through energy production.

The opening of the new office in 2019 was timed to coincide with the 125<sup>th</sup> anniversary of the foundation of the organization. The construction cost was \$145 million. The building received a high environmental status due to the reduction of carbon dioxide emissions into the atmosphere and the minimization

of electricity and water consumption. 95 % of the materials of the former headquarters of the committee were used in the construction of the new building. The windows are designed to allow the maximum amount of light inside the room, rainwater is used for toilets, and solar panels are installed on the roof.

Design and urban ecologies are always changing, but ecological architecture brings these two together, protecting and enhancing both. Ecological architecture has changed drastically since its beginnings with the first cities, and even since its contemporary beginnings in the 1960s.

The relationship between environment and architecture is now being tested by expanding cities and increasing threats of climate change. Mainstream architecture in the 21<sup>st</sup> century is damaging the Earth to such a degree that contemporary ecological architecture is now invaluable as an alternative. Luckily, cities around the world are embracing ecological architecture, both through their city planning guidelines and implementing features like living walls and green roofs.

The future of ecological architecture will hopefully include a further rise in popularity, as well as positive effects on urban ecosystems.

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## **FEATURES OF CHINESE GARDEN LANDSCAPE**

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In modern ecological conditions, landscaping is of great importance in the improvement of the city. Chinese Garden is a landscape garden style that has evolved over three thousand years. They reproduce idealized miniature landscapes that express the harmony that should exist between man and nature. The main ideological line of the Chinese garden is copying famous natural landscapes.

A typical Chinese garden is surrounded by walls. In each park an important place is occupied by reservoirs, which significantly enrich the



landscape and give it naturalness. Architectural structures, trees, fast-moving clouds are reflected in the smooth surface of reservoirs. As a rule, all reservoirs are of artificial origin.

One of the oldest parks in Liuyuan was built in the middle of the Ming era around 1600. In terms of planning, the park is clearly divided into several parts. Liuyang Garden is divided into four parts: central, eastern, western and northern, which corresponds to the architectural style of buildings. In the eastern part there are the main park structures, which form a separate compact group with a symmetrical layout. The central part of the park is occupied by a small reservoir with cut shores, to the southern side of which a terrace descends the pavilion, and the northern shore is occupied by hills. In the northern wall of the park are thickets of evergreen bamboo, willow, grape-covered gallery. In the western part – a kind of "mountain landscape" with two gazebos. The walls have a large number of holes that have different shapes. Some of them are taken away by bars with unique drawings of geometric shapes, plant motifs or whole paintings on various subjects. Architectural structures have a great variety of types - gazebos, small park pavilions, terraces and large buildings.

All four parts of the garden and the main attractions are connected by a 700-meter covered corridor with elegant carved frames. Numerous galleries of the park either connect individual pavilions or, located along the walls and adhering to all its breaks, protect visitors from rain and sun, allowing them to admire the park in any weather. Courtyards in the parks, located in front of the building, allow you to perceive it separately from others from the best point of view, serve as the front of the open pavilion. The gallery in front of the pavilion connects the room even more closely with the outside space. Small courtyards are located between the pavilion and the wall, ending the corridors, they have openings. They serve as stores of light and air, give the parks even more lightness and elegance. They plant bamboo, one or more trees, shrubs, stones.

The central part of Liuyuan Park is the most saturated mining and water "point". Stone through structures with many openings and cells, which pass into each other, "flow" into a small courtyard "Gumujiange", separated by a wall from the pavilion Liuin. To the west is another small courtyard of Huabusyaozhou. The courtyards are separated by a wall in which the door is made. Opposite the Huabuxiaozhou courtyard, there is an open Liuin pavilion by the water.

To the west of the pavilion through the Bantin gazebo - the transition to the pavilion Minsheilou. This is a two-story building, the first floor is called "Qiakhan", the second - actually "Minsheilou". The surrounding landscape is very clean, bright and quiet. The relief in this place is flat, but due to the shape of the pavilion, resembling a boat, you can see an interesting outline of the overall picture. Further west is a high pavilion called "Hanbishangfan". It is the main building of this part of the park.

In the eastern part of Liuyuan Park from the Ufansyangguan Pavilion, there is a gallery with a hole in the wall, made in the shape of the moon. The

gallery leads to the gazebo of Jifenxuan. In the courtyard of this gazebo there are lake stones imitating a forest; they are surrounded by a gallery combined with a gazebo. The gazebo is an open house on one side, the other three walls of which have huge carved windows, through which a beautiful view. Carved windows serve as frames for landscape paintings outside the window.

Houses in gardens and parks are airy, light and elegant. They are closely connected with the surrounding space, open or on all four sides, like gazebos, or at least two. The walls are cut through by windows. The main colors used in the south - black, white, brown, gray. Gray tiles, white walls, brown wooden shades of various shades, pillars, black stone panels with hieroglyphs do not create a bright range, do not stand out from the environment, do not argue with the splendor of nature. Greens play an important role. In large quantities it forms a landscape, whole paintings, in small ones it serves as a decorative or compositional element, important for certain parts of the park, pavilions. Sometimes greenery forms scenes, forcing to pay attention to a certain object and closing everything else. The parks have many flowers, including lotuses, a favorite annual flower of the Chinese, a symbol of purity, beauty and nobility.

Thus, the features of planning Liuyuan Park comprise gazebos, small park pavilions, terraces and large buildings are airy, light and elegant; division of the park into parts. Therefore, the park is very popular and eye-catching, and remains a major tourist destination.

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## **TECHNOLOGICAL DESIGN OF BUILDING PROCESSES**

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Technological design of building processes is the definition of the most optimal organizational and technological solutions for carrying out construction processes that ensure the release of sound construction products with minimum technical and economic specifications: cost, duration and labor intensity.

The optimum solution can be achieved on the basis of the project typification, the built-in industrialization of the construction of the building frame and the whole finishing cycle, the application of complex mechanization and the advanced electrified manual tool.

As a result, in our country construction of buildings and constructions according to model projects prevails. Standardization is based on unification and typification.

Standardization is the process of establishing and applying rules to streamline activities in this field for the benefit and participation of all interested parties and in particular, to achieve optimum economy for all, while respecting construction and safety conditions.

Standardization is used to establish: units of measurement; terms and symbols; requirements for products and production processes; requirements ensuring the safety of workers and the safety of goods.

The introduction of standardization makes it possible to organize using the optimally determined number of prefabricated elements their serial production and to erect buildings for different purposes, different architectural and planning solutions, to construct non-standard buildings and structures, i.e. using standard parts and structures.

The construction of buildings and structures is a set of separate private and complex technological processes that take place in space and time. The execution of construction processes is a purposeful activity, the rhythmic implementation of which is ensured by an appropriate choice of spatial parameters, related to the division of the volumetric space of the erected object in the horizontal plane into the protectors and sections, and vertically into the longlines.

Devisioning is a typical, repetitive part of a building with approximately equal amount of work in and after this area, and provided to the crew to work on an entire number of shifts. A separate span of a single-storey industrial building, a section of a residential or multi-storey industrial building can be referred to as devisioning.

The tier is a part of a building (structure) which is conditionally limited in height and forms a unit in terms of space, planning, engineering or design. In residential construction the tier corresponds to the floor of the building, in multi-storey industrial buildings the height of the tier corresponds to the floor of the column, which can be 1 meter high.

The sequence of the construction of the building is determined by certain factors, the phasing-in of which eventually leads to the implementation of the construction process. The construction of the building involves three main phases (periods).

The preparatory period includes: selection of the site; preparation of technical documentation; preparation of the site for construction.

The main period includes the construction of underground, above-ground and boundary structures, and the installation of engineering equipment.

The finishing period consists of internal and external finishing works, installation of technological equipment and landscaping of the building site.

The selection of the building area is the very first stage of construction implementation. At this stage, on the basis of the set tasks, they determine the most optimally located land that meets the requirements of rational supply of building materials, constructions and resources during the construction period, and meeting the necessary operational requirements. The State is responsible for drawing up, allocating land for construction and preparing architectural and planning tasks.

At the pre-project stage, the justification of the investment (financing) is developed; the purpose of the investment, the purpose and the capacity of the construction facility; the list (nomenclature) of products or services; and the sources and amount of financing.

The justification substantiated by the research materials is submitted by the customer for State expertise. Upon receipt of a positive opinion, the project technical documentation for the construction of the facility is developed.

According to the regulations in force, any construction can be carried out on the basis of pre-designed and approved construction organization projects and construction projects. Technological design is part of the design documents developed during the construction of the facility. Technological design of processes should be envisaged in all stages of project creation: feasibility study (project phase), working documentation and work.

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## SECTION 5

# MODERN RESEARCH IN PHILOLOGY. INNOVATIVE METHODS OF ENGLISH LANGUAGE TEACHING AT HIGHER AND SECONDARY EDUCATIONAL ESTABLISHMENTS

### ORIGINALITY OF A. KICHYNSKY'S POETIC LANGUAGE

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Many Ukrainian scientists (K. Goloborodko, I. Golubovskaya, T. Kosmeda, A. Prikhodko, A. Selivanova, etc.) wrote about the idiosyncrasy of the authors of works of art. They considered that it is inextricably linked with the linguistic picture of the world and not only individual (author's), but also general (collective) ethnic one which represents some features of the poetic language and the concepts of that ethnic group.

A. Kichinsky is called as a poet of “two centuries” not purely formally as their representative but due to his creative activity both under the conditions of the Soviet system and under the conditions of independent Ukraine with appropriate perceptual reference points and motives.

In the area of originality of A. Kichinsky's language we admitted poetic experiments that provide wordplay, originality of versification and verbal innovations including author's metaphors.

#### **Wordplay**

In the stanza “*I Krym, i Rym, i Rymaruk, // i ryma «ruk» do slova «kruk», // i tvorchykh muk ofsetnyy druk, // i chornyy rynek ranku*” [1, 6] the consonant gradation of the consonant sound **r** should be also added to the highlighted paronyms (single-format nouns) (even in the phrase *chornyy rynek ranku*) which is generally associated with well-known speech therapy puns (“Karl u Klary vkrav koraly”).

Such rhyming creates expression through the poetic rhythm for which inversion occurs. In such cases, the word order may not be changed: “*Zhyttya prodovzhuvalo yty, // yak svitlo sered temnoty*” [1, 7]. These fragments of one poetry contain signs of temporal dynamics, expressed in phrases *zhyttya prodovzhuvalo yty* and *znayde svoyu dorohu* by the verb predicate verb *prodovzhuvalo yty* and the noun *dorooha*.

#### **Originality of poetry**

The peculiarities of versification and the complex of cinematic features of A. Kichinsky's poetic language create the expression of his landscape

descriptions. For example, this is achieved through various repetitions with a semantic gradation function:

- repetition of one word: "*Hoydayet'sya kolyska. // Hoydayet'sya hoydalka. // Hoydayet'sya mayatnyk*" [2, 7] (it creates a dynamic picture in form and a temporal one in semantic content);

- repetition of two constructions within one stanza (one thematic context): "*I bude stezhyna syra. // I bude rukoyu podaty // do nashoho z vamy sela, // do biloyi nashoyi khaty*" [2, 6] (repetition of the same forms);

- repetition of various forms of one adjective "*Malesen'ka // malyusin'ka, // manyun'ka, // odnym odna, // samisin'ka-sama, // na yablun'tsi // rozkryla dz'obyk // brun'ka, // a navkruhy – // kudy ne hlyan' – // zyma*" [2, 7];

- gradation of different units of one semantic field "*Lyshen' rozkryla dz'obyk – // i shchebeche, // tsvirin'kaye, // vyt'okhkuye, // kuye*" [2, 8]

### Author's metaphors

A. Kichinsky creates many of his own metaphors in a certain micro-context they play an amplifying role. For example, in the stanza "*Otozh-bolystya na derevakh // pomichayemo lysh todi, // koly vono pochynaye padaty. // I shcho bil'she yoho lyahaye na zemlyu, // to hustishe u nebi ptakhiv, // napolokhanykh kol'orom vohnyu*" [1, 45] the highlighted phrases represent a semantic-syntactic cause-and-effect model "*chym – tym*" while strengthening the coloristic content. More red leaves falls, more this solid mass resembles fire from above and it attracts the attention of not only birds but also of people.

According to studying the individual features of the language of A. Kichinsky's poetry we can conclude that in his work as a poet of "two centuries" there are traditional features of the ethnic linguistic picture of the world and innovative achievements in the conditions of the rapid development of the world are manifested and combined as well as the metaphor of the landscape descriptions and situational application of original verification techniques and stylistic figures.

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## **BUSINESS TOURISM TRANSLATION: CHALLENGES AND PERSPECTIVES**

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O. M. Beketov National University of Urban Economy in Kharkiv is a specialized higher educational institution, training specialists for all the areas of municipal economy. In 2018, a new educational program developing translators and interpreters for the municipal economy was introduced. The major employer and training facility for the university's graduates and students is Kharkiv City Council together with its departments and municipal companies. Kharkiv City Council and its tourism division functioning within the International Cooperation Department is also a major policy maker in the region's tourism development industry. In 2012 Kharkiv City Council adopted a Program positioning Kharkiv as a congress or business tourism destination. While the COVID-19 restrictions significantly limited all other types of tourism, the demand for international conferences and congresses has become even higher, with these events having moved into the online environment.

The most pressing issue, which demands urgent improvement, however, is the quality of conference materials translations into English. Unfortunately, it still leaves much to be desired.

A series of translations for business forum organizing committees were made by the University's Professors of English translation, one of them being a three-volume edition [1; 2; 3] published for the participants of the International Economic Forum which was to be held in 2020, but was postponed due to the coronavirus restrictions.

Several abstracts of the text were given for translation to the second- and third-year students of O. M. Beketov National University of Urban Economy in Kharkiv within the framework of their translation practice, the results being not very successful. The texts were very difficult to read both for the native speakers and other foreigners speaking English. We identified several closely interrelated reasons for that.

One of the volumes contained information about the economic situation, business potential and investment attractiveness, etc. of Kharkiv Region districts. The original materials were provided in a very bureaucratic Ukrainian language difficult to be understood even by Ukrainian native speakers who are not familiar with the bureaucratic clichés. Sentences covering half a page were not unusual.

Thus, even the students who had undergone a parallel course in Business Administration or economic studies and had general background knowledge of the topic, demonstrated poor quality of translation. Without understanding the essence of the message, they applied the loan translation preserving the syntactic structure of the bureaucratic Ukrainian sentence.

Having analyzed the process of translation, the original text and the text of translation, we distinguished the following groups of challenges in translating materials for business forums organized in the big Ukrainian industrial cities and/or agricultural regions: 1) difference in the general manner of presenting the material in the business forum volumes compared to that in Western Europe, which demand certain reconsideration of the original text; 2) numerous bureaucratic clichés; 3) extremely long sentences sometimes without any coherence between the subject and the predicate, etc.

Recently the city and its higher educational and scientific institutions have become home to numerous international conferences highlighting the research carried out at the border of high technologies and medicine, nanotechnologies and biomedical engineering, e. g. Nanotechnologies and Biomedical Engineering (ICNBME-2019), Modern Achievements and Prospects of Clinical Laboratory Medicine in the Diagnosis of Diseases in Humans and Animals (17.03.2021), Information Systems and Technologies in Medicine (ISM-2018).

After training the students of O. M. Beketov National University of Urban Economy in Kharkiv to overcome the mentioned above challenges of international forum materials translation, the University Professors assigned the students with a series of translations for the University's US partner Aquyre Biosciences [4].

The students' translations of the above mentioned materials were checked both by the University Professors and Aquyre Biosciences experts. This raised the idea of developing and introducing a specialized course in translating business forum materials from Russian/Ukrainian into English. The course is now being developed at the Foreign Languages Department of O. M. Beketov National University of Urban Economy in Kharkiv.

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## **PHONOSTYLISTICS AS A BRANCH OF PHONETICS. STYLE-FORMING FACTORS**

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### **The spoken language & the written language in general**

Language functions can be divided into two main forms: the spoken language & the written language.

Scholars distinguish a number of functional styles of the written language, such as belles-lettres style, publicistic style, newspaper style, the style of official documents & that of scientific prose, which have clearly distinguishable lexical & syntactical peculiarities. Apart from a few scattered studies of oratorical & conversational styles, the styles of the spoken language are not as yet unanimously defined, though we are well aware of the phonetic differences between, say, a casual conversation & an official exchange of views.

A close examination of the speech characteristics of one & the same person easily reveals that each native speaker uses several varieties of the language. They use one at home, another with his colleagues, a third when addressing an audience & so on.

At home they usually speak rather carelessly, with colleagues their speech, though rapid at times, is less careless, & when addressing an audience their speech is more careful.

Each of these varieties may differ in the usage of items of vocabulary & in grammatical structures, but by far the most striking distinctions are phonetical. At times these varieties differ only phonetically, nevertheless they are easily identified by all the native speakers.

### **Extra linguistic factors**

The main circumstances of reality that cause phonetic modifications in speech are as follows:

1. the aim of speech (which may be to instruct, to inform, to persuade, to narrate, to chat etc.);

2. the extent of spontaneity of speech (unprepared speech, prepared speech, etc.);

3. the nature of interchange, i.e. the use of a form of speech which may either suggest only listening, or both listening & an exchange of remarks (a lecture, a discussion, a conversation, etc.).

4. social & psychological factors, which determine the extent of formality of speech & the attitudes expressed (a friendly conversation with close friends, a quarrel, an official conversation, etc.).

These circumstances, or factors, are termed extra linguistic factors.

### **Styles of pronunciation according to different phoneticians**

Different ways of pronunciation, caused by extra linguistic factors & characterized by definite phonetic features, are called phonetic styles, or styles of pronunciation.

The notion of styles of pronunciation was introduced by M. Lomonosov in the 18<sup>th</sup> century. Since then it has attracted many linguists.

Most of the phoneticians who deal with Russian pronunciation (R. Avanesov, L. Bulanin) distinguish 3 styles of pronunciation:

- the full style or elevated style (used when speaking officially, reciting & reading aloud to a large audience),
- the neutral style (used when lecturing, broadcasting),
- colloquial style (used in rapid & careless speech).

English phoneticians distinguish a greater number of styles of pronunciation, although among them there is no generally accepted classification of pronunciation styles either. Thus, D. Jones distinguishes 5 styles of pronunciation:

- a) The rapid familiar style,
- b) The slower colloquial style,
- c) The natural style used in addressing an audience,
- d) The acquired style of the stage,
- e) The acquired style used in singing.

J. Kenyon distinguishes 4 principal styles of “Good Spoken English”:

- a) Familiar colloquial,
- b) Formal colloquial,
- c) public-speaking style,
- d) public-reading style.

### **Speech styles**

There is evidently a correlation between phonetic & the ‘speech styles’. ‘Speech styles’, just as phonetic styles, are conditioned by the circumstances of reality in which language functions, by the kind of situation the speaker happens to be in & by the aims of the speech situations. They may be a great variety of situations, aims & circumstances (the situation may be private or public, the speaker may be informing, entertaining, persuading, advertising, he may be excited, friendly etc.).

The question remains open whether there are just as many phonetic styles as there are speech styles.

Phonetic investigations of some of the speech styles have shown that there also exists definite phonetic distinction between lecturing, reading aloud, responding in an interview, casual conversation, official talk & other speech styles.

### **Varieties of speech forms**

Some attempts have been made to classify all the numerous varieties of speech forms on account of their phonetic features & other linguistic characteristics. Thus, D. Abercrombie classes them into:

- a) Reading aloud (which includes most radio speech & recitation by heart),
- b) Monologue (it includes lectures, radio commentaries, etc.),
- c) Conversation.

But this classification is not consistent, as both “monologue” & “conversation” are spontaneous speech, they differ in the extent of spontaneity & the nature of interchange, whereas “reading aloud” is a different type of speech activity.

Some scholars distinguish between:

- a) Phonetic styles of spontaneous speech (conversation, spontaneous monologue, etc.),
- b) phonetic styles of prepared speech (lectures, speeches, etc.),
- c) Phonetic styles of reading aloud.

In their turn, the phonetic styles of spontaneous speech should be classified into:

- a) official style,
- b) Informal style or the style of everyday-life discourse,
- c) Familiar (careless) style.

### **The importance of the phonelistics**

The investigation of phonetic styles have originated a new branch of phonetics-phonostylistics, which is concerned with the identification of the style – forming means, i.e. the phonetic features that enable the native speaker to distinguish intuitively between different styles of pronunciation.

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## **11 MOST COMMON ENGLISH ACCENTS**

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Today is no exaggeration to say that almost the whole world speaks English, its dialects appeared in many parts of the world. I propose to consider some accents of English from around the world.

Regulatory pronunciation (Received Pronunciation or RP) is considered the standard accent of English literature (Standard English). Received Pronunciation — Southern accent England. It is often used speakers BBC. In the US, the American general (General American) is considered a standard accent.

He looks like a Midwestern accent, it is used newsreaders. Nevertheless, it should be remembered that none of these accents is not an official English accent. In fact, they are on par with other English accents and dialects, including Canadian English, New Zealand English, South African English, Australian English, Cockney, Scottish English, Irish English and others.

Recall that the dialect — a kind of a language, which differs from other species of its grammar, pronunciation and spelling, vocabulary. Dialects are used in certain areas.

Accent — a special way of pronunciation, which is characteristic of a group of people in any area. Regional accents — part of the regional dialects. As a rule, the name of the same name as an accent dialect to which it belongs.

### **The posh English accent**

Its name speaks for itself because the posh word translated as «elite», «artsy». It is the language of higher social strata, a prestigious variant pronunciation. He became the determining factor in education and the media. It is distinguished by clarity and purity, all consonants are pronounced slowly and pretentious, as if your mouth plum. Of course, speaking with an accent posh, you need to carry on a conversation with a touch of arrogance, because you are better and more important than others.

### **The Welsh English accent**

Wales English refers to the dialect of English spoken by the inhabitants of the Principality of Wales. This dialect is largely influenced by the Welsh grammar and often includes the words invented by the locals. In general, this type of melodic accent, like a song that pours down, then up. It is not surprising, because the Welsh themselves temperamentally not happen somewhere in the middle, they either fly up or seek down. Such is the language of the people, in contrast to the normative, standard English, which is smoother.

### **The Scottish English accent**

This broad definition of English spoken in Scotland. But the Scottish accents vary depending on the region. For example, the proposal «I'm going to take the baby to the river for a picnic» on the west sound like «Um gunny tak the wee'un ta the ruvur fe a pucnic» and in the east — «Ah'm gonny teak the wee bairn te the riv'r f'r a pucnuc». In Scotland, of course, has its own slang, including words aye (yes), bonny (beautiful), lassie (girl), wee (tiny) and so forth. The Scottish dialect is known to all that the sound / r / it hard and longer than in standard English.

### **The Liverpoolian English accent or Scouse**

Liverpool became known worldwide thanks to the boundless popularity of The Beatles in the 60s of the last century. In general, the attitude of the century to Liverpool in the UK developed a not entirely positive, Liverpool accent was considered something of a low-grade. But thanks to the popularity of a certain group, public opinion is slightly softened to Scouse. This is another name for Liverpool, t. To. The inhabitants of Liverpool called liverpultsy (Liverpoolian, or Scouse). This emphasis is most recognizable in the country. He is known for

its harsh and nasal tones, despite some similarities, significantly different from the surrounding areas of emphasis. Renowned linguist Fritz Spire described it as «a third of Irish, Welsh, and a third a third a cold.» Liverpool is fast and ascending-descending tone. Influence of Irish reflected in the fact that the name of the letter H pronounced as / heɪf /, and the words at the end of which — ch, pronounced firmly.

### **The Cockney English accent**

This is the focus of the working class English society of East London, which is considered non-prestigious. Some of the most notable features of this focus — a round the diphthong / ai /, it is more like a / oi /, t. E. I pronounced as / oi /, find — / foɪnd / etc. But the diphthong / ei / sounds / ai / in the word face, rain. Another feature — is to pronounce the sound / h / at the beginning of words before vowels and lower in those words where there is a letter h, t. E. Ham pronounced / æm /, and egg — / heg /. And, of course, interdental / ð / and / θ / in th letter combinations are pronounced as / v / / f /, t. E. Three will sound like / fri: /, and that — / væt /.

### **The Irish English accent**

English came to Ireland in the XVI — XVII centuries when Irish land gradually inhabited by the British. Irish English accent has developed under the influence of the Irish (Gaelic), English accent immigrants from the west and, to a lesser extent, the Scottish dialect. The Irish English sounds / r / is clearly pronounced in all positions, for example: car — / ka: r /, corner — / kɔ: nər /, far — / fɑ: r /. Sound th / θ, ð / is replaced by the deaf / t /, / d /: that — / dæt /, thirty — / tɜ: tɪ /. Diphthong / ai / pronounced / ɔi /, such like — / lɔik /, Irish — / ɔɪrɪʃ /. Irish English musical and melodious. A well-known feature of Irish people do not say «yes» or «no». In response, they simply repeat the verb question: Do you drive? — I do. Can you sing? — I can not.

### **The American English accent**

The most characteristic and most distinctive feature of American English — is, of course, the sound / r /. He pronounced much clearer than in the British version, and pronounced in all positions. That is first — / fɜ: st /, hard — / hɑ: rd /, snore — / snɔ: r /. Another feature — the sound / æ / in words like ask, class, dance, demand (in fact in British English words of this type to pronounce this sound / a: /). Also, words like bother, hot, gone, rob, want the sound / o / is pronounced as / a: /. Finally, the sound / ju: /, which is pronounced / u: / after the letters d, n, s, t (duplicate, student, tune).

### **The southern US accent**

South American dialects are familiar to all under the title «Southern American English.» It was formed for the most part under the influence of immigrants from the British Isles, who had moved to the south in the US XVII-XVIII. Today it is spoken by the population of the south-east and south central United States. In general, the South American English is different flavor of local idioms, much longer pronunciation of sounds and their special reductions.

### **The NY English accent**

New York accent or dialect of New York — one of the most recognizable American accent. It is spoken in New York City and much of the state, except for its northern part, which is dominated by his accent. Its main difference from the American English — a non-standard pronunciation: a long vowel sounds, as, for example, in the word talk — / tawk /, dropping consonants at the end of words, for example, want — / wan /, «swallowing» the sound / r / in words like morning — / mawning / and, surprisingly, on the contrary, the addition of the sound / r / in words such as: soda — / soder /, idea — / idear /. Also replaced the sounds of New Yorkers th / ð, θ / to / d / and / t /, as in the words those — / dəuz /, three — / tri: /. Yet this emphasis is known for its heavy, nasal and speed.

### **The Australian English accent**

Australian English accents formed of many of the United Kingdom. Like many other crops, the Australian has developed a unique accent. And no wonder: how far the country is from Australia, which gave her the language. Australian English is considered the most difficult of all the dialects in the world, besides, it differs depending on the region. Australia is rich in variety of local words and phrases, such as contractions type bikkie for biscuit («cookies»), truckie for truckdriver («truck driver»). The Australians shorten the name of their own country instead of to Oz Australia («Australia»), and instead call themselves Aussies Australians («Australians»).

### **The Canadian English accent**

It is a dialect of English spoken in Canada. The pronunciation of the dialect — a mix of American and British English, but the Canadian is still closer to the American pronunciation with some French influence. One of the most striking features is the use of Canadian eh. Purpose of its varied: from interjection, emotional amplifier to the word at the end, which is intended to receive an acknowledgment (as the tag in the separation issues). On this subject there is a lot of jokes, and Canadians recognized that the use eh often enough.

So, to fully understand the language, when you learn English you should try to listen to different accents as much as possible.

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## GAMIFICATION AS AN E-LEARNING TECHNIQUE

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The English language has been and remains one of the most popular foreign languages to study providing learners with a wide range of opportunities. The opportunities include both personal ones contributing to comfortable and trouble-free international communication, travelling and professional ones which can either involve professional training (translators, interpreters, language teachers, etc.) or provide for personal career achievements with English proficiency being a certain advantage. Thus, the issue of teaching and learning the English language is still rather urgent nowadays.

Methods for teaching foreign languages, in general, and English, in particular, has been developed for a long time and are based on experience and expertise of a large number of foreign and national educators, facilitators and experts in teaching methodology. English language teachers have always had many textbooks, media, audio texts, handouts and other authentic materials to be applied when teaching.

However, under conditions of the pandemic, when most educational establishments throughout the world have to teach and learn online, both educators and students, who have found themselves in a new education and interaction environment, often feel confused or uncertain.

Obviously, online education has certain advantages which can help learners to self-improve and manage their time better. Students have more time for their self-development and various extracurricular activities. They can study at their individual learning pace being able to do it anywhere and anytime. In general, online studying gives learners and teachers flexibility to work and learn.

However, based on my personal experience, I can say that many students do not accept this type of learning because it requires perseverance and constancy, and more often than not, they turn into the passive recipients of knowledge. This may be caused by a number of reasons. First of all, these can be social and psychological problems – students cannot communicate with other peers, their tutors and groupmates in the way they used to and, therefore, they can feel frustrated and lack motivation. Other problems refer to technical issues – not everyone has the necessary learning conditions (access to the Internet, proper devices), they lack skills to use modern technologies and, sometimes, do not know how to prepare for the lesson. Every student is individual and specific, and, thus, teachers have to consider many variables working out how to support them and contribute to their success in online learning.

As for teaching foreign languages, in particular English, the issue can be especially complicated because teachers should know how to develop learners'

listening, writing and reading skills online, how to help them to overcome the difficulties of understanding phonetics in English – every single aspect which seems to involve a lot of in-person teaching.

One of the ways to encourage online learners and enhance efficiency of learning English involving and motivating students is gamification, which is about using game elements in non-game contexts [1]. Gamification is a playful learning method that forces learners to experiment and memorise information rapidly through engagement and retention. This is a very special method of assimilating information and knowledge for a long period of time. It allows using e-learning technology products, different authentic audio and video materials, etc. combining them with game-based elements, thus, contributing to fruitful collaboration of a teacher and students, introducing more communication and effective interaction. Among the peculiarities of gamification, we can single out the following:

1. fast feedback: a teacher will be able to find out the gaps in students' knowledge and how they master the information;
2. creating a story or a legend: this can quickly attract the students and make the lesson more impressive and interactive;
3. game design principles (goals/challenges, freedom to fail, narratives, personalisation) are the set of concepts underpinning specific game mechanics;
4. sense of fun when accomplishing something difficult [2].

Obviously, application of gamification can involve certain difficulties for teachers, because all students are individual and this technique may be suitable and comfortable for someone, but not for everyone. Teachers need to consider different aspects and allocate time for lectures or seminars and for gamification; otherwise students may fail to perceive the routine work and tasks which they were doing before. Games should be thoroughly considered and planned – poor dull games will hardly have any positive effect on the learners. Moreover, it is essential to take into account the latest methodology and research to make gamification efficient and high-performance.

To conclude, we would like to say that successful education and mastering of the English language depend on both teachers' expertise to motivate students, ensure relevant learning objectives and students' responsibility for efficient collaboration and participation in the process of learning.

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## COOPERATIVE STUDY PROGRAMS IN GERMANY

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HMKW University of Applied Sciences for Media, Communication and Management is the only university of applied sciences in Germany that offers a cooperative, practical training-integrated bachelor program, which was specifically developed for media studies. Within four years, this study program leads you to an associate degree in association with the German chamber of industry and commerce (IHK), as well as a bachelor's degree.

These five bachelor programs are offered as a cooperative study form as well:

- Digital Marketing and E-Commerce (dual)
- Graphic Design and Visual Communication (dual)
- Journalism and Corporate Communication (dual)
- Media and Event Management (dual)
- Media and Business Psychology (dual)

The cooperative study form consists of eight semesters, which are parted into both practical training-integrated and theoretical phases. During the training-integrated phases, the students gain intensive and comprehensive hands-on experience. With their theoretical knowledge and practically applied skills, these students then take their exam with the IHK after seven semesters. When passed, the students get an associated degree while writing their bachelor thesis at the HMKW, as:

- Digital Media Designer
- Audio-Visual Designer
- Management Assistant for Marketing Communication, optional:

Management Assistant for Event Organization

- Management Assistant in E-Commerce

Besides a certificated associated degree, students attending the cooperative studies gain a great deal of experience for their future job fields while still in college. This gives them excellent conditions for their start in day-to-day working life. The economy is always looking for young people with academic and practical professional competencies.

The interface between theory and practical experience is one of the biggest challenges that our young generation has to face in their everyday working life.

Another bright example of successful cooperative study is DHBW (Baden-Wuerttemberg Cooperative State University). Here we would like to focus on recruiting students for cooperative studies.

First of all, to become an *industrial partner* of the university, a company has to fulfill several *requirements*:

- the company has to apply to become an industrial partner with a formal application and a short company presentation (guidelines „appraisal for aptitude“)

- the application shall be made for each study subject separately

- the company has to name one responsible person for the dual education which will keep close contact both with the students and the university; the qualification of that person should at least equal or better exceed the qualification which the students will acquire (e.g. Bachelor or Master)

- this person will participate in regular meetings of the education responsables of all partner companies for the corresponding study subject these will be held at the university, e.g. once or twice a year

- the company can assign the detailed coaching of the students during the practical phases to other persons which are specialists in those departments where the corresponding work during that phase is to be performed (e.g. R&D, production, sales, marketing, QA, ...)

- the company has to provide suitable subject-matters for the extended study phases and the bachelor work

The *industrial partner* is fully responsible for the selection of its students:

- the company has to submit the number of students it intends to delegate to the Cooperative University for each study subject, for which it has been approved;

this announcement should be made sufficiently in advance

- the company takes suitable measures of advertisement, „open-doors days“ etc. to contact prospective school graduates

- it is in the company's own best interest to have an effective selection process which lets her win the best possible candidates for the cooperative study

- an individual educational contract is concluded exclusively between the company and the every student

- the first practical phase at the beginning of semester 1 should comprise

- overall presentation of the company, its products, markets, production sites, internal structures etc.

- a thorough safety instruction

- training on very basic manual competencies (eg. drilling, filing for Mechanical Engineering)

The *industrial partner* is further responsible for :

- drawing up a *suitable schedule for the workplace training phases*

→ make sure that the students are taught appropriate skills and gain the workplace experience necessary to achieve the goals defined in the general regulations for those practical phases

- consequently sticking to these schedules and not to misuse the student's time just to increase the capacity of their daily production or administrative work

- to pay the student the *monthly remuneration fee* agreed upon in the contract
- if possible, the company will enable qualified employees to be part of the examination boards of the university
- companies are invited to encourage qualified employees to participate in lecturing at the university site during the theoretical phases  
→ make sure that the lectures comprise topics of *practical relevance*
- this may in particular include employees after their retirement from the company

The cooperative study program optimizes the combination of integrated-job training and academic learning, giving a maximum number of chances for a successful career entry. It combines the most important components of successful occupational and academic training: creative thinking and practical perfection.

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## **INCREASING PUPIL’S MOTIVATION AT SCHOOL IN THE PROCESS OF LEARNING ENGLISH BY INTEGRATING SOCIAL AND CULTURAL ASPECTS**

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Nowadays, it seems to be the best period to study English. In the 21st century English has become as a lingua franca in our international world. As we have innovative methods and approaches for that. People all over the world have to admit that English is becoming more and more popular and important in our lives. But in contrast to technological development in learning English, we face another problem – lack of pupil’s motivation to study it. They have gadgets, Internet, books and so on and so forth, but they don’t have enough desire to do that.

The recent review by Dörnyei & Ushioda says that motivation is one of the most important factors that stimulates learning a new language [1]. It is really essential to realize how motivation is connected to the social and cultural aspects. The first important step is to understand students’ needs. This will make the studying program more effective and productive [2].

Learning English, as usual, consists of 4 parts: Speaking, Listening, Reading and Writing [3]. And the main goal of the instructor is to teach his

students to develop required skills in these areas. But in Ukraine it is observed that students only cram a lot of grammar rules and theoretical material. In most cases it can be useless, as it doesn't motivate students to speak English and apply this information into practice.

Actually, the cultural aspects are considered to be one of the most important components in studying English. Language is most of all cultural heritage of the nation. So, foreign language is a symbolic guide in understanding the mentality of the nation [4] and its cultural aspects. The individual who studies English should be comprehensively developed to be able to immerse himself in other society. The statistics shows that there are a lot of students who studied English at school, but they can't speak English in the real life.

The main key to solve this problem is to teach not only basic English skills at school but also to integrate cultural and social aspects in the process of studying. There used to be some schools in Ukraine which had special courses in English like: British and American Studies that observed some economical, geographical and climatic features of the USA and the UK; Literature of the USA and the UK that improved students' knowledge of literary masterpieces; Technical Translation that gave some additional knowledge of specific characteristics in the process of translation. But the problem is that the schools don't integrate them in the curriculum now. However, these cultural and social aspects should be integrated in language studying from primary or secondary school to lay a good foundation for English studying.

Language learning is not the end in itself, as it is just a motive to understand the culture better. The goal is not only to gain knowledge, but also to discover the mentality and the mindset of the native English speakers. It also helps to establish the whole picture of the world in student's mindset. As a result, it will increase students' motivation in making bigger progress in the process of learning.

Integration of social and cultural aspects into English studying improves some practical skills, which are essential in real communication with native speakers:

- open-mindedness (students are becoming more and more free from prejudice to other nations and cultures, they are ready to exchange cultural experience with each other);
- tolerance (students respect different opinions and cultures);
- the ability to listen not only to themselves but also the interlocutor;
- to understand jokes and idioms, which are connected with some historical and cultural aspects;
- readiness and willingness to practice language with real native speakers;
- the intention to broaden the horizons and discover new worlds [4].

To sum up, cultural and historical aspects play the important role in learning a foreign language, especially English. As it is the key to understand

mentality and way of thinking of native speakers. So, it is impossible to separate language from nation's culture and history. Nowadays, more and more schools should integrate these aspects in the process of learning from primary and secondary school.

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## **INNOVATIVE ONLINE SERVICES FOR TEACHING FOREIGN LANGUAGES DURING DISTANCE LEARNING**

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### **Introduction**

In today's world, the main component of the development of a successful person is the study of foreign languages, this is what allows you to expand your horizons and immerse yourself in the culture of another country. No wonder there is a saying: "As many languages you know, as many times you are a human being", it proves once again that every foreign language is an opportunity to learn something new and interesting. The language provides an opportunity to communicate, gain experience abroad, learn about culture and art that is not available in your native language.

The initial stage for learning a foreign language is a school in which we acquire a minimum knowledge to move on, then advanced training continues in secondary and higher school. To improve and facilitate the learning of foreign languages, teachers introduce the latest methods and innovative technologies into the educational process. The world is not standing still, so it is very difficult to follow the trends and developments of modern technologies.

We have been living in a special period of spread of the Covid-19 virus for a long time, so most higher education institutions have been transferred to distance learning. In the context of the global lockdown and the Covid-19

pandemic, many programs and social networks have become available free of charge, so it has made it possible to use such programs for distance learning.

### **Purpose and objectives of the research**

The purpose of this work is to develop a list of major innovative services for learning foreign languages for students.

The task of this work is: to determine the main most effective innovative services in learning foreign languages and learning information through the Internet.

### **Presenting main material**

A foreign language is an opportunity for a person to learn something new and interesting, to understand the culture of the country whose language he is studying. The modern world is impossible to imagine without a person who is not interested in at least one foreign language. Initial knowledge is instilled in us by teachers who try to interest a person in learning a language in all possible ways. The role of the teacher is very important, as there are many teaching methods, but which of them is the most effective, it is already chosen by the teacher based on the characteristics of the student who is studying.

Under lockdown, we became accustomed to distance learning, during which most people became interested in new services for learning foreign languages, and teachers began to include online services in the curriculum. The use of such services allows students, despite the quarantine restrictions, to continue to fully master the material. Previously, many foreign language resources were unavailable or costly, but now most online resources are free for lockdown.

Distance learning for students is a step towards mastering the material through online resources that have become an integral part of our lives. In my own experience, I have seen the effectiveness of using online services and the ability to learn at any time, so I want to provide a list of online resources that can be used by both teachers and students to learn foreign languages.

1. Quizlet is a free service that allows you to easily remember any information that can be presented in the form of training cards. All you need to do is find in the database or create interactive material - your own cards, adding pictures and audio files to them and then perform exercises and play games to memorize this material.

2. Smart Book - is an application for smartphones that allows you to read books for free in any language. Convenient is that you do not need to leave the program to learn the translation of a word, or use a translator or dictionary, to learn the translation just click on the word you want and you will immediately see its meaning.

3. Kahoot! - online service for creating interactive tasks. Allows you to create tests, surveys, quizzes. The platform can be used when working with any

age group. It is well suited for both primary school and adults. This is a design platform where you can quickly create an educational game using ready-made templates and send this game to students.

4. Pear Deck is an application in which teachers can prepare presentations using materials from Google Drive, and students do not have to reach out to answer the lesson. This application is designed specifically for teachers to work with interactive presentations and engage students in the learning process.

5. TED Talks is an application that allows you to view and listen to public speeches and conferences on any topic in various fields. This program has the ability to listen to videos in a very large number of languages. Such applications help to hear the language and learn something interesting for yourself.

6. ESL-LAB - an online service to improve the perception of English by ear, it was created by English teacher Randall Davis. There are many short audio lessons with test tasks.

This list can go on for a very long time, as technology does not stand still and every day you can discover new resources for learning foreign languages. In this list, I have presented as in my opinion the most effective and possible for use during theoretical and practical classes, as well as during self-study.

## **Conclusions**

Language is the most important means of cognition and perception. Life is impossible without language, because we must communicate with others and learn about the world. A foreign language is an opportunity to learn about the world from the other side, as it is perceived by people living in the country whose language you are learning.

Learning a foreign language is an integral part of higher and secondary education, so to facilitate learning, we find options for learning the material via the Internet. Being able to learn different languages online is an easy and effective way. Based on the peculiarities of learning the material, everyone chooses the appropriate application or online service that most effectively influences the improvement of foreign language skills.

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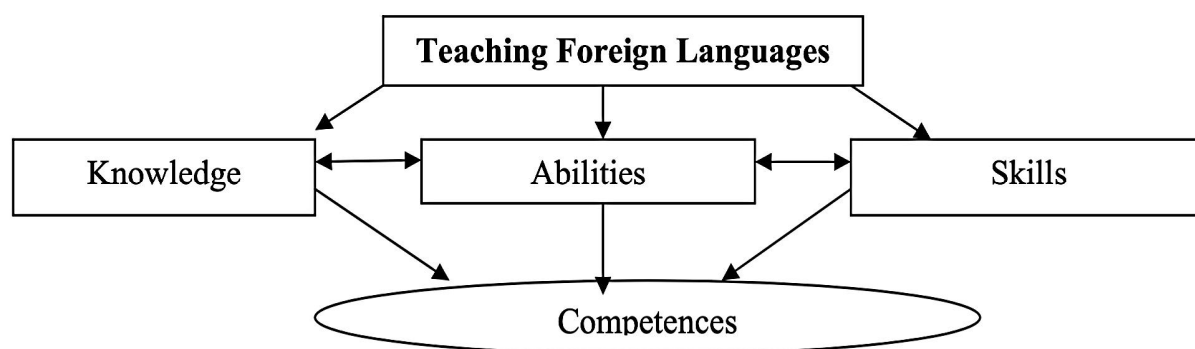
## LANGUAGE STUDIES. INNOVATIVE METHODS OF TEACHING ENGLISH AT HIGHER AND SECONDARY EDUCATIONAL ESTABLISHMENTS

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Present-day methodology is rich in teaching approaches, strategies, methods and techniques. Any of them has its own advantages and disadvantages, merits and faults, but none is ideal. So, it is significant to find out the precise methodology of education in a particular case. Today's world is a world of rapid teaching change. Innovations come out of a growing pace. Today the transformations, which are actively occurring in our country, and globalization have led to people's demand for learning foreign languages. Most of them are looking forward to acquiring such a level in knowing language when he / she has certain basic skills of an oversea language and will possess all the qualities necessary for self-perfection of knowledge in it. Some of them need foreign languages to be able to communicate in daily life, the other — to be effective in profession and adjoining spheres of occupations. To realize this task it is necessary to organize the educational process in such a way so that it assists in effective realization of people's aims in learning foreign languages. The following structure is a modern process of teaching and its results.



Where is knowledge is whole complex of persons awareness of language together with its components; the abilities are considered as a complex structural formation which includes sensitive, intellectual, willing, creative, emotional qualities of a personality; the skills are suggested to develop person's readiness to perform fluent communication in English and creative acts while solving different tasks. The formation of knowledge, abilities and skills of students in learning foreign languages are to be considered the main sign of competencies development.



### *What are innovative methods of teaching?*

New methods of teaching means inventiveness and originality of the teacher who makes different styles and methods of gaining knowledge. All over the world, educational establishments implement new tools, ideas, methods, technology based innovations to increase the students' comprehension. New teaching is necessary for the present and future of education to assist students to achieve their full potential. Higher education should work for the long term intellectual needs of the student, for instance, whether providing new material by educators helped the student to gain new insights or opened up new channels of intellectual stimulation or enhanced the student's essential and creative thinking power? Innovative teaching is a necessity for all teachers in order to meet the educational needs of the new generations. However, teachers' competency for innovative teaching is a key factor influencing innovative teaching performance. Some research points out that many teachers lack competencies for original teaching. The following presents some new ideas that will help pedagogues reinvent their teaching techniques and methods and make their classes interesting.

#### **Innovative Learning Methods**

##### *Crossover learning;*

This learning combines the strengths of both formal and informal learning environments and aims to provide students with the best of both worlds. Learning in informal settings, such as museums and after-school clubs, can link educational content with issues that matter to learners in their lives. These connections work in both directions. This original approach is in response to what pedagogical research has been saying for decades: learners need to learn how, not what, to think. Learning in schools and colleges can be enhanced by experiences from everyday life; informal learning can be deepened by adding questions and knowledge from the classroom.

##### *Learning through argumentation;*

Learning through argumentation shifts the student from memorising to understanding and reasoning plus argumentation develops skills needed to solve difficulties in real-world situations.

##### *Incidental learning;*

Incidental learning refers to any learning that is unplanned or unintended. It develops while engaging in a task or activity and may also arise as a by-product of planned learning. "Incidental learning" can imply that the acquisition of understanding is unconscious in nature, though in contrast to implicit study, there is no expectation that such knowledge should remain largely inaccessible to conscious awareness. However, note that some articles may refer to implicit learning tasks as incidental without making the above distinction. There is also a suggestion, mainly from an educational perspective, that incidental learning involves subsequent conscious reflection on material that was consciously noted at time of study.

### *Learning by doing science.*

Learning by doing is the process whereby people make sense of their experiences, especially those experiences in which they actively engage in making things and exploring the world. Engaging with authentic scientific tools and practices such as controlling remote laboratory experiments or telescopes can build science inquiry skills, improve conceptual understanding, and increase motivation.

### *Embodied learning.*

This learning appears as a multi modal and playful process that requires the involvement of the human body in the cognitive process. The method is simple and needs some movements in lessons. It not only improves student interest in learning but engages them in the most pleasing process.

### **Conclusion**

It can be concluded that nowadays it's important to implement innovative methods of teaching English. There are so many different innovative methods of teaching English at higher and secondary educational establishments which together with the traditional ones help us to instruct students while learning foreign languages and organize the work of gaining knowledge. The major concern is aiming at how to achieve the best result or a relatively better one in a given context.

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## PROBLEMS OF TRANSLATING NON-EQUIVALENT VOCABULARY

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In recent years, a lot of scientific research has been published in the field of translation, which has solved a significant number of problems faced by translators. However, the issue of translating the vocabulary that has no analogues in the target language remains important, difficult and *relevant*, as today, new words and collocations appear quite often in other languages that have no analogues in the Ukrainian language. To transfer the non-equivalent vocabulary in the translation practice different ways and techniques have been developed, about which such Ukrainian and foreign scientists as E. Vereshchagin, A. Voloshina, V. Kostomarov, M. Kochergan, O. Tupitsa and others have told in detail. Scholars have noted that the semantic structure of each lexical unit may be formed by many components, *sememas*. The meaning of each word may also have separate national-cultural *semes*, the emergence of which is due to history, culture of a particular country, human activity and his worldview, etc. [1; 2]. So, non-equivalent vocabulary can reflect the national and cultural uniqueness of the language at the lexical level, names the concepts and phenomena in the sphere of a certain culture, not peculiar to others. *The aim of the report* is to clarify the ways of transferring the non-equivalent vocabulary when sorting from English into Ukrainian. The non-equivalent lexical units of a certain language have no exact correspondence in other languages, and their meaning cannot be transferred with the help of lexical-semantic transformations. Then, analyzing language of translation, we speak about lacunas, absence of translational matches. Among the reasons for the emergence of such non-equivalent lexemes or collocations are the following: a) the presence in the culture of each nation of phenomena of material and spiritual life that are unique to it, of which little is known to other nations and which therefore do not have words to denote them; b) speakers of one language can fix concepts and meanings that are not fixed by speakers of other languages, since nomination is spontaneous and accidental in nature. We must name these methods:

1) transliteration and transcription, when we translate the spelling or sound of a foreign language word using the graphic means of the target language. This is the most common way to translate exotic realities, customs of other nations, place names, brand names and company names, media names, social phenomena, etc.: *Jason* – *Джейсон*, *Westminster* – *Вестмінстер*, *General motors* – *Дженерал моторс*, *Brexit* – *брексит* (*брекзит*). It should be noted that transliteration and transcription are nowadays used more often for transcribing scientific and technical terms, but less often during the translation of fiction. This, in our opinion, is justified, as the transfer of a sound or letter

form of a foreign language lexical unit does not reveal its meaning in fiction (that is, the reader may not understand new words without additional explanations), but in scientific literature introduces a new term into the Ukrainian scientific vocabulary;

2) tracing, when every part of a foreign word or word combination is replaced by the correspondence from the target language. The names formed in this way lose their national coloring, but mostly (though not always) become motivated and understandable to Ukrainian speakers: *First Lady* – *перша леді* (дружина президента), *brain drain* – *витік мізків*;

3) descriptive translation – a way of transferring non-equivalent units, consists in revealing the meaning of the original unit using a word combination or sentence that contains the essential features of the denoted item. That is, such a translation provides a definition of the subject, the phenomenon, the process. But this type of translation is not always suitable, for example, for the translation of terms, because it can be quite large in size: *laser*– *оптичний квантовий генератор*;

4) approximated translation, where the translator finds an approximate analogue to convey non-equivalent vocabulary word or phrase: *municipal council* – *міськрада*. However, this type of translation only provides an approximate meaning of a foreign word, i.e. it may contribute to a somewhat distorted understanding of a particular concept;

5) transformational translation, where the translator changes the structure of the sentence, explaining the desired word: *Они жили на казенной квартире* – “*They lived in an apartment provided by the government.*”

There are also other translation methods and techniques. Of course, problems occur when translating the non-equivalent vocabulary: the absence of semantic matches (equivalents, analogues) in the language of translation because native speakers do not have a designated object and the need, apart from the denotative (subject) meaning of the reality, to convey connotative meaning (emotional-expressive, national colouring). It should be noted that in any case translators should try to convey as accurately as possible the meaning of the source unit by means of the language of translation. In order to do so, they should study the culture of the people from whose language they are translating and occasionally provide a translator's commentary when some national characteristics of a particular reality need to be explained.

Thus, translators must find a way of translation that allows them to convey all the national and cultural specificities of a particular language to the reader. However, besides such translation techniques, translators must also use their background knowledge and intuition, their linguistic intuition. As you can see, the quality of the translation depends on the translators' knowledge, experience and skill. Such findings testify to the inextricable link between language and culture, language and society.

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## INNOVATIVE NOTE IN MODERN EDUCATION

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Rapid development of technological progress, informatization, introduction of innovative and information technologies in all spheres of life have become integral features of modern society. The huge popularity of telecommunication technologies and the Internet, the latest mobile gadgets, undoubtedly, affects the educational environment and leads to a rethinking of their place and role in the educational process. Modernization of education, which is based on the use of innovative teaching methods, is at this stage one of the priorities.

By innovations in the field of higher education we mean the creation, implementation, testing and dissemination of new original ideas, methods, approaches that take into account the achievements science, education, progressive pedagogical and managerial experience, which provide for the modernization and use of such highly effective educational technologies that would help improve the quality of the modern educational process. [1]

In modern teaching methods, the most acceptable was the classification of methods, which is based on an effective approach to learning. According to it, there are the following groups of methods:

a) which provide mastery of the subject (verbal, visual, practical, reproductive, problem-solving, inductive, deductive);

b) which stimulate and motivate educational and scientific activities (educational discussions, problem situations, business games, creative tasks, search and research, experiments, competitions, quizzes, etc.);

c) methods of control and self-control in educational activities (survey, test, exam, test tasks, questions for self-control, etc.) [2]

A foreign language teacher must be able to find authentic material on a particular topic in search sites, adapt it to the needs and capabilities of students, use multimedia programs, textbooks, create their own web-pages, blogs, etc. [3].

There are a number of educational sites and tools that will be useful for both school teachers and university teachers in planning and preparing for

classes. These include: Moodle, EduBlogs (offers a safe and secure place to blog), Sype (collaboration and online learning), Wikispaces (allows teachers to share lessons, media and other materials online with their students) Quizlet (facilitates teachers the process of creating study cards, manuals), YouTube (has many educational materials) [4].

In order to develop foreign language communication skills in the specialty and increase the motivation of students to learn English for professional purposes, you can use such interactive forms of work as: case technology, round table, jigsaw reading, debates, business games, case method, trainings, video conferences, brainstorming [5].

The use of innovative teaching methods and technologies in the field of higher professional education, which prepares professional and scientific personnel for all industries and spheres of human life, is one of the ways to optimize and modernize the learning process. Through the use of innovative teaching methods in universities, students have more opportunities for creative self-expression and active search and use of information, increase their motivation to learn, and their acquired knowledge, skills and abilities contribute to the formation of readiness to solve problems in professional activities.

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## **BORROWINGS IN THE ENGLISH LANGUAGE AND REASONS OF ENGLISH SPELLING REFORM ABSENCE**

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History of the English Language is an interesting subject for studying not only for linguists but also for people who are learning or have already known this language well.

Each of us, at least once, wonders why the spelling of English words is so different from their pronunciation or, in other words, “Why is English spelling irregular?”. The answer is quite simple, that is because there are lots of words in English from many other languages and there exist many varieties of spoken English that have been used for centuries. That is why the symbols do not accurately represent the sounds. In addition, the English spelling reform has never been carried out as it was done in Modern German or Dutch.

Albert C. Baugh in his book “A History of the English Language” writes that English which we speak at present can be characterized as the language of large size and mixed vocabulary. As the English language belongs to a Germanic group it has much in common with the languages which make up this group as well. Therefore, English shares a great number of words with those languages of Europe that are derived from Latin, French, Italian, Spanish, and Portuguese.

In the Old and Middle English periods, scribes used a modified Roman alphabet to transcribe their own speech or to copy words from manuscripts. We can see many variations within the writings of one scribe as well as among different scribes from the same area: sealm, selm, salm, spalme, sphalme and many others are listed in the Old English Dictionary for ‘psalm’.

In 1420 at the medieval writing office called Chancery, scribes started to write in English rather than Latin (which was believed to be the language of educated people). Perhaps Chancery English can be considered the beginning of a written standard, however, that does not necessarily mean that it represents spoken English.

It is essential to mention that England was under the rule of Romans for many centuries, consequently its vocabulary contains lots of loan words from Latin. We cannot deny that English includes borrowings from many other languages.

We do not feel anything “foreign” about the following words: chipmunk, moose, raccoon, and skunk, all of them are borrowed from the Native American, though. As for the words brandy, landscape, measles, they are from Dutch and there are many other words in our daily use which came from Italian such as balcony, duet, opera, piano, umbrella. The words hammock, mosquito derived from Spanish.

After conducting the research, we can conclude that English irregular spelling and the great number of borrowings are the consequences of historical events which are an integral part of any language development.

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## **METHODS AND TECHNIQUES OF OVERCOMING LANGUAGE BARRIERS**

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Nowadays learning a foreign language is absolutely necessary for people because of our growing international contacts with foreign countries. Situations when people do not understand each other's language or cannot express their thoughts in a non-native language, makes communication difficult. The conditions of foreign language communication in the modern world emphasize the necessity to own all types of speech activity: speaking, listening, reading and writing. The practice of teaching foreign languages shows that during the educational process the students have conditions that prevent the full manifestation of personality, reduce its activity and prevent creative self-expression of the students. The incapability to communicate using a language is known as language barrier. A language barrier is a term used to refer to linguistic barriers to communication, the difficulties in communication experienced by people or groups speaking different languages [1, p. 785]. The problem of language barriers is one of the most important in the field of teaching foreign languages. There are many works devoted to the study of language barriers. Such prominent scholars as A. Adler, A. Bandura, E. Fromm, I. Glazkova, A. Krasheninnikova, C. Smith, C. Rogers, and others were studying the problem of language barriers.



Language barriers negatively affect students and their academic performance. Many students experience emotional stress while trying to learn English which leads to performing poorly in school and attaining very low and bad grades. Most of students tend to get upset and don't try speak because they are afraid of being judged or laughed at by the students. [2, p. 187].

There are some causes of language barriers:

1. Fear of making a mistake (the student is afraid to speak, because he is afraid to say wrong. He remembers the rules of grammar for a long time, selects the right word. As a result, he finally loses self-confidence and prefers to remain silent).

2. Lack of vocabulary (beginners think their vocabulary is too small to start speaking. And the one who has been learning the language for a long time knows many words, but not always appropriate to a particular situation. Either this word has never been taught, or it is impossible to remember the right word, it is spinning in a language, but you cannot pull it out of memory at the right moment).

3. Fear of the audience (the student is afraid not only to make a mistake, but also that other students will criticize him. Classmates will criticize the pronunciation, grammatical errors, the incorrectness of the chosen word or the poorness of the vocabulary as a whole).

4. Grammatical difficulties (there is no solid knowledge of grammatical foundations. The student cannot remember the correct form of the irregular verb, does not understand which article or preposition is needed, cannot form an interrogative sentence).

5. Phonetic difficulties (phonetic barriers are a bad speech technique for the speaker. When words sound unclear and incomprehensible, which complicates the perception of information.)

6. Logical difficulties (there is situations, when a person does not know how to clearly and consistently express his thoughts. In such a dialogue, causality are broken and the substitution of concepts often takes place.)

It's difficult to exaggerate the teacher's part in overcoming language barriers. He motivates, stimulates and supports students. Language barriers can cause many negative effects on a student. However, there are some ways when they can be successfully overcome. How to overcome language barriers:

- Emotional background (the teacher must create suitable situation. Teacher's and the student's cooperation, and cooperation between students is important thing to overcome language barriers. The atmosphere in the classroom should be friendly. A student can get trust and respect from relationships with their parents).

- Forms of activity (it's effective to build students' work in groups. They can discuss some topics, describe pictures and play dialogues).

- Focus on listening (your young students should hear English as much as possible. Listening help children have an idea of the phonetic structure of the language. Listen to the songs, watch cartoons, movies and news in English).

- Using visualization (presentations and cards are necessary to learn new words and repeat previously learned. Teachers can help students by using techniques such as highlighting and discussing academic vocabulary before introducing the lesson).

- Contact with native speakers (an excellent solution to this problem is to communicate with native speakers. Attending meetings, workshops and masterclasses for the purpose of simple communication with children, games, easy tasks will be effective in overcoming barriers).

- Usage of interactive methods (teacher should try to talk to students as friends. This could be more encouraging for your students. At the same time, you can choose creative ideas, such as storytelling to help students develop a natural interest in the English language. You can also plan activities, such as a crosswords and games for your students to build their vocabulary).

So, understanding the essence, structure and causes of communicative language barriers in teaching a foreign language is a necessary prerequisite for the formation of a system of conditions that ensure the overcoming of these barriers in the educational process. It is important to create a positive attitude to learn a foreign language, as well as a sense of self-reliance. Teacher should focus on student success than on possible mistakes. Creating mutual trust, a psychological atmosphere of cooperation, the formation of positive emotions in the learning process, consideration of personal motives – great importance for overcoming language barriers.

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## **COMMUNITY INTERPRETING**

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Nowadays, we can see changing of the role of translating, some machines or AI can reproduce that result of translating that could an average translator do. But one must remember about another way to transmit one language into another one – interpretation. This type is characterized as oral activity and is frequently used while conferences, business meetings or others kinds of communication. There are exist several kinds of interpretation. One of them is Community Interpreting (CI) or social service interpreting takes place in a great

variety of settings and demands good interpersonal skills as well as linguistic and cultural knowledge.

Community interpreting is used to enable individuals or groups in society who do not speak the official or dominant language of the services provided by central or local government to access these services and to communicate with the service providers. Typical CI settings are social services such as e.g., welfare, housing, employment or schools; medical settings such as child care centres, hospitals, mental health clinics; or legal settings such as prisons, police stations or probation offices. Potential employers include state and municipal agencies, non-profit organizations, news media, and local clinics, various types of investigators, union representatives, advertising firms, and police departments. Often, these types of interpreters create a network of private clients within the language community they serve.

Community interpreters need to do more than be fluent in the languages they interpret. They need to be fluent in the public services involved and to be aware of the cultural implications of the interpreting work. Public service access is hindered by language differences, as well as cultural, class, race, gender, and socioeconomic disparity. Because of the variety of possible impediments, a community interpreter must, according to Marsha Sanders, consider the following factors: the many possibilities for misunderstandings or lack of communication due to cultural and linguistic differences, the potential for racial prejudice, the difference between the status and power of the service provider and the relative powerlessness of the client

The community interpreter functions between two or more people who are not equal and so his or her role is regularly to bridge a power variance, as well as language and culture variances. A community interpreter's function can be more complicated and diverse than that of the traditional conference interpreter. However, the core skills remain the same: competence in both source and target languages, excellent knowledge of interpreting skills, complete and accurate rendering of the source language message in the target language. Broad understanding of the inter-play between source and target cultures additionally the community interpreter is constantly faced with both language and sensitive cultural challenges which do not present themselves in a typical interpreting situation.

We mark CI as independent kind of interpretation, but while working interpreters can use (mix) consecutive or simultaneous interpreting. According to the requirements of the interpreted event, the community interpreter will need to master the appropriate mode and strategy of interpreting. Short dialogue or 'liaison' interpreting in e.g., a housing application, a police interview or medical check-up; consecutive interpreting – with note taking – for e.g., an asylum seeker's narrative or a vulnerable witness in court; simultaneous interpreting, usually whispered (*chuchotage*) for a single or a limited number of clients e.g., during the closing arguments of the prosecution or the defense in court, during

parents' school meetings or the weekly sessions in a women's safe house, though sometimes using portable sets or interpreting booths for larger audiences.

In other words, it is not the modes or strategies that set the community interpreter apart from the conference interpreter but it is the institutional settings – usually sensitive, delicate and private, sometimes downright painful or antagonistic – and the working arrangements: the interpreting is bidirectional between the service provider and the client; moreover the proxemics, the participant parties, the level of formality and range of registers are completely different; and it is as yet on the whole a solitary profession with a very different social aura, professionalization and remuneration.

So, Interest in this kind of interpreting, however, has grown by leaps and bounds. Last year the International Conference on University Institutes for Translation and Interpretation (CIUTI) decided that institutes do not have to teach conference interpreting exclusively in order to become a member. They may offer any of a range of interpreter specialisations, including community interpreting. Community interpretation is a broad and flexible field encompassing work in education, public relations, industry, social services, as well as local government issues and affairs.

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## **BACKGROUND KNOWLEDGE OF TRANSLATORS AND INTERPRETERS**

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Background knowledge is necessary in communication. The role of interpreters / translators in intercultural communication is exceptional since they are intermediaries between the addressant and the addressee.

Background knowledge is knowledge that is present in the consciousness of a person and the community of people to which this individual belongs. Background knowledge is the basis of linguistic communication and a prerequisite for adequate interpretation / translation if the communicants belong to different linguocultural communities.

In the era of globalization, intercultural communication has become part of daily life. However, the communicative act as a type of interaction between people can be successful and unsuccessful.

When intercultural communication takes place with the help of the interpreter / translator, their role in the communication chain can be adequately fulfilled in the presence of the following competencies: the interpreter's / translator's linguistic competence (sufficient knowledge and skills in applying interpretation / translation techniques) and sufficient culturological competence, for example, having the necessary background knowledge.

If the interpreter / translator does not meet one of the criteria, communication may fail. Lack of background knowledge in interpretation practice often leads to an unsuccessful communicative act, in which some speech patterns do not fulfill their functions.

Background knowledge in a broad sense is practically all the knowledge that communicants have at the time of communication. Thus, background knowledge as a phenomenon includes a wide range of competencies: linguistic competence, general erudition and understanding of the linguocultural background of the addressee. Background knowledge can be divided into the following categories:

Universal (e.g., knowledge of the sun, moon, time, etc.);

Regional knowledge (e.g., people living in tropical latitudes are not always familiar with the concept of snow);

Information available only to members of a particular nation or ethnic linguistic group (e.g., children's stories);

Local knowledge inherited by the inhabitants of a certain locality: cities, villages, closed societies, sects, etc., influencing the emergence of a geographically or socially determined dialect, or communication manners;

Group knowledge shared by small groups like family, work team, etc. (e.g., nicknames or stories).

The texts for translation can range from the simplest, such as a driver's license, birth certificate, to more complex materials, such as articles in special magazines and legal documents. In addition, interpreters can work at press conferences, lectures, or even at lunch. In any case, interpreters / translators need knowledge in many areas, therefore, in order to become a successful interpreter / translator, it is necessary to accumulate this knowledge in the maximum amount.

However, this does not mean that the interpreter / translator must understand all possible areas, because this is almost impossible. They can study one area of interest because the more knowledge in a particular area interpreter / translator accumulates, the more they begin to understand it, and the better they understand it, the better their translation will be.

Understanding the text is a prerequisite for an adequate translation / interpretation of the material. Unsure of the meaning of a sentence in the original language, the interpreter / translator will not be able to convey the

meaning to their audience. Only when they understand the idea of the material, they will be able to translate it while retaining its semantic value. If they do not fully understand the material, the translation / interpretation will be based on rendering the words and structure of the sentence, which will result in a literal translation. If the interpreter / translator does not understand the original text at all, they will not be able to translate the material. All the above mentioned leads us to the conclusion that understanding the original text plays a key role in translation / interpretation.

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## **BLENDED LEARNING – NEW APPROACH FOR EFFECTIVE LEARNING**

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Improving students knowledge and skills through formal and informal education has its own important and special priority. There are many different methods and procedures to present environmental education appropriately. This education can be either traditional or modern one. In order to improve the quality of educational studies, education needs innovation and new perspectives . That is why so many studies have tried to find new methods and techniques for more effective education, which have specifically supported by advanced technologies. Up to the moment and because of information technologies and advances in communicational methods, many innovations have been added to the educational methods. In order to find the existing requirements in educational studies, many different methods and techniques have been invented and used. Education via electronic learning is defined as education which aids other technologies to access learners who are in distant locations and encourage them to interact with the other classmates via specific techniques. In the other words it can be said that electronic learning means bringing learning to people instead of bringing people to learning.

Electronic learning complete current educational methods, while in some cases replace them. Electronic learning provides an effective environment for teachers to access better educational conditions with their learners. Additionally,

electronic learning technologies can help teachers and learners to perform their educational functions more effectively. The term participation which are used in on line discussions, give learners an opportunity to analyze their observations and find more logical answers to their mailed questions. However, this educational method has some problems which affect educational procedure. For example, it is always hard to provide an effective and socialized educational procedure in electronic learning. In contrast to electronic learning, traditional methods lack time flexibility and necessitate physical presence in classes in most days of the week. But this paradigm gives learners the opportunity to ask their questions.

The main challenge in front of traditional methods is that, although free discussion in class can bring up many new ideas and questions, however due to lack of time, many of them are overlooked. It is believed learners can save their questions on line and they have the option to continue their previous discussions and findings. Shortcomings of traditional and electronic methods necessitate more endeavors to find better methods which can utilize advantages of both methods. Lastly, a new educational model has been made which is called as differences between traditional education and electronic education; that is because both of them have their own advantages and shortcomings. Numerous studies have been conducted on use of data, on line and off line activities and to investigate learning strategies which incorporate educational potential of on line and face to face educational. Blended learning has been referred to as the third generation of distant educational systems.

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## **LANGUAGE OF TEXT MESSAGES**

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With the development of the Internet and online communication, abbreviations are formed. English abbreviations are often used both in spoken and written language. They are used by everyone who learns or speaks the English language fluently.

Among the reasons and preconditions for the emergence and significant spread of the phenomenon of abbreviation in modern society, along with extralinguistic factors (scientific and technological progress, social transformations, development of interethnic cultural and economic ties), we recognize the principle of language means economy and speech efforts.

According to the definition suggested in “American Heritage Dictionary” abbreviation is “A shortened form of a word or phrase used chiefly in writing to represent the complete form, such as *Mass.* for *Massachusetts* or *USMC* for *United States Marine Corps*” [1].

SMS-messages are considered to be the means of informal communication, so they do not assist establishment of business contacts. However, the use of SMS-argot has been so widespread that they have become a factor influencing Modern English. The cases of replacing English words by abbreviations are constantly increasing.

There are a lot of shortenings in SMS messages. It is practically impossible to decipher them without the detailed analysis. The basic distinctive features of SMS messages are:

1. Presence of electronic channel of transmission.
2. Indirectness
3. Remote mode of communication
4. Hypertext
5. Virtuality
6. Creolization
7. Computer ethics and etiquette.

Abbreviations are most often used in informal speech, correspondence, blogs. They save time as the length of the message gets smaller. Sometimes ignorance or wrong use of a shortening in English can cause an uncomfortable situation or incomprehension of the content an interlocutor wants to express.

Nowadays everyone is trying to convey as much information as possible in a faster way. We have already had a large number of different abbreviations in English that help to convey whole sentences in several letters.

For instance, to express laughter we use acronyms such as: LOL, ROTFL.

Acronyms are used for expressing feelings: *BFF* – *Best Friends Forever*, *AML* – *All My Love*, *H&K* – *Hugs and Kisses*.

Examples of abbreviations formed by numbers: *4ever*, *2nite*, *2day*.

Informal abbreviations are also becoming quite popular and often used. Informal abbreviations are abbreviated forms used in spoken language. They are not considered slang, but are possible only in an informal setting. They are usually used in informal situations.

Abbreviations are becoming increasingly important, especially in scientific, technical and journalistic texts, as a means of concentrating information due to their conciseness and brevity. It is possible to convey as much information as possible as in the mass media as in personal messages by means of abbreviations.



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## PECULIARITIES OF ENGLISH FILM TRANSLATION (ON THE FILM TERMINATOR 3. RISE OF THE MACHINES)

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The relevance of this article lies in a popularity of English films among Ukrainian audience. A great demand for translation of various films is an important part of modern society life.

The purpose of this research is to identify the features and difficulties of English film translation into Ukrainian.

The goal of this work is to give a wider outlook on the peculiarities of English film translation (on the film Terminator 3: Rise of the Machines).

The object of this research is film text as a special text genre of translation activity. The subject is the methods used in translation of these film texts.

At the moment, cinema is one of the most popular social communities. Modern people find it difficult to imagine their existence without cinema. The conditions of globalization contribute to the fact that foreign (mostly English) films create a significant share in Ukrainian cinema.

A film translation in any form (dubbing, subtitled translation or "behind-the-scenes" translation) meets certain criteria specific to translation activities in general. A film text includes dialogues, lyrics, behind-the-scenes comments and captions. This type of text has its own characteristics: unlike other types of translated texts, it is designed at the time of a new perception, so it must be informative and understandable to a viewer [1].

The main features of an audiovisual translation are various specific aspects of film technology translation. The transmission of verbal and nonverbal information in this particular text is carried out both acoustically and visually, and the linguistic aspect ceases to play a decisive role.

There are two main ways to translate film texts: dubbing and subtitles.

Subtitle is an abbreviated translation of film's dialogues, which reflects their main content and accompanies visual series of a film in its original version. The structure of a subtitle text has its own characteristics and there are requirements for displaying subtitles on a screen to ensure the most comfortable conditions for a viewer. Therefore, while faced with some difficulties in a process of film text translation, a translator will be forced to use different types of transformation.

Taking into account the main feature of a subtitle text (compression and conciseness caused by the limited space occupied by subtitles) and the time allotted for their reading, it is necessary to highlight some translation transformations, which are used more often than others [2; 18].

Dubbing is a replacement of an original speech with a speech of a target language. It is a special recording technique that allows you to replace a soundtrack of a movie with a recording of the original dialogue.

Compression is a concise translation of the content (semantically more voluminous unit of another language).

In this article, we have analyzed the text of the film "Terminator 3: The Rise of the Machines" and revealed an active use of compression techniques.

### Method of grammatical compression

English subtitles	Ukrainian subtitles
<i>They tried to murder me before I was born.</i>	<i>Вони намагалися вбити мене до мого народження.</i>

Here we can see the use of grammatical substitution, in which a complex sentence is replaced by a simple one. In this case, the literal translation will be cumbersome and time consuming. Therefore, a translator used compression.

### Method of lexical compression

English subtitles	Ukrainian subtitles
<i>I think he's got pneumonia.</i>	<i>Здається, у нього пневмонія.</i>

The English introductory word "I think" is replaced by the Ukrainian introductory word "Здається", thus reducing the number of words in the phrase.

### Omissions

English subtitles	Ukrainian subtitles
<i>Let me see your license and registration</i>	<i>Покажіть свої права.</i>

The English words "license and registration" are omitted. Instead, a translator used only one word "права", reducing the phrase and adapting the text for the Ukrainian audience.

## Realities in the film texts

The realities in the film texts relate to the facts of history, government agencies, names of national and folk heroes, mythological creatures.

English subtitles	Ukrainian subtitles
<i>I'm not sure if Skynet is ready.</i>	<i>Я не впевнений у готовності Skynet.</i>

«Skynet» – is an artificial intelligence, the main antagonist of Terminator; a fictional supercomputer (combat information control system) of the US Department of Defense. Therefore, there is no equivalent of this word in Ukrainian, and a literal translation would confuse the viewer.

## Conclusions

The problem of a film text translation is very complex, as in this type of translation a translator has to take into account some specific features of a film text. Unlike other types of the translated texts, it is intended for an instant perception, so it must be informative and understandable for a viewer. The text is accompanied by a video series, which helps to choose possible translation options.

According to the results of the study, we found two main types of a film text translation: dubbing and subtitles.

- 1) subtitles take much less time than the dubbing process;
- 2) while creating subtitles, it is impossible to avoid the use of compression, as the speed of human speech is much more higher than the speed of reading.
- 3) duplication does not require much effort for the perception of film text by native speakers.

Thus, the results of this study conclude that translation of a film requires a translator to speak and to know both languages (foreign and native), because while adapting the film text for the Ukrainian audience a translator must skillfully use the vocabulary of native language to reveal the essence of English text. It is also reasonable to select some lexical units taking into account the rate of cinematography change.

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## WHY TRANSLATORS NEED TO STUDY THEORETICAL ASPECTS OF THE LANGUAGE

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The general theory of translation reveals the concept of the translation norm, based on which the quality of translation is evaluated. Translation linguistics includes both theoretical and normative sections. The theoretical sections of translation linguistics investigate translation as a means of interlingual communication, as an objectively observable phenomenon. The normative sections of translation linguistics formulate practical recommendations. They are based on the theoretical study of translation and aimed at optimizing the translation process, facilitating and improving the quality of translation work, developing methods for evaluating translation and training future translators.

To perform their functions consciously and correctly, the translator must have a clear understanding of the goal of their activity and the ways to achieve this goal. This understanding is based on a thorough knowledge of the basics of translation theory, both general and specific / private ones, concerning the field and combination of languages with which the translator deals. It involves knowledge of techniques and methods of translation, ability to select the necessary equivalents and apply the most effective translation techniques in a particular context, with consideration for pragmatic factors affecting the course and outcome of the translation process.

To ensure high quality of translation, the translator must be able to compare the target text with the source one, assess and classify possible errors, make necessary corrections. Both translators themselves and other people evaluating the quality of translation assume, directly or indirectly, that a proper translation must meet certain requirements. The totality of requirements for translation quality is called a translation norm. The quality of translation is determined by the degree of its compliance with the translation norm and the nature of unintentional or intentional deviations from this norm.

Nowadays, the conventional norm of translation can be defined as a requirement of maximum proximity of translation to the original, its ability to fully replace the original both as a whole and in detail, performing the tasks for which the translation was made. Practically, this requirement is realized by fulfilling all or some of the above aspects of the translation norm.

In practical terms, there is a certain hierarchy between various aspects of the translation norm. The translator and the users of the translation, above all, pay attention to the pragmatic value of the translation, the success of solving the

pragmatic “super-task” if such a task has been set before this translation act. The existence of a pragmatic super-task is not a very common phenomenon, and in many cases, the requirements of the pragmatic norm are satisfied by ensuring a sufficiently high level of translation equivalence.

For many professional translators who specialize in translating a certain type of material, the genre / style norm also happens to be a fixed one for most of the translations they do, which does not require reassessing the stylistic features of the source text each time.

The conventional norm of translation remains unchanged for a long period and determines the general approach of the translator to their work, the extent of their desire to achieve maximum equivalence.

Finally, the equivalence norm represents the ultimate normative requirement that must be met, provided all other aspects of the translation norm are met. Undoubtedly, the completeness of the content of the source text in translation is the most important characteristic of interlingual communication, the equivalence norm is the most “translation-specific” normative requirement for translation. It is fully determined by linguistic factors, and the degree of its compliance must be established with maximum objectivity. The degree of similarity between the target text and source text is also the most objective criterion to characterize the results of the translator’s work. As a consequence, this criterion is widely used both in editing professional translations and in the process of training future translators.

Thus, compliance with all normative rules, except for the equivalence norm, has a general nature and is something self-evident while the degree of similarity between the source and target text is the variable that mostly determines the level of professional qualification of the translator and quality of translation.

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## **INNOVATIVE METHODS OF TEACHING ENGLISH FOR STUDENTS STUDYING TOURISM IN A DIGITAL SOCIETY**

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Education is one of the most important aspects of human being. People study all their lives from that time they were born until retirement. Languages are keys to international communication and the most popular language all round the world is English. This language is important for socializing and entertainment as well as work. Language-learners are keen on interesting studying. So that the crucial thing is method of teaching. If students are not interested in the way the teacher gives information, they will not study this subject.

Higher and Secondary Educational Establishments often provide students with outdated books, dictionaries and even absence of entertainment during lessons but it is also significant. They do not interact with students. Even though the subject is pretty attractive and useful even in the daily routine, students are not interested in it at all.

It would be better to use brand new methods of teaching English. Teachers can use social networks – TikTok, Instagram, Clubhouse, Facebook and different websites such as Wordwall, Quizlet, Kahoot, Quizizz, Live Worksheets, Miro etc. These resources can help teachers to develop lessons and use them during working process. Modern life requires modern approaches of studying English.

Let us explain the importance of them.

Firstly, nowadays social networks became extremely popular. Therefore, teachers can use them to increase their chances to succeed. Almost every student has Instagram or TikTok so storytelling is a good tool of involvement. Students also can be shown native speakers agenda and learn new vocabulary.

A lot of teachers run their own TikTok accounts and share useful information in non-formal settings. In such conditions learners feel free and not forced to study. They sometimes do not even realize that they are involved in the learning process.

Secondly, talking about learning vocabulary there are many up-to-date websites and applications to make this process easier. Teachers can use Quizlet in order to better memorizing new words. Wordwall and Live Worksheets are resources to have practice.

Thirdly, there are many online platforms, which can be used during lessons, especially in COVID-19 situation when students are studying remotely.

Digital platforms help teachers and students to create a space in which teachers and learners can connect, ask questions to enhance learning, host your classes on the cloud and create different types of assessments [1].

Next, classes can be based on films. It would be a good idea to ask students to watch certain film in advance and then do tasks according to it. Also, it would be great to make speaking classes on different topics.

Make the process of studying gripping. For instance, BBC videos can be used during lessons and can be combined with Speak Out student's books and workbooks. They are based on true stories and draw students' attention.

Gamification is important point. It is becoming increasingly used in educational settings for a number of reasons. It helps to motivate students and make them more engaged with the subject matter and makes the hard stuff more fun. Gamification in learning involves using game-based elements such as point scoring, competition, team work, score tables to drive engagement, help students assimilate new information and test their knowledge. It can apply to school-based subjects, but is also used widely in self-teaching apps and courses, showing that the effects of gamification do not stop when we are adults [2].

Taking into consideration everything mentioned before, studying language is multifaceted process. Of particular relevance is the use of digital tools in the study of language for students majoring in Tourism. Technology is changing, so teachers need to improve their lessons and make them more diverse and interesting. For better communication with students, they need to keep up with the times using new methods of teaching.

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### **ANGLICISMS IN THE MESSAGE COMMUNICATION OF THE UKRAINIANS: LANGUAGE GLOBALIZATION OR DEGRADATION?**

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Nowadays the Internet connects the Ukrainians with the whole world, in particular with the English-speaking countries, that causes an intensive influx of the English vocabulary into the Ukrainian language. This is also facilitated by

the fact that in modern times English takes place of a means of international communication.

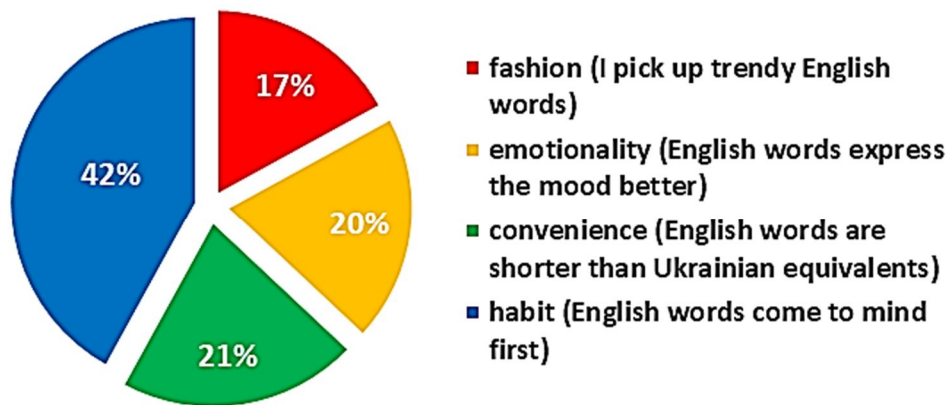
Anglicisms are the words, their individual meanings, phrases, etc., which are borrowed from the English language [1, p. 57]. In the classification of anglicisms we rely on the works of Gomez Kapuz "*Inmigración léxica*" and distinguish such as hybrids, tracings, exoticisms (synonymous designations of foreign reality), barbarisms, composites (two-rooted foreign words), jargons and thematic anglicisms [2, p. 3]. In Ukrainian linguistics, such scholars as L. Kislyuk, A. Naumovets, O. Makhnyova, O. Styshov, S. Fedorets studied the place of the anglicisms in the lexical system of the Ukrainian language, ways of their organization and functioning. The idea of anglicisms in the economic, political, and cultural spheres has already been formed. However, the role of English in everyday communication, in particular with the help of messengers, is still insufficiently studied.

Messengers in the modern sense are instant messaging systems. Some examples of world-famous messengers are *WhatsApp*, *WeChat*, *QQ Messenger*, *Telegram*, *Viber*. Some social networks offer messaging services as a component of their common platform, such as *Facebook Messenger*, *Instagram*, *Twitter*. According to the *Kantan CMeter 2020* project, the most popular messengers in Ukraine are *Viber*, *Facebook Messenger*, *Telegram* [3]. In these messengers the popularization of hybrids (English words with Ukrainian affixes) and tracings (English words that sound similar) is noticed. It is paradoxical, there are everyday concepts that have a stable name in the Ukrainian language among them. This determines the relevance of the study. The aim is to find out the reasons of the popularization of English in messengers and to assess the impact on the Ukrainian language using social survey methods.

The survey involved 53 respondents, whose average age was 25 years. In the first point of the questionnaire there was a list of the following 23 anglicisms: *енівей, бізі, чéкати, чилити, краш, кьют,ізі, фіксити, хелл, мейбі, муд, найс, пліз, пранк, пруф, релакс, соу-соу, сорі, стен, сенкс, вайб, велкам*. It should be noted that among the proposed anglicisms there is no one that would be completely unknown and unnecessary. The most popular lexemes were *хелл* (68% of votes), *ізі* (64% of votes), *сорі* and *сенкс* (62% of votes).

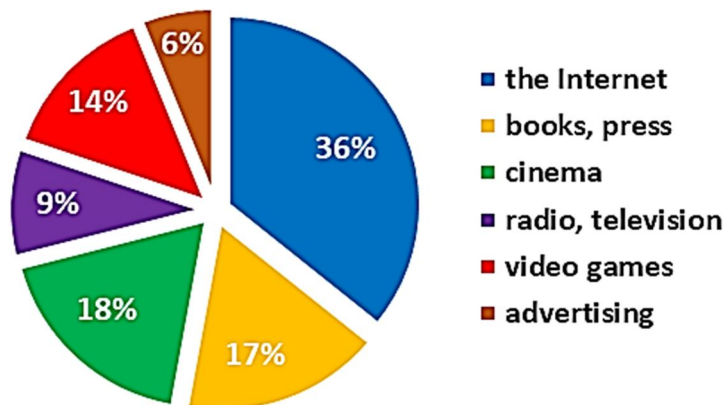
The second point of the questionnaire was to outline the reasons for using anglicisms instead of their Ukrainian counterparts in message communication. The opinions of the respondents were divided into four branches, which we named as follows: fashion, emotionality, convenience, habit. The percentage of respondents' opinions is shown in the figure 1.1.:





(Figure 1.1 – Reasons for using anglicisms in message communication)

The third point made it possible to identify the sources of anglicisms. We offered the following media resources: radio, television, books, press, cinema, advertising, video games, the Internet. Figure 1.2 depicts the results:



(Figure 1.2 – Sources of anglicisms in the message of communication)

Thus, according to the results of the social survey, the appeal of the Ukrainians to English in message communication is due to the subjective commitment to the language of most areas of their interests and needs, which they face in the Internet. The use of borrowed English household lexemes can be a threat to established Ukrainian words. Today, this problem applies only to message communication, but tomorrow it may be manifested everywhere. Answering the questions in the title of the study, we can say that anglicisms in the message-communication of Ukrainian youth are a consequence of linguistic globalization and a worrying sign of degradation of the Ukrainian language in the possible future.

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## FEATURES OF TRANSLATION OF SCIENTIFIC HUMOUR ON THE EXAMPLE OF THE SITCOM *THE BIG BANG THEORY*

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The translation of humor has always caused certain difficulties due to different cultural realities and the lack of direct equivalents in a target language. The goal of this work is to analyze the features of scientific humor and translation techniques for its adequate translation.

According to Wikipedia, scientific humor is a type of professional humor based on unusual or paradoxical aspects of scientific theories and scientific activities [1]. Therefore, for a research it is necessary to select a humorous film or the book where the scientific phenomena lie at the heart of it. *The Big Bang Theory* fully meets the requirements. Since the majority of characters in the sitcom are physicists, scientific humor plays the leading role in it. Here are some examples of scientific puns and their translation into Ukrainian (dubbing produced by the Tak Treba Production studio commissioned by the Paramount Pictures TV channel [4]).

### **Season 3 Episode 4 (The Pirate Solution)**

*Sheldon: All right, we're going to be designing an experiment to look for the annihilation spectrum resulting from dark matter collisions in space.*

*Raj: Ooh, dark matter. We better bring a flashlight.*

*Шелдон: Гарзд, розробимо експеримент, щоб зазирнути у спектр розпаду при зіткненні темної матерії в космосі*

*Радж: Ууу, темна матерія – треба взяти ліхтарик [4].*

The comic effect of this lexical pun is based on the polysemy of the adjective "dark". In its direct meaning, "dark" means "with little or no light, or having little brightness" [3]. In science, "dark matter" is one of the most complex concepts in modern physics. According to Wikipedia, this mysterious component of the universe was discovered only by gravitational influence on visible matter and background radiation [2]. Sometimes, physicists even joke that when they talk about dark matter or dark energy, they themselves do not fully understand the nature of this phenomenon, so they called it "dark". Of course, it is impossible to see or study dark matter with the help of a flashlight. This pun was translated by means of calque, and the humorous effect was conveyed adequately.

### **Season 3 Episode 18 (The Pants Alternative)**

*A neutron walks into a bar and asks: "How much for a drink?" The bartender says: "For you no charge".*

*Нейтрон заходить у бар і питає: «Скільки з мене за напій?» Бармен відповідає: «З тебе нуль» [4].*

The comic effect of this lexical pun is based on the polysemy of the word "charge": 1. the amount of money that you have to pay for something 2. the amount or type of electricity that an electrical device stores or that a substance carries [3]. From the course of school physics, we know that neutrons do not have an electric charge. The pun was translated by means of partial compensation, and the comic effect is based on the fact that we say "zero" both in relation to "absence of charge" and "no cost". In my opinion, it is not an adequate translation, so I have my own version based on compensation:

*Нейтрон заходить у бар і каже: «Мені як зазвичай» Бармен відповідає: «Ти вже сьогодні 10 раз заходиш. Що трапилося?» - «Та ніяк не можу зарядитися».*

In this joke, the word "зарядитися" means "become charged" in terms of physics and the slang meaning "drink a certain amount of alcohol, have a state of alcoholic intoxication". Thus, the humorous effect was conveyed adequately [5]. Besides puns, the scientific humor in "The Big Bang Theory" often takes the form of dialogues on a scientific topic between prominent physicists and people who did badly at school:

### **3 Season, 23 Episode (The Lunar Excitation)**

*Zack: Is that the laser? Bitchin'.*

*Sheldon Cooper: Yes, in 1917 when Albert Einstein established the theoretic foundation for the laser in his paper ..., his fondest hope was that the resultant device be bitchin'.*

*Zack: Well, mission accomplished.*

*Зак: Це лазер? Зашибезний.*

*Шелдон: В 1917 році коли Альберт Ейнштейн виклав теоретичне обґрунтування лазера у своїй праці ..., його найзаповітнішою мрією було, щоб отриманий прилад було названо «зашибезним»*

*Зак: Місію виконано [4].*

This dialogue was translated by means of calque, and the humorous effect was conveyed adequately.

After conducting the research, we can conclude that scientific humor, in contrast to observational humour, is often translated by means of calque, rather than compensation, because scientific realities, different from cultural ones, do not depend on national or regional features. Scientific principles and achievements are generally accepted and reflect the general level of human development at a certain historical stage.

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## **QUEST TECHNOLOGY AS AN EFFECTIVE METHOD OF LANGUAGE LEARNING**

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21st century is the century of globalization. Because of this process, people around the world come into contact with each other through education, business, or for any other reason. To establish such communications requires knowledge of the English language - both theoretical and practical basis.

In order to provide students and schoolchildren with good theoretical and practical training, it is necessary to introduce new technologies of language learning. Today, memorization is giving way to creative thinking, communicative interactions to exchange information and apply the personal skills of each student. This is the reason that today's educators are introducing new technologies that will provide the training of skilled workers with a broad outlook and the ability to think critically.

To meet these needs, effective teaching methods are required. An example is the technology called "Quest", which implies purposeful work to achieve a specific goal.

Quest is a pedagogical technology that includes elements of play, the development of progressive thinking and creative skills, as well as the opportunity for team collaboration.

The Quest technology, which appeared as an idea back in the 1920s, gained popularity at the end of the 20th century thanks to the well-known genre of computer games. Later, in 1995, it began to be used in pedagogy. The principle is that the sequence of learning does not consist in the method "from theory to practice", but in the achievement of a specific task.

When carrying out group work, students distribute roles and tasks among themselves, plan the implementation process, share the results at all stages of the quest.

In the course of the development of technology, a quest called "OscarRace" would be developed (focused on students in grades 9, but can be applied in any educational process of learning a language, depending on the abilities of students). The plot of the quest "OscarRace" is dedicated to a well-known film company and an Oscar, which students can receive for creating their own film. The class is divided into mini-groups of 4-5 people. Each group is a

film company that prepares its own film to be presented in the competition program and compete for the Oscar in the nomination "Best Picture".

The quest is divided into three stages. At the first stage, students are divided into teams, develop an idea, plot and poster for the film. This stage is classroom. In the second stage, the students work outside the classroom, during which the group works on creating a short film for a couple of minutes. At the third stage, each of the groups presents the result of their work and shares their opinion about the films of other participants.

As a result of carrying out this quest in a team, not only increases the level of a foreign language, but also develops creative abilities, helps students get to know each other better, see their strengths and weaknesses, and much more.

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## **ANALYTIC STRUCTURE OF THE ENGLISH LANGUAGE**

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The urgency of this problem is very common, because the English language is the lingua franca for humanity. The grand success in the distribution of high-tech, mass media and the economic development of the English-language world have resulted in the increase of the number of people who use English for speaking. Incidentally, the British colonial imperia was the biggest state in the history of humanity. As the result, English takes the third place by the number of native speakers, and it takes the first place as a foreign language (World Economic Forum). However, this language has influenced not only on the changeable elements of the world-wide cultures such as music, theater, cinema, but also on other languages.

### **Types of languages in terms of grammatical structure**

*The synthetic languages* are the languages where the grammatical meaning expresses with the help of the endings, affixes, alternations (or simply the sound changing), suppletion (for example, in some Slavic languages there is imperfective and perfective form of words).

*The analytic languages* are the languages where lexical and grammatical meanings are separated. The lexical meaning is expressed with the whole words,

and the grammatical meaning is expressed with functional words (articles, pronouns, conjunctions, particles, auxiliary verbs etc.), word order and intonation.

For example, the idea of comparison in English can be realized in two ways:

More simple – an analytic way of forming the comparative degree of the adjective simple.

Simpler – a synthetic way of forming a comparative degree.

There are not only either synthetic or analytic languages, but the purpose of this report is to inform about the English language as about the analytic one.

### Synthetic Phonics vs Analytic Phonics

Synthetic	Analytic
Emphasis on every individual sound	Emphasis on 1 <sup>st</sup> sound
If you can read it, you can spell it	Spelling taught separately
Detailed and systematic	Guessing is possible
Rarely breaks the grammatical rules	Breaks the grammatical rules very often

### The main features of English analytic structure

✓ words can change their parts of speech in the same form. Only context and word order help to understand that it is not a noun, but a verb;

The air is polluted in this area. - Повітря в цьому районі забруднене.

We have to air the room.

✓ you can form compound words from several words without changing the constituent parts and without using the connecting parts of the word in analytic English.

He is an annoying I-know-everything-in-the-world student.

The analytical system does not imply a complete absence of inflection. So, within a certain paradigm, a word can change its form, for example: the formation of a plural in nouns and the formation of a personal form of a verb in the third person singular, but these changes in the form of a word are not the result of its transition from one class of words to another:

*He went to the dogs. - He disappeared (died / ruined).*

*He dogs my footsteps. - He's following me.*

Some grammatical structures can seem to be correct for us, while they are wrong, because people learn English from their standpoint of native languages. Being aware of right word order and correct ways of changing the structures is very important for English study.

The sentence, “The chicken crossed the road” and “The road crossed the chicken” take on two different meanings because the subject and object are inverted. The same would be true if the verb was used out of order, for example: “Crossed the road the chicken.”

### **Characteristics of development of the analytic language**

The term analytic is commonly used in a relative rather than absolute sense. The currently most prominent and widely used analytic language is modern English, which has lost most of the inflectional morphology inherited from Proto-Indo-European and Old English over the centuries and has not gained any new inflectional morphemes in the meantime, making it more analytic than most of Indo-European languages.

The table which reports mean Analyticity Index scores and mean Syntheticity Index scores of the English language by century, averaging over all text types in the corpus.

<b>Century</b>	<b>Analyticity Index</b>	<b>Syntheticity Index</b>
12th	449	196
13th	434	151
14th	481	155
15th	470	140
16th	473	141
17th	477	147
18th	464	162
19th	455	166
20th	444	178

For example, while Old English had much more complex grammatical conjugation, grammatical genders, dual number and inflections for eight (nine) cases in their nouns, pronouns, adjectives, numerals, participles and determines, standard English has lost almost all of them (except for three modified cases for pronouns) along with genders and dual number.

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## PROBLEMS WITH TRANSLATING PHRASEMES

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The phraseological composition of each language, according to scientists, is a nationally marked part of the lexicon, because it reflects the cultural and historical experience and mentality of the people, the originality of customs, the peculiarities of life, the system of spiritual values, the features of the laws of development of a particular language, etc. Therefore, it is extremely important to preserve emotional, figurative, stylistic, national-cultural specifics for appropriate translation of phrasemes. So phrasemes represent significant interest for translation studies in general, as well as for specialists and future specialists in this field in particular. Such Ukrainian and foreign scientists as M. Alefirenko, N. Amosova, V. Vynogradov, V. Komissarov, A. Kunin, R. Zorivchak, V. Uzhchenko actively studied the features of phrasemes and / or the problems of their translation, emphasizing that phraseology plays a very important role in speech, because it gives statements imagery, conciseness and brightness. The problem of translating this layer of vocabulary remains *relevant*, because each nation's stable vocabulary reflects the peculiarities of national development and perception of the world. Therefore, the *purpose* of the report is to identify problems with translating phrasemes, to determine ways to convey the content of these stable phrases by tools of another language. The term 'phraseme' means an indivisible in content, stable in structure phrase that has a complete meaning and is reproduced in speech as a finished verbal formula. It should be noted that the national specificity of phraseology is manifested in the meaning and structure of phrasemes, the peculiarities of their use, etc. [2]. In different languages phrasemes may or may not have variants: *come down (come back) to earth – спуститися на землю* (examples are taken from sources [1; 3]). Phrasemes also vary in the frequency of use, features of polysemy, synonymous and antonymic relations.

Of course, they are not similar in the motivation taken as the basis of phrasemes of different languages: ukr. *коли рак на горі свисне* – rus. *после дождичка в четверг*– eng. *when pigs fly* ('never'). The task of the translator is to convey the content and try to preserve the imagery of the original phraseme as much as possible in order not only to convey the content, but also to demonstrate the expressivity of the collocation. It is worth noting that phrasemes of a particular language can also have the following national features: a) the use of national proper names (*as happy as Larry – бути на сьомому небі, to be infinitely happy*); b) the use of non-equivalent words with a national-cultural semantic component (*стати на рушник – get married*); c) the use of



certain words in comparative stable phrases (*червоний як рак – red as a lobster*); etc.

It is customary to distinguish the following types of phraseological units:

1. Full idiom is a phraseme whose meaning cannot be derived from the sum of the values of its components, namely their semantic independence is completely lost. For example, in English idiom *to show the white feather* (literally – 'показати біле перо') you should not translate each word separately, but you should do it using a descriptive translation, because the phrase means 'бути боягузом' (it has a phraseological analog / contextual replacement with 'боятися власної тіні' is possible).
2. Semi-idiom is also an indissoluble phrase in which, in contrast to full idiom, the signs of semantic separation of components are clearly preserved. As a rule, the total semantics can be partially derived from the component meanings. Semi-idiom is characterized by imagery, namely each individual word has its own specific meaning, but together they acquire a figurative one. During the literal translation of such phrasemes, you can guess the meaning of the phrase. For example, *come rain or shine* will literally mean like *прийде дощ чи сяйво*, but it is preferable to use descriptive translation or use a phraseological analog / contextual replacement 'за будь-яких умов; щоб не трапилося'.
3. Phraseological collocations are phrases that include words with both 'free' and 'permanent', phraseological (used only in this combination) meaning. Collocations are stable phrases, but their overall meaning depends on the values of individual components (words). Quite often phrases are adjusted during the transition from one language to another, depending on the semantic features of languages. For example, we say *міцний чай*, but it is wrong to translate it into English as *tough tea*, because it is customary to say *strong tea*. Another bright example is the phrase *ухвалити рішення*, which in English will be *make a decision*, but not *accept a decision*.

So collocations as well as semi-idioms will be understandable during literal translation, but they will not be grammatically and lexically correct. In our opinion, literal translation provides an opportunity to understand the main idea (in semi-idioms and collocations), but does not convey imagery, connotations, shades of meanings, is often not grammatically and lexically correct, and sometimes even can be misleading (in full idioms). For example, for translating *it is raining cats and dogs* (*лє, як з відра*) it is hardly possible to use a literal translation. So phrasemes are bright phrases that often reflect various national characteristics, cultural, historical and religious aspects, help to create a certain mood and atmosphere, that's why you should be incredibly careful about their translation. The greatest difficulties for translation are phrasemes that do not have equivalents in other languages. The choice of a particular type of translation depends on the characteristics of phrasemes that the translator must recognize and be able to accurately convey their meaning, brightness, expressiveness and national specifics.

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## FRENCH INFLUENCE ON ENGLISH

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The influence of French on English pertains mainly to its lexicon but also to its syntax, grammar, orthography, and pronunciation. Most of the French vocabulary in English entered the language after the Norman Conquest of England in 1066, when Old French, specifically the Old Norman dialect, became the language of the new Anglo-Norman court, the government, and the elites. That period lasted for several centuries until the aftermath of the Hundred Years' War (1337–1453). However, English has continued to be influenced by French.

It is customary to divide the time in which English was in contact with French into two periods, 1) Anglo-Norman and 2) Central French. The first period lasted from the invasion of 1066 to the loss of Normandy to England under King John in 1204.

After this there is little or no direct influence of French on English but the language remained fashionable and the practice of borrowing words from the continental language continued well into the 15th century. The Central French period (during which influence from the region around Paris dominated) can be taken to cease gradually with the introduction of printing at the end of the 15th century and the general resurgence in interest and status of English.

The region known as *Isle de France* (Paris and its surroundings). The label *Central French* refers to late medieval speech there.

Some few words pre-date the Norman conquest such as *prud* 'proud' and *tur* 'tower'. The greatest influence set in the mid 13th century. The number of borrowings runs into thousands. These are to be found in certain spheres of life like politics and administration, cuisine, the judiciary, etc.

The difference between Anglo-Norman and Central French loans in English is to be seen in famous pairs of words like *catch* and *chase*, both of which go back originally to Latin *captiare*, which itself furnished English with the later loan 'capture'. The main differences between Anglo-Norman and Central French are outline in the tables below.

Anglo-Norman	Central French
/k/	/tʃ/
<i>cattle</i> /k-/	<i>chattels</i> /tʃ/
<i>pocket</i> /-k-/	<i>poach</i> /tʃ/
/tʃ/	/s/
<i>catch</i> /-tʃ/	<i>chase</i> /-s/
<i>launch</i> /-ntʃ/	<i>lance</i> /-ns/
<i>pinch</i> /-ntʃ/	<i>pincers</i> /-ns-/

This type of contrast between two forms of the same etymon is also seen with French and Latin forms as in *royal* and *regal*.

GERMANIC LOANWORDS IN FRENCH French contains a number of words which are early borrowings from Germanic. In Central French these show /g-/ (from an earlier /gw/) and in Anglo-Norman /w/. The word for *war* is the best example; the Germanic root \**war-* is to be found in Modern English *aware* and *beware*.

Anglo-Norman	Central French
/w/	/g/
<i>warranty, war</i> /w-/	<i>guarantee</i> (Mod.Fr. <i>guerre</i> ) /g/
<i>warden</i> /w-/	<i>guardian</i> /g-/
<i>reward</i> /-w-/	<i>regard</i> /-g/
<i>waste</i> /w-/	Mod.Fr. <i>gâter</i> ‘spoil’

Anglo-Norman /ei/ derives from Vulgar Latin /e/ in a stressed open syllable corresponds to /oi/ in Central French. This fact explains the vowels in the following word pairs.

Anglo-Norman	Central French
/ei/	/oi/
<i>convey</i>	<i>Convoy</i>
<i>display</i>	<i>Deploy</i>

The borrowing of words in the Middle English period is related to changes with French itself. For instance an /s/ before /t/ was lost in French but many loans in English were made before this took place, hence one has *estate* but *état*, *forest* but *forêt* in Modern French. In the case

of *hostel* and *hotel*, the /s/ in the first word shows that it is an older borrowing from the same root, cf. Modern French *hôtel* (the accented vowel in the French examples here indicates that previously an /s/ followed the vowel).

In the course of time the difference between the two strands of French — Norman and Central — became more and more diffuse. Certainly there is no question nowadays of speakers being able intuitively to distinguish between the two.

**SPLIT IN ENGLISH VOCABULARY** As a generalization one can say that the French loans are to be found on higher stylistic levels in English. With the later Central French borrowings this is obvious given the sectors of society where the loans occurred (see next section). The general split is between colloquial native words and more formal Romance terms and can be seen clearly in word pairs like *forgive* and *pardon*. Other examples are *begin: commence*; *hearty: cordial*; *happiness: felicity*; *help: aid*; *hide: conceal*; *meal: repast* (only literary nowadays).

But for later English the etymological source of words is irrelevant and any two words can form a pair distinguished on a colloquial — formal axis as one can see in *notice: perceive*, both of Romance origin or even in the pair *present: gift* where in fact the Romance term is by far and away the more common in spoken English.

Semantic differentiation has frequently developed which may have neutralised any previous distinction in register: *wedding: marriage, ask: demand*.

In conclusion it should be sum up that the French influence on English language started its course with the Norman Conquest of 1066 AD. William of Normandy defeated England in the Battle of Hastings and the governance of England fell into the hands of the French. The ruling class influenced not just the socio-political aspects of England but also its language. The French influence was found in both vocabulary and grammar of English. The extent of French influence on the vocabulary of English may be studied under different categories.

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## SYLLABIC STRUCTURE OF ENGLISH WORDS

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### **Definition of a syllable**

Syllable is a single unit of speech, either a whole word or one of the parts into which a word can be separated, usually containing a vowel.

The essential part of a syllable is a vowel sound (V) which may be preceded and/or followed by a consonant (C) or a cluster of consonants (CC or CCC). Some syllables consist of just one vowel sound (V) as in I and eye/ai/, owe/ə/. In English, a syllable can consist of a vowel preceded by one consonant (CV) as in pie/pai/, or by two consonants (CCV) as in try/trai/, or by three consonants (CCCV) as in spray/sprai/. The vowel of the syllable may also be followed by one consonant (VC) as in at/æt/, or by two consonants (VCC) as in its/its/, or by three consonants (CVCCC) as in text/tekst/ or by four consonants (CVCCCC) as in texts/teksts/.

### **Analyze of a syllable**

A syllable can have as many as three parts:

- onset
- nucleus
- coda

The onset and the coda are consonants, or consonant clusters, that appear at the beginning and in the end of the syllable respectively. The nucleus forms the core of the syllable; it is most often a vowel, or a combination of vowels - but there are exceptions to that. In the word “cat” for example, [c] is the syllable onset, [a] is the nucleus, and [t] the coda. A syllable does not necessarily have an onset or a coda, but a nucleus is always present. If a coda is present in a syllable, the nucleus and the coda form a single unit called a rhyme; otherwise the nucleus makes up the rhyme by itself. Looking at “cat” again, [at] forms the rhyme.

Even in English, syllable nuclei are not restricted to vowels. For example, in the monosyllabic word, “hmm”, the syllable nucleus is the nasal consonant [m̩]. The small dot underneath the character m̩ indicates that the sound represented is a syllabic consonant, which is any consonant that forms a syllable nucleus. Vowels are not marked with the same diacritic because they are always considered to be syllabic.

The syllable can be analyzed from

1. the acoustic point of view
2. the auditory point of view
3. the articulatory point of view
4. the functional point of view

Acoustic analysis of syllables made it possible to formulate some rules of syllable division.

Auditorily the syllable is the smallest unit of perception: the listener identifies the whole of the syllable and only after that the sounds it consists of.

The articulatory energy which constitutes the syllable results from the combined action of the power, vibrator, resonator and obstructor mechanisms.

Phonologically the syllable is regarded and defined in terms of its structural and functional properties.

### **Syllable formation**

Every syllable has its structure, or form, depending on the kind of speech sounds it ends in. From this point of view there are two types of syllables:

OPEN – if it ends in a vowel sound: he, they.

CLOSED – if it ends in a consonant sound: it, hun-dred, man.

There is however another approach to classification of syllables, it's based on the principle of what sound the syllable begins and ends with:

FULLY OPEN – it consists of one vowel sound: ore. (V)

FULLY CLOSED – has a vowel between consonants: bit, left, space. (CVC, CVCC, CCVC)

COVERED AT THE BEGINNING – one consonant or a sequence of consonants precede a vowel: too, spy, straw. (CV, CCV, CCCV)

COVERED AT THE END – is completed by one or more consonants: on, act, acts. (VC, VCC, VCCC)

### **Stressed, unstressed syllables**

When a word has more than one syllable, a single syllable within the word is given more emphasis than any of the other syllables. That syllable is considered to be the stressed syllable. The vowel sound of the stressed syllable is emphasized by being pronounced longer, louder, and often at a higher pitch than the surrounding syllables. Vowel sounds of stressed syllables are more likely to be phonetic (pronounced as the spelling would suggest).

The stressed syllable of an English word may be pronounced by high tone and become longer, while unstressed syllables are shorter and have a low tone of voice.

The symbol / ' / is used to represent the stressed syllable of a multi-syllable word.

Unstressed syllables and schwa notation /ə/

Within a multi-syllable word, an unstressed syllable is frequently located next to a stressed syllable. Often, this vowel sound is not phonetic (not pronounced the way it is spelled), and is instead pronounced with a quick, neutral vowel sound called schwa. Because schwa is a function of syllable stress and not spelling, schwa can have almost any spelling.

In dictionary transcriptions, the vowel sound schwa is represented with an upside-down e: /ə/.

Secondarily-stressed syllable dictionary notation / , /

Secondarily-stressed syllables most often occur two beats off a main stress. They are given more emphasis than unstressed syllables, but not as much as a stressed syllable. Secondarily stressed syllables are more likely to be pronounced phonetically than unstressed syllables.

The symbol / , / is used to represent secondarily-stressed syllables of a multi-syllable word.

### **Conclusion**

The relevance of my topic is that in the context of globalization, advances in information technology and the widespread use of the Internet, the development of students' ability to speak English with global intelligibility has become the main focus of teaching English. An Introduction to English Phonetics and Phonology aims to help students speak the language correctly with correct pronunciation, stress and intonation in words and sentences.

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## **GENERAL PROBLEMS OF LITERARY TRANSLATION**

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One of the most noticeable phenomena of our time is the growing need for communication between peoples and individuals. Since it is only through joint efforts that the world community can solve the current problems it faces nowadays. Undoubtedly, this is a powerful impetus for the development of translation activities.

Translation as a literary phenomenon has a long history, but as an independent science it emerged mostly in the second half of the last century, as the postwar expansion of international contacts in all spheres of human communication led to increased demand for translation and translators.

Literature plays a very important role in connecting people. Literary translation is one of illustrative manifestations of interliteral (and therefore somehow intercultural) interaction. In fact, it is a major part of the national literary process. Literary translation is not dealing with the communicative function of language but with its aesthetic function since the word serves as "primary element" of literature. This requires an interpreter to have particular

diligence and vast knowledge. A work of fiction displays not only certain events but also reflects the aesthetic and philosophical views of its author, which either represent an integral system or a mixture of fragments of different theories.

Theorists identify 4 main problems concerning translation of a literary text:

1. Difficulties in translating individual lexemes.
2. Influence of the translator's personality on the translation.
3. Unclear criteria for assessing translation quality.
4. Full transfer of the content, stylistic and figurative elements of the work, as well as the national mentality.

*Difficulties in translating individual lexemes.*

Lexical units in different languages differ from each other. However, some units are not translated directly simply due to the lack of a direct analogue in the language. Therefore, the translator is required to find or in fact invent this analogue.

If there are difficult-to-translate or essentially untranslatable words and phrases in the text, the translator is responsible for the accuracy of the transmission of the meaning and mood.

*Influence of the translator's personality on the translation.*

Many translators also analyze the personality of the writer and his biography, as well as historical events that took place during or immediately before writing the work.

Such a conceptual analysis allows us to formalize translation of a work of fiction, which improves the quality of the translator's work as a whole.

*Unclear criteria for assessing translation quality*

This is a matter of perception of translation. Indeed, despite the huge number of scientific articles that reveal the problems of literary translation, no one knows how the perception of translation is shaped.

How does the reader come to the conclusion that the translation is good if they are almost never acquainted with the original? The question remains open.

*Full transfer of the content, stylistic and figurative elements of the work, as well as the national mentality*

Rather, it is not even a problem, but a challenge. It can be completely solved by the professionalism of the translator and an extraordinary amount of ingenuity.

Many translators believe that transferring the style and images of a literary work is only a matter of translators' professionalism. Another issue is that each book requires the translator to select individual stylistic tools, which do not always correspond to those used by the author in the original.

That's why in the process of translation we shouldn't pay attention only to dictionary definitions. To choose the only possible variant, it necessary to take into consideration the context.

Thus, the most important problem of literary translation is to find ways to translate stylistic means, to find or create equivalents in another language. That is why translator is often considered as co-author.



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## **INTERCULTURAL COMMUNICATION AS A MODERN TREND OF FORMATION OF INTERCULTURAL TOLERANCE IN THE EDUCATIONAL SPACE OF HIGHER EDUCATION INSTITUTIONS OF UKRAINE AND THE WORLD**

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As a multifaceted concept, intercultural communication encompasses two main components – "culture" and "communication". It became popular when comparative studies of different cultures and their components began to be used in science. After all, the concept of "culture" has developed historically. Initially, it meant the processes of human development of nature, education and training, but from the second half of the XVIII century it begins to be seen as a special aspect of society, associated with the way of existence of human activity, and one that characterizes the difference between human life and other living beings. From the end of XIX – first half of XX century the achievements of anthropology, ethnology, structural linguistics, semiotics, and information theory began to be actively used in the study of cultural issues. [2, p. 138]. As a result, culture began to be seen as an informational aspect of society, as socially significant information that regulates the activities, behavior and communication of people.

The concept of "communication" also has many definitions, but it is often interpreted as a mechanism that ensures the existence and development of human relations, which contains all the semantic symbols, a means of transmitting them in space and preservation in time. Successful intercultural communication presupposes a person's constant readiness to perceive, understand and accept other people's ethnic stereotypes of behavior, peoples, customs, interests, cultural values, etc.

Experience has shown that many problems in communicating with other cultures arise from misunderstandings of each other's behavior, when people in a certain situation expect a certain behavior, and not waiting for it, come to erroneous conclusions about the culture with which they communicate. So, it is

very important to convey to students the stereotypes of behavior characteristic of a culture, which, on the one hand, help the individual to navigate in situations that do not require responsible decisions, on the other – stereotypes as a fixed form of prejudice play a negative role to assess the contradictions that arise during the development of social relations, the ambiguity of people's actions. [3, p. 55]. It is important to use "applied methods of intercultural communication, namely: 1. method of interactive modeling, which focuses on the conscious reproduction of various individual and group situations of intercultural communication. Due to this, the intercultural and emotional energy of the participants of the educational process is directed to the analysis and assessment of situations. 2. The method of stimulation is to artificially create a specific situation of intercultural communication and predict possible options and results, based on different points of view and aspects. An important feature of this method is the mandatory creation of conditions for cultural creativity, because creativity is the main activity of its participants. 3. The method of problem situations is to organize such situations in which there is a transformation of intellectual and ethical problems into emotional ones.

As a result, participants understand the lack of tools used, find in collaboration with the teacher the necessary material to overcome difficulties, independently set tasks to develop their own capabilities, which are necessary to develop an appropriate strategy in an indirect or direct situation of intercultural communication. The question as for forming of intercultural communicative competence is very actual, after all it will allow representatives of national communities to adapt more successfully and also to work in the polyethnic environment of Ukraine. [1, p. 43]. The priority directions of education development have been defined in legislative and normative documents, which provide successful interaction in all spheres of life. Thus, future social educators must be prepared for intercultural communication with representatives of other nationalities, able to conduct dialogue and respect cultural differences, the ability to find solutions based on the principles of tolerance determines the level of intercultural competence of the specialist. It is intercultural competence that should become one of the most important characteristics of a specialist, which means a set of professional qualities, including theoretical knowledge of national cultures, psychological properties (openness, flexibility, tolerance, willingness to work with other cultures), and practical skills of effective intercultural communication.

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## LEARNING ENGLISH WITH CARTOONS

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For a lot of people, there is one best way to learn English and excel quickly. But for fun-seeking learners, not all learning experiences should be stiff and result-centered. There should also be a way to learn while stimulating creativity and facilitate fun experiences. With the proper utilization of available materials, you can have fun and education at the same time. It is possible to learn English with cartoons and make your study entertaining.

Learning English via watching cartoons can have varied results for different kinds of learners. But at the end of the day, It will all boil down to your show preferences and the level of English you already know. For this reason, cartoon shows are excellent learning materials for learners with basic English knowledge. The learner doesn't have to learn advanced English to appreciate cartoon shows.

Films and moving motion (animated or not) creates a more motivating and more enjoyable learning experience. It also helps in showing authentic and varied language usage, according to the British Council. So if you're new to English or want your kids to learn the language at a very young age, studying via cartoons is worth your consideration. So you've decided to watch a children's cartoon to improve your English. That's a great idea! Here's Voice actors on cartoons enunciate clearly. That means they pronounce their words well so that everyone can understand them.

- Many children's cartoons focus on social interactions, so you can hear some real world conversations and phrases.

- Children's cartoons use words that are simple enough for low level English learners to understand, but also throw in plenty of challenging new words for more advanced learners.

- If you're watching a show for very young children, these shows are often repetitive – they repeat words, phrases and even whole sentence structures.

- They're usually short, about 20 minutes long. Sometimes each episode is split into two halves of 10 minutes each.

- There are cartoons that are made specifically for learning new words and phrases!

- Cartoons are perfect if you're looking for a fun way to learn. And speaking of fun...

- They're fun to watch!

Here some new cartoons for learning English for children and parents

**Lady and the Tramp (1955) 1h 16m**

A fairy tale about a dog whose life is all messed up when her owners get a baby. The story of true friendship and love. A cult fairy tale that inspired many families to get an English Cocker Spaniel.

**The Lion King (1994) 1h 29m**

The fairy tale that every child should see! The lion cub, who is supposed to become the king one day, is taken away from his own family, because of the trickery of his wretched uncle. Many years later the fate returns him to his roots and in the search for the right he becomes a good king of savanna.

In practice, learning a new language should not be dull and uninspiring. There are a lot of fun ways to learn English without sacrificing the effectiveness of new learning experiences.

**The Road to El Dorado (2000) 1h 29m**

A fairy tale about the two young man living like pickpockets, who survive the shipwreck and find themselves in the hidden land full of gold. Elton John's extraordinary music takes the viewer in the wonderful and humorous story of two bumpers, which in fact have golden hearts.

**Spirit: Stallion of the Cimarron (2002) 1h 26m**

A fairy tale about a wild horse that is changed by captivity into a warrior for freedom. The horse and an Indian boy become friends for life that manage to overcome many obstacles and save each other. This cartoon is full of emotions and soft as well as fast turnovers from a Wild West.

**Ratatouille (2007) 1h 55m**

A fairy tale about a rat that loves to cook. With a help of cute but clumsy boy the rat becomes the best cook in Paris. The message of this fairy tale is that "everyone can cook" or better-say that anyone can become what it feels deeply in it's heart.

**WALL-E (2008) 1h 44m**

This fairy tale has environmental message about how precious and important is a life on Earth. The story about friendship between a robot Wall-e who cleans the garbage on Earth and a new-it-robot Eva, whose mission is to find the planet with life and bring our civilization back to Earth.

**Up (2009) 1h 36m**

The fairy tale about two researchers: a scout boy and an elderly man, who start the journey to the waterfalls by accident on a flying house. This is a story about making unusual friendships and about making wishes come true.

**The Croods (2013) 1h 38**

Extremely funny and cute cartoon that make me laugh hilariously, more than any film or a cartoon I ever watched. Due to the natural disaster a family from stone age is searching for a new home. Dynamic story about family relationships and a voyage for a "better tomorrow".

### **Home (2015) 1h 34m**

A wonderful fairy tale about friendship between a girl and an alien. The red line of the cartoon reminds us that the family is the most important value in our lives. Amazing music, fast turnovers and excellent animation effects.

### **The Secret Life of Pets (2016) 1h 27m**

Very dynamic fairy tale about secret lives of our pets - they are cute, dynamic, crazy funny. The main message is, that it is always worth fighting for your true love. And that looks may hide what we are inside.

And some old ones:

### **Martha Speaks**

“Martha Speaks” is a show about a dog that learns how to speak after eating some alphabet soup. This show is meant for teaching new words, and each episode has vocabulary words explained before and after the episode. These words are used multiple times during the episode so you won’t ever forget them.

### **Word Girl**

“Word Girl” is another show that teaches vocabulary words. In this show, a girl superhero fights bad guys through the power of words. The episodes are drawn in a very unique style and they explain new English vocabulary words as they use them.

### **Doki**

It’s expedition time! An expedition is a voyage or a journey, and Doki and his friends go on one every episode. Doki and his team explore different parts of the world and learn about new cultures and words associated with them. This is a fun cartoon if you want to learn about not just new words, but also new cultures.

### **Postcards From Buster**

If you enjoy learning about cultures and traveling but don’t like the style of “Doki,” you might enjoy “Postcards From Buster” instead. This show stars Buster, the bunny from another kid’s show called “Arthur.” “Arthur” is mostly about social interactions and friendship, but Buster’s show is about his travels around the world with his father.

### **Adventure Time**

It’s the kind of show where, as they say, “you either love it or you hate it.” It’s an energetic cartoon about a young boy and his very stretchy dog, who go on adventures in a magical land together, fight monsters and learn the importance of friendship.

“Adventure Time” is one of those “layered” shows—sometimes it doesn’t feel like a kid’s show. It also has some made-up words, so watch out for those! Otherwise it’s a great fantasy show with natural dialogue that can go from normal to weird in seconds.

### **Regular Show**

Regular Show” is another show that feels more like it’s supposed to be for adults. This cartoon is about human-like animals and other assorted characters

who work in a park and get into all kinds of bad situations, usually because of their laziness.

### **Dexter's Laboratory**

Dexter is a boy genius with a secret laboratory where he invents all kinds of amazing technologies. "Dexter's Lab" doesn't teach words but Dexter is extremely smart and he talks like it, using bigger and more complicated words (and a German accent!).

### **Phineas and Ferb**

Phineas and Ferb are half brothers who are having one crazy summer adventure. Every episode follows the same formula, so it's easy to keep up with, and it repeats a lot of the same phrases and words.

Phineas and Ferb are always doing creative and scientific things that people tell them they shouldn't do because they're too young. It's a good reminder that you can do anything if you try hard enough—a good thing to remember when you're learning English!

### **Inspector Gadget**

"Inspector Gadget" is clumsy and terrible at his job as a secret agent, but he's also a robot so it's not really his fault.

### **Teen Titans**

You probably know Batman and Superman, but what about the smaller superheroes like Robin? There are a few shows that focus on younger, teenage superheroes—like "Teen Titans" or "Young Justice."

These shows are full of action and are perfect if you prefer your cartoons a bit darker (especially "Young Justice"). There are lots of bad guys fighting and trying to destroy the world, but there are also everyday problems and themes like friendships and relationships. Thanks to that, the dialogue is very natural and easy to learn from.

### **Avatar: The Last Airbender**

"Avatar: The Last Airbender" is a fantastic anime. Anime is a type of cartoon that's made in Japan, and it usually has a very recognizable style: huge eyes, not too many details in the face and crazy colored hair. Of course, not all anime looks like this, and "Avatar" is one of those anime shows that looks wonderful even if you're not a fan of anime.

Avatar tells an epic story about a divided nation at war and a young boy who has the power to stop the fighting and bring peace to the land.

### **The Wild Thornberrys**

Eliza is a normal 12 year old girl who can speak to animals. This is a pretty nice trick to know when your parents film nature documentaries, but it's tough for her since she has to keep it a secret. She gets into some crazy situations with her family.

### **Shrek**

There is just a huge variety in accents and dialects in "Shrek," including Scottish, British, African American and others.

### **How to Train Your Dragon**

This DreamWorks film actually has humans, and you can also catch a couple of different accents – but the best parts are the main characters’ voices, which are clear but very natural sounding.

The movie might be an epic tale about dragons, but it is also a great place to learn what conversational English sentences sound like.

### **Wallace and Gromit: The Curse of the Were-Rabbit**

One character is a dog who does not speak, and the other is an inventor who makes up crazy gadgets. It is always fun to watch Wallace and Gromit for their silly gadgets and adventures, but if you are learning English, you can always watch it for the British accents and phrases.

### **Hotel Transylvania**

“Hotel Transylvania” uses exaggerated, or much larger than necessary, face and mouth movements when characters speak. Having trouble forming the right sounds? Just watch the main boy and girl characters of this movie!

You can even learn a bit from the monsters. Just do not give the father vampire too much attention: he has a strong accent, and his mouth seems much more flexible than any normal person’s mouth!

For intermediate and advanced learners, stepping up the game should be your next priority. Advanced lessons will not be as easy. If you feel like you’re getting stuck in a topic, getting a tutor is worth considering. Online learning platforms like JustLearn enable students to meet the best tutor for their needs and budget. Apply for a one on one trial for free and learn English with a verified tutor today.

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## **LEGAL ENGLISH SYLLABUS DESIGN WITH NEW CEFR DESCRIPTORS**

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The Ukrainian Higher Education Standard for the specialty 081 Law contains the following requirements for the Normative Content of Preparation of Higher Education Learners as Formulated in Terms of Results of Study in the sphere of communication a graduate must be fluent in the state and foreign language both orally and in writing and, in so doing, use legal terms correctly; present materials on certain topic in such a way that the essence of major issues is clear; demonstrate understanding of major professional and social topics when

rendering the content. The graduates have to be able to use foreign languages in professional activities [1]. Therefore the Syllabus and Curriculum design are to meet the requirements of the Standard.

The standards concerning foreign languages are based on the Common European Framework of Reference for Languages: Learning, Teaching, Assessment (CEFR) adopted by the Council of Europe in 2001. The CEFR is one of the major initiatives in the language field by the Council of Europe in an engagement that has been continuous since 1964. Engagement in languages started as a means to increase international understanding, promote lifelong learning and increase the quality and practicality of language education. It is evident that language education is fundamental to the effective enjoyment of the right to education and other individual human rights [3].

This year the Council of Europe introduced the extension to the CEFR which elaborates some of the key notions of the CEFR as a vehicle for promoting quality in second/foreign language teaching and learning as well as plurilingual and intercultural education. The CEFR consists of far more than a set of language proficiency levels, broadens the perspective of language education in a number of ways, not least by its vision of the user/learner as a social agent, co-constructing meaning in interaction, and by the notions of mediation and plurilingual / pluricultural competences [3].

The methodological message of the CEFR is that language learning should be directed towards enabling learners to act in real-life situations, expressing themselves and accomplishing tasks of different natures. The traditional model of four language skills (listening, reading speaking and writing) used by teachers and learners to organize and evaluate the process of foreign and second language acquisition proved not to be satisfactory enough for real life communication in the target language.

The organisation by the four skills does not lend itself to any consideration of purpose or macro-function. The organisation proposed by the CEFR is closer to real-life language use, which is grounded in interaction in which meaning is co-constructed. Activities are presented under four modes of communication: **reception, production, interaction and mediation** [3].

According to these models of communication the receptive skills aimed at the content with the ability to use it in the real life situations and not at the process of listening and reading themselves. Production means the ability to create a text or present some information according to a plan and some preparation. The key competence is interaction when the language is used as a means of communication in learning and working environment. Mediation as the language activity is ordinary in the situations of real communication when people have to explain, interpret, summarize, record, paraphrase some information for other participants of social interaction. The online communication with its specific features enriches the repertoire of learners and speakers of the second and foreign languages, and it has to be considered as a modern set of skills necessary for successful interaction in globalized world.



Therefore, taking into account the amendments to CEFR a second or foreign language cannot be considered as a separate university subject for students to learn about a language but a means of interaction and communication of language users instead of just learners. Students capabilities and needs have to be the corner stones of the process of curriculum development. “The needs of students within the target context, using the target language, are a starting point for course design”[4]. Students understand they need the Legal English for reading professionally oriented materials, participating in the academic mobility programs, working with mass media sites, communication online. The prospective employers of law students need their future employees to be good at legal writing, especially drafting contracts and mastering business correspondence, have speaking skills for online communication with clients and partners.

While creating the Legal English Syllabus the authors should take into account not only the students’ and their prospective employers’ needs but the learners’ knowledge in the sphere of jurisprudence gained in their law classes by the time they work with those legal issues at the English language classes.

The syllabus should be well balanced taking into consideration the new descriptors of CEFR, students’ and prospective employers’ needs, the students background professional knowledge.

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## DIFFICULTIES IN TRANSLATION IN VIEW OF POLITICAL CORRECTNESS

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There is no doubt that language is a living organism which reacts to the processes taking place in society, reflects the tendencies of its development. A striking example, in our opinion, is the changes in the language occurring under the influence of the movement for political correctness. So, presently, people all over the world face problems of using and translating politically correct vocabulary.

So, let us, first, consider the meaning of the term *politically correct*. The Merriam-Webster Dictionary defines it as “conforming to a belief that language and practices which could offend political sensibilities (as in matters of sex or race) should be eliminated”.

What is currently known in English as Political Correctness (commonly abbreviated to PC) is a wide-spread phenomenon characterizing the use of the language in official and semiofficial situations. Adherence to PC demonstrates to the audience that the speaker / writer supports the philosophy of inclusion by following certain rules which are meant to ensure that ethnic, racial, sexual, social, age, or other minority groups are represented and referred to in the “correct” way. This is done to avoid any derogatory connotations which may be associated with certain words denoting people belonging to such groups. Thus, using PC suggests that the speaker is a “progressive” person who is against discrimination and supports equality.

One of the most common but not the most acceptable translation strategy is not to reflect PC features of the source text in translation at all. For example, *flight attendant* corresponds in translation into Ukrainian to *бортпровідник* / *бортпровідниця* or *стюард* / *стюардеса* (depending on the actual sex of the person), and *chairperson* corresponds to *голова* (masculine gender). Without inventing a new word, it is impossible to convey in the Ukrainian language the fact that in accordance with PC rules one has to avoid using words which indicate the sex of the person or avoid using words with the affix *-man* (i.e. *chairman*). The Ukrainian words *бортпровідниця* (feminine gender) or *стюардеса* (feminine gender) do not have negative connotations. One can also use *бортпровідник* but it is a noun of masculine gender and using it to denote a woman would be contradictory to the principles of PC and, most importantly, will not help Ukrainian speaking addressees to see that the source text follows PC rules. In the case of *chairperson* – even if the word refers to a woman – the only acceptable word in a formal / official text is *голова* (masculine gender)

because *жінка-голова* (literally: *woman-chairman*) or *головуюча* (feminine gender) are not stylistically neutral and cannot be used in a stylistically neutral formal text. In the Ukrainian language nouns denoting people, when used in the generic sense, are usually neutral in regard to individual attributes of a person (such as age, sex, height, family situation, race, or ethnicity, etc.). In the sentence *Що повинен і що не повинен робити продавець* (what a shop assistant should and shouldn't do) the noun denoting a person *продавець* (*shop assistant*) refers to any person who is engaged in selling things, and though this noun grammatically is of masculine gender, it denotes both men and women.

We need to emphasize that, despite all the ingenuity of the translator's effort, the reason of introducing these particular linguistic innovations in the target text is not quite clear for the readers of the Ukrainian translation. The problem is that for the majority of people who speak Ukrainian and have a mentality different from that of Americans, political correctness is a fairly new linguocultural phenomenon. This in turn means that the translation of English terms will inevitably be accompanied by difficulties in the selection of the appropriate lexemes of the Ukrainian language.

Difficulties also arise with the translation of gender-neutral units, especially given the fact that now feminine gender-specific job titles are being actively introduced in the Ukrainian language.

Translation issues associated with PC include complex relations between phenomena of language and culture and highlight importance of integrating cultural aspects of translation into interpreter and translator training. There are no simple recipes as to which translation strategy to use and its choice depends on a number of cultural and linguistic factors.

Thus, the intensification of the movement for political correctness sets many urgent tasks to be solved by linguists, terminologists and translators / interpreters.

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## USING MOVIES IN TEACHING ENGLISH IN SECONDARY SCHOOL

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Nowadays, 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 or even third language. Teaching only the rules is found to be boring by most students and it is because of this that they lose interest in learning the language. Although there is no way other than the traditional one to teach the basics of the language these approaches must be tweaked a bit so as to appeal to the students. When it comes to teaching English to students of higher classes who already know the basics the traditional methods generally tend to yield poorer results than modern and innovative methods and one of these is teaching English with the help of movies.

Method of learning English through the watching movies can help teachers take into consideration students demands for watching real movie stories together with reading books, magazines and newspapers. Because, as it is known not only printed materials can serve as a great source of teaching but also songs and movies play a key role in learning foreign languages.

Movies can be a tool in a multimodal teaching context, but they are also a medium of entertainment. According to Petra Magnusson, written texts are presumed to be more valuable for learning a language than the multimodal text of movies. Yet, Jessica Sturm claims that movies can provide a context where second language learners experience the target language differently than the classic textbook. Bateman and Schmidt state that movies are more comprehensible than written texts because it guides the viewer in a multimodal way. [1]

Lindstrand and Selander in their research explain how movies contribute different types of meaning and fulfill three types of meta-functions: ideational, interpersonal, and textual metafunction. The ideational metafunction explain how the movie represents some aspect of the world, the interpersonal metafunction represents how a movie constructs relationships between the participants in communication with each other, and textual metafunction describes how conventions that surround movies organize them.

When we use movies in an educational context, the teacher has to prepare thoroughly before using movies in the classroom to make the learning process as successful as possible. Pandey argues that the teacher should consider not showing movies that involve foul language, nudity, and violence since this could result in students choosing not to participate in the discussions afterward. With this in mind, the movie has to be relevant thematically and be able to work as a source of knowledge, which can make the process of choosing an appropriate

movie both time-consuming and exhausting. Here we can see some examples of movies that can be used when teaching English. Three examples are: Forrest Gump, The Lion King and, The Pursuit of Happiness since they display relevant themes such as kindness, life and death, and the definition of happiness that the students can relate to and reflect upon.

In conclusion, this research has given us insights into the benefits and challenges in using movies in teaching English in secondary schools. The findings demonstrate that there are extensive benefits with the use of movies as an educational tool in a multimodal teaching approach, but also that there are significant challenges. The most visible benefits are learners' motivation, target language input, and knowledge construction. But we must about challenges too. Crucial challenges in using movies in English teaching are: time management, creating meaningful tasks for language development, and selecting appropriate movies for the target group. These challenges force teachers to reflect on different teaching methods, theories on teaching and learning, and be aware of the different cultural aspects of the target language.

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## **MOTIVATION FOR A SECOND OR FOREIGN LANGUAGE LEARNING**

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### **The history of research on “motivation”**

Speaking of the researching work on “motivation”, people will naturally think of the most outstanding contributors in this field – Gardner and Lamber and their associates, because they have done the most important work (Gardner, p. 51). In 1980s, Gardner and Lamber started their research. The original theory was an outgrowth of Mowrer's views (1950) on individual development which emphasize the importance of identification with a valued person. They (1972) suggested that those people who identify positively in this way would like to resembler the foreign peoples concerned, to understand their culture and be able to participate in it. This pattern of motivation they label an integrative orientation. They also described an instrumental orientation to language

learning. This type of motivation is based on the advantages that can accrue if a language is known (Peter Skehan, p. 53). Their research since then has linked cognitive factors with affective factors, where motivation and attitude are considered to relate directly to both formal and informal language learning. At the same time, other notable related researchers such as Schumann, Giles and Byrne and Krashen have also provided their different models to contend. It is necessary now to have a look at different definitions of motivation developed by many researchers.

### **Definitions of several kinds of motivation and the relevant debate**

In Rod Ellis's *Second Language Acquisition* (p. 715), he himself having not done any research on motivation, he could not give his own but several researchers are mentioned in the book. Gardner and Lambert come the first because of their influential status or main body of work they have done in this field. They distinguish "instrumental motivation", which occurs when a learner has a functional goal, such as to get a job, pass an examination, to meet the educational requirement, to use in his/her job, to use on holiday in the country, to read useful material in the target language and exploit members of the foreign culture, etc. (Wilkins, p. 184) and "integrative motivation", which occurs when a learner wishes to identify with the culture of L2 group.

H. Douglas Brown in his book – *Principles of Language Learning and Teaching* (p. 155) talks of assimilative motivation which is claimed by Graham. Graham thought that integrative motivation had been too broadly defined in previous research. He then made a distinction between integrative and assimilative motivation. Integrative motivation is the desire on the part of a language learner to learn the second language in order to communicate with, or find out about, members of the second language group. Assimilative motivation is the drive to become an indistinguishable member of a speech community, and it usually requires prolonged contact with the second language culture. Assimilative motivation is characteristic of persons who, perhaps at a very young age, learn a second language and second culture in order to identify almost exclusively with that second culture. Thus, seen in this light, one can be integratively oriented without desiring to 'lose oneself' in the target culture.

In the same book, "Intrinsic and Extrinsic Motivation" was introduced to readers. Edward Deci defined intrinsic motivation: Intrinsically motivated activities are ones for which there is no apparent reward except the activity itself. People seem to engage in the activities for their own sake and not because they lead to an extrinsic reward.

Intrinsically motivated behaviors are aimed at bringing about certain internally rewarding consequences, namely, feelings of competence and self-determination.

Extrinsically motivated behaviors, on the other hand, are carried out in anticipation of a reward from outside and beyond the self. Typical extrinsic rewards are money, prizes, grades, and even certain types of positive feedback.

Behaviors initiated solely to avoid punishment are also extrinsically motivated, even though numerous intrinsic benefits can ultimately accrue to those who, instead, view punishment avoidance as a challenge that can build their sense of competence and self-determination.

The above mentioned concepts of motivation are so far commonly seen in the leading books on applied linguistics.

Gardner and Lambert in their book, *Attitudes and Motivation* describe some case studies and illustrate two important orientations in some detail: an “instrumental outlook”, reflecting the practical value and advantage of learning a new language, and an “integrative outlook”, reflecting a sincere and personal interest in the people and culture represented by the other group. It was authors’ hunch that an integrative orientation would sustain better the long-term motivation needed for the very demanding task of second or foreign language learning.

As to other kinds of motivation, some researchers, such as Rossier (Rod Ellis, p. 516) argues that motivation are intrinsic interest should be emphasized, because without the desire to communicate, an integrative motivation may not be effective. It is the need to get meaning across and the pressure experienced when this is achieved that provides the motivation to learn a second language. Crooks and Schmidt (1991) and Brown (1990) also strongly favors intrinsic orientations, especially for long-term retention. Maslow (1970) claimed that intrinsic motivation is clearly superior to extrinsic.

It is important to make a distinction between the intrinsic – extrinsic continuum and Gardner’s integrative – instrumental motivation. One essential difference between the intrinsic – extrinsic continuum and integrative – instrumental continuum is that the former is free of the cultural beliefs and attitudes of learners and teachers, while the latter relies exclusively on a social-psychological approach. That is why the intrinsic – extrinsic continuum has almost got the same significance as the integrative –instrumental one. And this intrinsic – extrinsic continuum in motivation is applicable to foreign language classrooms around the world to harness the power of intrinsically motivated learners who are striving for excellence, autonomy and self-actualization (Brown, p. 157).

It is likely that the relationship between motivation and achievement is an interactive one. A high level of motivation does stimulate learning, but perceived success in achieving L2 goals can help to maintain existing motivation and even create new types. Rod Ellis’s conclusion (p. 515) finally put an end to the chicken-and-egg debate.

### **The current researches on the application of motivation in learning and teaching**

Since the significant function of motivation has been universally acknowledged, more and more researchers are focusing on the practical application of motivation in language learning and teaching classroom. In

modern times particularly in advanced countries, instructional approach is following the principles of students-centered teaching paradigm. Cooperative learning has thus been introduced into classroom. Actually the instructional use of small groups in order to achieve common learning goals via cooperation has made an almost unprecedented impact in English language education during the last two decades. Intensive investigations have almost invariably indicated that this kind of learning is a highly effective classroom intervention, superior to most traditional forms of instruction in terms of producing learning gains and student achievement, higher-order thinking, positive attitudes towards learning, increased motivation, better teacher – student and student – student relationships accompanied by more developed interpersonal skills and higher self-esteem on the part of the student. However, the most important thing is that in psychological processes in cooperative language learning, the motivational system is generated by peer cooperation (Dornyei, 1977).

Secondly, Norm and Reward system is one of features of cooperative learning. Under it, students are motivated to excel by their need for social approval and by the wish to avoid negative sanctions for not doing their fair share in working towards group success (Ames & Ames, 1984).

Thirdly, in cooperatively structured classrooms, autonomy-supporting classroom contexts lead to a higher level of long-term, intrinsic motivation. This claims that autonomy is at the core of the motivation to learn is also central to Deci and Ryan's (1985) influential "self-determination" theory which has shown that it exerts a significant positive impact on motivation in L2 context. The number of different motivational aspects which CL significantly affects explains the remarkable results obtained in a major study on the role of motivation in CL by Sharan and Shaulov (1990), who found that more than half of the variance in achievement in three academic subjects was caused by the "motivation to learn" factor.

Such a substantial impact is very rare in motivation studies in several. Therefore, how effective the motivational system promoted within cooperative situations is can be seen.

### **Conclusions**

Motivation in language learning is a very complicated psychological phenomenon And it is also the single most influential factor in learning a new language (Gardner, 1985). It is these two reasons that motivation has been an important research topic in the field of applied linguistics all the time. With the advancement of globalization, more and more people will desire to learn another language to equip themselves both in work and in life. This has entrusted researchers to further investigate motivation in L2 or foreign language learning and its linkage with other factors and its function in facilitation the acquisition of the target language. It is all researchers hope that the fervent quest in this language teaching business will be to see to it that our future pedagogical tools



can empower all the learners to turn their dream of mastering another language into reality.

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### **LEARNING ENGLISH USING THE ZOOM PLATFORM FIRSTHAND: PROS AND CONS**

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The COVID-19 pandemic has triggered new ways of studying. Nowadays, when everything is closed due to the quarantine, including different educational institutions, online learning, especially learning English, is becoming more and more popular.

English is the main intermediary language and global communication tool that connects people around the world. All educational institutions are looking toward online learning platforms to continue with the process of educating students. In this case, Zoom has become one of the most popular and convenient programs for distance learning, and especially learning English.

Zoom is a video conferencing and calling software loved by many educators for its broad functionality, reliable connection, and smooth operation. However, as with most teaching methods, online learning through Zoom has also its own set of positives and negatives.

This software has a lot of pros. Initially, it is quality connection. This is the main and indisputable advantage of the service in comparison with its direct competitor Skype and other similar services. People come to Zoom due to the fact that the connection never fails and the sound is clear. While learning English online, the sound quality plays an important role. It makes easier for students to understand the speaker/tutor and is vital for learning new words and their pronunciation.

Another advantage is the presence of an electronic board where students can write, draw, take notes, and sort out mistakes or new words. A teacher may use figures to clearly explain the rules and structures of English language. Moreover, control of the board can be given to students so that they complete a word or write an answer. This creates a kind of interaction and makes the studying process more interesting.

Also, one of the main bonuses is the opportunity to work in pairs or mini-groups within the conference for individual exercises. The process is exactly the same as in real life. However, in Zoom, the groups do not interfere with each other and hear only themselves. By the way, this advantage helps to develop soft skills and establish communication between students.

At the same time, there are some disadvantages of using Zoom for learning English. Once you increase the number of guests invited to the conference to 3 or more, the lesson time is limited to 40 minutes. Of course, you may bypass this limitation buying a special proposal. However, not all teachers can afford it. As a result, after 40 minutes students have to re-enter the conference. This is not always convenient while doing some exercises on the screen or speaking.

Another disadvantage is that the interface is a little bit complex. Many teachers complained that at first they did not fully understand how to use the platform's functions. Before working with Zoom, you need to spend some time getting to know the platform. So, learning the interface system is time-consuming. This is natural in any such case and requires only practice.

To sum up, nowadays, online platforms have become the most flexible and accessible forms of studying for many who want to gain knowledge, especially students. As a result, the number of people using Zoom for learning, in particular learning English, is constantly increasing. And despite the fact that, there are some drawbacks such as complicated interface and time limit, there are still more advantages. That is why the popularity of using Zoom for learning English is stable.

## **PECULIARITIES OF LEARNING A FOREIGN LANGUAGE BY CADETS OF HIGHER MILITARY EDUCATIONAL ESTABLISHMENTS**

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Every language, especially English, has a complex grammatical structure and a tremendous amount of vocabulary, requiring a unique approach and a lot of efforts to learn. Many books and articles have been written on methods and

ways of acquiring competence in specific language skills. Very often, at the beginning of the learning journey, the question is "What to learn?" but rarely "How"?

The learning styles are defined as personal dispositions affecting student's ability to acquire information, interact with peers and teachers and participate in learning experiences. These personal dispositions are reflected in reasons, perceptual abilities, and information processing methods, preferences for a particular sensory modality, social relationships and physical environment characteristics.[1] Unfortunately, teachers do not pay enough attention to this issue, which causes some learners' lower performance.

There is an obvious need to improve the learning process in foreign language teaching in military universities. Impetuous development of Ukraine's military cooperation with partner countries, organisation, and joint exercises expansion of military information exchange spheres leads to the need for military specialists fluent in foreign languages to carry out professional activities.

Language training of military specialists should be aimed at acquiring linguistic and socio-cultural knowledge, as well as at formation of thinking, intellectual abilities, which allow carrying out communicative, military-professional tasks with the help of foreign language means [2]. The aim of acquiring these competencies is to train a military specialist who can use a foreign language in his/her own and foreign-language professional environment. The term language training implies the following notions: the content of training and peculiarities of its organisation, person-centred learning, foreign language speech activity, students' speech activity, formation of communicative competence.

Content of training and its organisation is considered to reflect the necessary information, which forms an orientation framework (specific vocabulary, language and speech clichés, rules of their use, grammatical material) [3]. At the first stage of training, cadets master an introductory-corrective course, which is the basis for forming the necessary language knowledge. There is no initial examination in the "Foreign language" discipline in a military university, which leads to the necessity of building a varied educational process for cadets with different levels of language proficiency. In this connection, when completing language groups, it is necessary to subdivide cadets with varying training levels. The basic foreign language course is the second stage in the professional linguistic training of cadets. This stage includes two parts. The first part introduces common vocabulary, standard grammar and speech structures in the form of clichés. At the second stage, a significant portion of the training material is occupationally oriented vocabulary. [4]

Formation of oral speech skills in monologue and dialogue form is carried out with speech, language exercises, answering questions, retelling, composing mini dialogues and mini monologues.

Role-playing games, business situations, traditional and innovative technologies of foreign language teaching helps to intensify the learning process during practical classes.

Foreign language teaching methodology in a military university should be based on the optimal correlation of reading, speaking, writing, and listening to different stages of training and their interrelation, professionally-oriented training and individualization of training, which implies a specific algorithm of gradual formation of language skills and abilities in the system of foreign language education.[5]

Foreign language is necessary for study at a military university because, during practical classes and independent extracurricular work, a cadet is immersed in co-creative and active communication activities. By learning a foreign language, the terminological and conceptual content of professionally relevant military disciplines is clarified, contributing to better assimilation of profile material and development of the future officer's professional intellect.

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## **TEACHING ENGLISH IN CANADA**

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Canada's geographical and cultural diversity provides a fun and vibrant location to teach abroad. A notoriously friendly nation, the people of Canada welcome citizens and tourists from all around the world with a smile and a handshake.

Canada's teaching abroad programs offer various kinds of set-ups – some will allow you to live in a home stay and tutor a smaller group, while others will place you in a classroom setting where you will take charge of a larger number of students. French or English?

Canada has it all – the French-speaking province of Quebec offers cities with European style and Canadian warmth, while the English-speaking cities of Ontario and western Canada offer lively and unique metropolises.

In order to teach English in Canada, most teachers will require native English proficiency and TEFL certification. Prior teaching experience is preferred, but not required in all cases.

In Canada, teachers are not limited to instructing English or various school subjects, but also French. In addition, employment opportunities are available in school or university administrations, allowing all education professionals in Canada to find the “right” job.

### **Government Sponsored Programs:**

The Canadian government’s *Odyssey program* hires language assistants in a variety of cities. This is a full-time program, in which you would work alongside an English teacher, mostly at the elementary and secondary levels. Much of the language assistant’s role is to encourage students to learn English in creative and fun ways, as well as provide a second cultural perspective in the classroom.

### **International Schools:**

Canada’s international schools are consistently employing new teachers. Some schools follow an American curriculum and prepare their students for Advanced Placement (AP) courses. It should be kept in mind, that many international schools require their teachers to receive accreditation from *the British Columbia Ministry of Education*.

### **Tutoring:**

Tutors, with past experience, can find home stay programs where they will provide one-on-one tutoring to their accommodators, in their language of native fluency. Students range from ages 16 to 75 years old and in skill level. This is a great opportunity for those looking for short-term stints, as you will work between 10-20 hours per week, for about 1-4 weeks. However, you may always extend your stay.

You do not need to be a native English speaker, as most Canadians speak English as their first language. The individuals, who will be your host, are primarily looking to improve and enhance their spoken French. Since tutoring is more informal than classroom instruction, you will have plenty of free time to explore your city and surroundings.

International schools are located in many of Canada’s large cities, such as Vancouver, Toronto, and Montreal. Language assistants and home stay tutors will typically be placed in Quebec or New Brunswick, where French is more widely spoken.

Teaching jobs in Canada vary in their requirements, as some employers are stricter with what they’d like to see in applicants. In order to participate in government programs, you must be a Canadian citizen or permanent resident. In addition, to apply for a language assistant job, English must be your first language. If you wish to teach in an international school, you must be accredited

by the provincial ministry of education, wherever you might be. The most lenient situation will be a home stay, as tutors are only required to be proficient in their native tongue.

In addition, the Canadian school year typically starts in the beginning of September and ends in late June.

It is advisable to steer away from discussing Canadian regional politics. The division between Quebec and the rest of the nation is a touchy subject, and one to be avoided in formal situations.

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## **PLANNING AND ORGANIZATION OF FOREIGN LANGUAGE LEARNING ACCORDING TO THE CULTUROLOGICAL APPROACH**

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Planning and organization of teacher's work is an important milestone in schooling process. It is hard to establish the course without the cluster of exercises, included in a system of topics, which are built to help students master the intercultural communicative competence. Nowadays, due to the novelty of the culturological approach, planning of lessons is not defined and does not have a systemized scheme. So, the article aims to outline the key positions in this branch.

The issue was studied by a lot of scientists. For example, A. Liddicoat studied the principles and characteristics of intercultural learning of a foreign language; L. Sercu studied the aspects of teaching a foreign language in the intercultural world; Ch. Laskaridou dealt with the tools of culturological analysis in the foreign language lessons; and many others.

The organization of foreign language learning according to the culturological approach is a rather difficult task. Methodologists treat the curriculum as a teacher's choice as to what should be included in or excluded from the course. The thing is that it is dynamic. In a contextualized curriculum for intercultural language learning, the whole organizational process is facilitated by the interdependence of such integrated dimensions as: planning ↔ resourcing ↔ teaching ↔ assessment ↔ updating. Such relations are of a qualitative nature.

First of all, at the planning stage, it is necessary to find out the starting point of the lesson – the people involved in the learning process and their socio-cultural and linguistic features. To do so, it is important to determine who are

the students, the teachers, and the general public with its values and perspectives on the intercultural language learning. Given this knowledge, the teacher will be able to adequately define the goals, objectives and results of the curriculum and how they will be achieved in practice through systemized exercises.

Exercises have long been associated with communicative language learning and have been seen as methods or tools to support classroom interaction. Describing exercises, some scholars have distinguished between the concepts of “real” (ones that are needed in real life) and “pedagogical” activities. Others described them in terms of achieving a certain goal. Some still include in this concept any activities in the classroom. However, no interpretation explicitly acknowledges that the very creation and transmission of meaning are inseparable from language, culture and values. This excludes an understanding of changing contexts within language and culture, and between them separately.

As part of the intercultural learning of a language, meaning-making is a linguistic and socio-cultural act and, thus, it is included in the feature of an exercise as a holistic unit, which is a microcosm of the curriculum as a whole. Therefore, any activity in a foreign language should include conceptualization, and not just language analysis, since an exercise is a means to facilitate interaction, integration of actions, thoughts and techniques of students in the classroom, which itself is an integrative place for intercultural interaction.

An exercise should focus on actions in the context, purpose, interaction process, product that is the result of interaction, awareness and reflection – metacognitive practice. By doing an exercise, students activate their knowledge of language, culture and learning, and also expand boundaries of understanding multiculturalism. They interpret the goals of communicative interaction and the context in which it takes place: the situation, social and psychological characteristics, participants and their relationships. The process of performing the exercise schematically has the following form: interpretation → interaction → activity / product → reflection. The study and use of language lie on the surface of the exercise itself, but rather as the elements included in the context, not an end in themselves. Therefore, the limits of potential knowledge will depend on the work of the entire chain of exercise.

An important element for the development of exercises is their organization. The interconnectedness and combination of exercises for consistent learning will help to fix the longitudinal line of the intercultural communicative competence. However, when building a curriculum on exercises, it should be borne in mind that they themselves are an integrated experience. Exercises are related as clusters for the formation of individual activities, conceptually organized around topics (e.g. *friendship, education, relationships*), types of text (e.g. *advertising, diary, invitation*), or processes (e.g. *excursion, research, exchange of experience*).

That is why, when planning language learning, it is necessary for the teacher to predict the control result of the chain of exercises and establish

reference points in accordance with the purpose of this cluster. This will help to make adjustments to the curriculum and possibly change the vector of intercultural communicate competence acquisition, taking into account the typical failures and mistakes in the learning process.

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## AUXILIARY WORDS

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Auxiliary words are an important part of English, they play an essential role in the conjugation of the English verb, because they are involved in the formation of grammar tenses, with the exception of the affirmative form Present and Past Simple (Indefinite), and they appeared not so long ago.

An auxiliary word is a word that does not have a denominative function in a language but serves to express semantic and syntactic relationships between words with lexical meaning. Unlike words with lexical meaning, they are not sentence constituents. It has Latin origin “*auxiliaries*”, from “*auxilium*” – help. An auxiliary verb (or a helping verb as it's also called) is used with a main verb to help express the main verb's tense, mood, voice or to form a negative or question.

English has a rich system of auxiliaries. In English there are two types of auxiliary verb: *primary* auxiliaries and *modal* auxiliaries. The three primary auxiliary verbs are 'be', 'have' and 'do'. There are ten common modal auxiliary verbs and they are 'can', 'could', 'will', 'would', 'shall', 'should', 'may', 'might', 'must' and 'ought' . They may express such notions as possibility (“may,” “might,” “can,” “could”) or necessity (“must”). Other English auxiliaries are “will” and “shall,” which often indicate futurity, among other meanings, and “would,” which usually indicates desire or intent. Auxiliaries also help form the passive voice. The most common auxiliary verbs are have, be, and do.



The first auxiliary verb is “do” and it appeared in 15<sup>th</sup> century, in Old English period. It is customary to divide the history of English into three periods:

- 1) Anglo-Saxon, or Old English - up to 1150;
- 2) Middle English - from 1150 to 1500;
- 3) Modern English - the language of the last 500 years.

Old English was a Germanic dialect and with its complex system of grammatical forms resembled modern German or Russian (synthetic languages).

The Old English language had 3 kinds of nouns - masculine, feminine and neuter, and 4 cases. Adjectives agreed with nouns in gender, number and case, and the verb changed in numbers and in persons. Verb tenses and other forms were formed mainly by changing the verb itself, as in Russian, and not with the help of auxiliary verbs, as in modern English. All times the Progressive group began to form in the Middle English period and became firmly established in the language only by the 17th century, and some forms, such as Present Progressive Passive even later.

The auxiliary verb “do” was used at first only as the main verb (to do), from the 15th century it was used as an amplifier of the meaning of the main verb (I do know this man - I really know this man) and did not serve to form the interrogative and negative forms of the verb in Present and Past Simple, like now. This function was assigned to him only from the 17th century.

Over time, under the influence of a number of languages that penetrated into England together with the conquerors of the Romans, Danes, and especially the Norman-French, the structure of the English changed greatly. The declension of nouns by case and gender has disappeared, the adjective has become an unchangeable part of speech. The whole change of the verb was reduced to four forms: to go -(1), went - (2), gone - (3), going - (4). At the same time, the system of verb tenses has become more complex and developed. Thanks to the widespread use of auxiliary verbs, it has become possible to express subtle shades of relationship to the time, degree and nature of the action (Progressive and Perfect Tenses).

As a result of these transformations, the modern English has turned into a language that is more reminiscent of Chinese (where shades of meanings are conveyed by separate words-bricks) with very few changes in the word itself. Those relations between words that in other languages, for example, in Russian or German, are expressed by the forms of individual words (case, face shape, gender form, etc.), in the modern English are expressed either by the order of words in a sentence or by service words (prepositions, auxiliary verbs, articles, etc.).

To sum up we can say most of the tense forms of the verb, forms of voice and mood are formed using auxiliary verbs and prepositions often convey case relations. So auxiliary words are an important part of the development of the English language, which slowly changed the verb grammar structure.

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## AUSTRALIAN ACCENTS

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**Australian English** began to diverge from British English soon after the foundation of the Colony of New South Wales in 1788. Many of the original immigrants were free settlers, military personnel and administrators and their families. There was also much larger wave of immigration, as a result of golden rush but also there was the large-scale importation of television programs and other mass media content from the US, from the 1950s onwards. And as a result Australians use many British and American terms, spellings, words interchangeably, such as pants/trousers or lift/elevator, while shunning other words such as "wildfire".

Australian English is most similar to New Zealand English, due to their shared history and geographical proximity, the vocabulary used also exhibits some striking differences. For instance, pronunciation of *letter 'r'* (Australian English is (generally) a non-rhotic language. This means that if a word has the letter "R" in the last syllable, it is usually silent. ("car" → "cah")), of *letter "t"* (in Australian English, *the letter "t"* is frequently softened, making sound closer to an American "D."), *diphthongs* (as the Australian accent broadens, the vowels become longer. In fact, the Broad Australian accent has longer vowels than just about any other form of English. In A. English, the first sound of diphthong is generally much longer than the second one), *the letter "u"* (when "U" follows a consonant, it is preceded by a "Y" sound, like in the word "yes") and *nasality* (in Australian English, words have greater nasal resonance (as opposed to oral resonance).

From the 1890s, and well into the 1950s, elocution was in the air, and elocution teachers found a ready market for the teaching of British vowels and diphthongs to the socially-aspirational classes. This modified form of Australian speech came to be called **Cultivated Australian**. It is most often associated with higher social classes, also it can be similar to a British accent. However, it still retains some qualities unique to the Australian dialect. The Cultivated Australian has the same set of sounds as the Broad Australian and the General Australian. What differs is how the sounds are rendered. The cultivated Australian English accent can be characterized by usual producing with tighter

vowel durations, nasality and producing a sharp and crisp /t/ sound -- explosive /t/ -- in all cases.

**Broad Australian English.** As if in response against this new British-based Cultivated Australian, a diametrically opposed form of Australian English developed in the first part of the twentieth century. This form moved the Australian vowels and diphthongs even further away from what was now the British standard of pronunciation, and emphasized nasality, flatness of intonation, and the elision of syllables. While it is true that when non-Australians hear any Australian say ‘mate’ or ‘race’ they are likely to mistake the words for ‘mite’ and ‘rice’, the mishearing is most likely to occur with speakers of Br. Australian. This strong Australian accent is characterized by slower speech, a more nasal tone, and longer diphthongs. While Br. Australian English is the accent that is most familiar to people outside of Australia, this accent is not the most common accent in Australia. The majority of speakers of this accent live in rural, remote areas of the country.

The majority of Australians continued to speak with the accent that had been established in the first fifty years of settlement, and this form of speech came to be known as **General Australians**, which is the most common accent in Australia (80%). You will hear this accent in most suburban areas of the country. Additionally, G. A. English is the standard accent for most Australian media, television, and film. This accent is not as strong as Broad Australian, though it can still be characterized by nasality and distinct pronunciations.

UDC 747

## **ATRIUM IN THE STRUCTURE OF HEALTHCARE INSTITUTION**

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In modern architecture, atrium is the central, as a rule, light-transmitting space of a public building, illuminated by natural light that penetrates through a transparent ceiling. Atriums are widely used in public places and are a recreational area with plenty of space, light and air. That is why it is appropriate to consider it as a component of modern medical institutions and as an element of health architecture.

Atrium space is a large recreational and communicative space of a public building, developed to its full height and covered with a light-transmitting roof. Features of atrium spaces are revealed in the compositional organization of a number of spaces of the past times. These are atriums, theaters, temples,

prognosis projects of Claude Nicolas Ledoux, halls of industrial exhibitions of the late eighteenth century, greenhouses, winter gardens, glazed yards and arcades in the interiors of buildings. These historical prototypes, which had different combinations of core features, became the basis for the formation of the first atrium spaces in the middle of XIXth century.

The atrium appeared in a climate where there was no need for home heating, and open unclosed space flooded with natural light was suitable for everyday life without additional insulation measures regardless of the season. The possibility of building large spaces with comfortable temperature and creating the effect of being outdoors made the atriums relevant for less appropriate climatic zones. Today the Atrium is an architecture not only of the Mediterranean, but also of Europe, Scandinavia and North America. With the development of technologies, glazing systems have emerged and allowed to build transparent constructions over such yards, so they have gained new functional qualities [1].

Latest technologies in modern construction enable architects and designers to work with grand open spaces of atriums filled with sunlight and with comfortable microclimate inside. Usually different elements of landscape architecture are used such as waterfalls, huge aquariums, fountains, etc. Such space gives a person a sense of integrity with nature, air, light, promotes relaxation of the nervous system. The vast space of the atrium, a translucent construction, can be organized in many ways. For example, in such an amazing atrium a seating area, a very welcoming lounge and a winter garden can be perfectly placed, and all of these things can be combined at once. But no doubt, most large translucent protective constructions take the opportunity to have large and cozy landscaped gardens in their interiors. After all, each evergreen flowering garden gives a chance for daily real communication with living nature: both in hot summer months and long rainy days of autumn, and in snowy and cold months of winter [2].

The best way to evaluate the impact of atrium as an element of architecture, is becoming possible if using it in medical institutions – the places where people come because of poor state of health. None wants to leave everyday life and to be enclosed within four walls, that is why the task of specialists is to create conditions under which space around will not put pressure on a person. The environment around is healing, and this is repeatedly confirmed by various studies of foreign experts. For example, there is a study about the impact of visual and physical contact of patients with plants what causes rapid recovery. Therefore, simple concrete boxes in the asphalt area will not help patients feel better. The presence of loving people close to the patient reduces stress - this should not be forgotten while designing medical centers.

It should be mentioned that the atmosphere and conditions in healthcare institutions often have negative impact on patients, placing strain on them even greater. Such trend suggests rethinking the design experience and organizing space in medical institutions. It is necessary to approach the issue not only

taking into account productivity, functionality, capacity and hygiene requirements, which are the key issues for modern medical institutions, but also the atmosphere of the health institution, which consists of the architecture effect of the building itself, planned purposes and functionality of the premises, all interior spaces for increasing the efficiency of patients' staying there.

Nowadays, all around the world new architecture solutions are used for designing modern healthcare institutions, and these solutions take into account new level of technical capabilities and aesthetic views of society.

Modern architecture of medical establishments with large glazed areas or atriums, which let in a lot of light – are the sources of life, which demonstrate even higher level of technologies by means of architecture planning and spatial solutions, moreover if it is equipped with the latest medical achievements of equipment and knowledge of specialists – all these factors should give a visitor a feeling of security and confidence in the effectiveness of the assistance provided, and create a positive sense of composure and comfort.

The ability of a patient to navigate easily around the hospital – it is awareness that a person can successfully move around the clinic doing that only with the help of signs and relative marks – reduces stress level and increases confidence [2].

Interior designs of medical establishments should be done at a high aesthetic level. It is necessary to use natural materials, daylight; realistic imitation of home atmosphere is also welcomed. Views from windows, lots of fresh flowers, objects of art – paintings, photographs, sculpture, etc., used in design of rooms, help to adjust a patient to positive thoughts, distracting from the reason of staying in hospital – all these aspects have positive effect on a patient's condition, contributing to the fast recovery.

Reducing the negative noise background is an important task for architects and designers working with construction and renovation of healthcare facilities. The sound background of the modern urban environment, filled with the constant noise of man-made nature, causes uncomfortable feelings and can be a source of stress. The opportunity to have a special relaxing sound background is essential for patients who are vulnerable to external irritants and who need special treatment. Moreover, such patients should not hear the sounds of opening and closing doors, the noise of equipment and the rumble of voices [4].

A color solution in a medical establishment has to bring about several functions at once. First of all, it helps in orientation within the hospital, dividing and marking the functional areas of the hospital inner space. It is also stated that color can affect person's mental state and mood and is able to alleviate one's painful feelings and physical discomfort. Some healthcare professionals suggest placing patients with high-temperature into the rooms in blue-violet coloring, while others whose illness does not cause fever should be placing into the rooms where walls have warm shades.

Expansion of premises of a healthcare establishment may be done due to advent of previously extrinsic spaces for hospitals such as reading zones, greenhouses, small tea or coffee rooms, areas for comfortable communication with visitors – relatives, friends; chapels, prayer rooms, etc [3].

Creation of an architectural space for medical activity is a complex process, and designers must take into account that it is primarily a social space of medicine.

In Europe, a new scientific direction called "architecture of health" is under development, which envisages the steps of improving the quality of treatment and satisfaction of a patient, preserving one's dignity, realized with the help of a new architecture with therapeutic functions.

The Erasmus University Medical Center in Rotterdam can serve as an example having modern medical architecture and the environment. The complex includes various institutions including the McDonald's Center. The main wings are built in a modernist style.

Hospitals of the past have been associated with confined environment having little daylight and narrow corridors. The experience of foreign architects and designers of public buildings shows that hospitals should be psychologically comfortable.

Modern architecture of healthcare institutions with large glass areas or atriums that let in a lot of light, being a source of life, demonstrates a high level of technology by architectural and space-spatial solutions. Moreover, hospitals are equipped with the latest medical achievements – equipment and knowledge of specialists; so a visitor of such hospital should feel secure and confident in the efficiency of the care provided, and a positive sense of peace and comfort should also be evoked.

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