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СУЧАСНА ПАРАДИГМА ІНШОМОВНОЇ БІЗНЕС-КОМУНІКАЦІЇ: ПЕРЕДОВІ МІЖНАРОДНІ ПРАКТИКИ ТА МІЖКУЛЬТУРНА ІНТЕГРАЦІЯ

МАТЕРІАЛИ
Міжнародної студентської науково-практичної конференції
23 квітня 2021 року

Тернопіль – 2021

УДК 81’42
ББК 81.2-5
С 91

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Рекомендовано до друку на засіданні кафедри іноземних мов та інформаційно-комунікаційних технологій Західноукраїнського національного університету, протокол № 9 від 12 квітня 2021 р.

С 91 **Сучасна** парадигма іншомовної бізнес-комунікації: передові міжнародні практики та міжкультурна інтеграція: Матеріали Міжнародної науково-практичної студентської конференції, 23 квітня 2021 р., ЗУНУ. – 300 с.

До збірника увійшли тези наукових доповідей учасників Міжнародної студентської науково-практичної конференції «Сучасна парадигма іншомовної бізнес-комунікації: передові міжнародні практики та міжкультурна інтеграція», в яких подаються актуальні питання сучасності іноземними мовами, результати студентської науково-дослідної роботи, а також питання оптимізації використання ресурсів іншомовної комунікації для формування та розвитку міжкультурних професійних компетенцій у таких сферах як економіка, фінанси, право, комп’ютерні та гуманітарні науки.

За зміст наукових праць та достовірність наведених фактологічних і статистичних матеріалів відповідальність несуть автори публікацій та їхні наукові керівники. У збірнику зберігається стилістика та орфографія авторів матеріалів. Для студентів та аспірантів вищих навчальних закладів України.

УДК 81’42
ББК 81.2-5

ЗМІСТ

SECTION 1
ECONOMIC SCIENCES: MANAGEMENT, MARKETING, INTERNATIONAL ECONOMICS

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L'EFFICACITÉ DE LA GESTION DU PERSONNEL COMME LA COMPOSANTE PRINCIPALE DE LA GESTION D'ENTREPRISE

L'introduction. Dans les conditions modernes de fonctionnement, la direction de l'entreprise doit accorder une attention particulière à l'utilisation efficace du personnel car il est le facteur de base de l'entreprise et définit l'efficacité de son activité. Assurer le processus de création des conditions qui peuvent influencer le comportement humain et l'intéresser à un travail consciencieux actif, conduit à une productivité accrue, à sa qualité, ainsi qu'à la formation d'une équipe de production stable qui montre son engagement et son dévouement envers l'entreprise où l'employé travaille.

Les tâches. La tâche principale est de considérer l'efficacité du personnel comme le principal facteur de l'entreprise qui détermine l'efficacité de ses activités.

Méthodes. De nombreux scientifiques, notamment, A. Maslow, R. Owen, L. Porter et B. Skinner, ont traité de la gestion du développement du personnel et de la motivation au travail. Dans les travaux de ces scientifiques, les enjeux du processus de motivation du travail sont considérés en relation avec les objectifs de l'entreprise.

Au stade actuel de la gestion du personnel est devenue l'objet d'études scientifiques tels que S.A. Barkov, G. A. Dmitrenko, K.M. Killen, R.L. Krychevsky, S.V. Shekshni.

En étudiant le problème de l'efficacité de la gestion du personnel, J.M. Ivantsevich et A.A. Lobanov estiment que: «l'évaluation de l'efficacité de la gestion du personnel est un processus clairement formalisé et systématique visant à mesurer les avantages et les coûts associés aux programmes d'activités de gestion du personnel et à comparer les résultats de la période de base avec les résultats, les objectifs et les indicateurs de concurrents »[2, p. 274].[1]

L'efficacité du personnel est sans aucun doute liée aux caractéristiques individuelles de chaque employé. Tout d'abord, il s'agit d'un salaire, mais dans la plus grande mesure, l'efficacité dépend de la question de savoir si l'employé de l'entreprise recevra la croissance de carrière et cette théorie est liée que les travailleurs doivent connaître les opportunités de croissance de carrière, la structure de l'entreprise transparent et connu des employés, les critères de carrière doivent être présentés aux candidats et, sur la base d'indicateurs clairs et objectifs de réussite du travail de la période précédente, l'entreprise, elle, doit offrir une carrière horizontale lorsque le pourvoi des postes vacants se fait, avant tout, aux ressources humaines [1].

Un élément tout aussi important est la sécurité sociale des salariés de l'entreprise. La création de conditions pour la sécurité sociale des employés et sa mise en œuvre au niveau approprié augmentera la productivité, développera un climat moral et psychologique favorable, la formation d'une ambiance de travail positive des employés, fournir la satisfaction au travail dans cette équipe, qui, à son tour, garantira gestion efficace du personnel.

Il convient de noter que le style de gestion, bien sûr, est le choix individuel de chaque dirigeant, mais un climat positif dans l'organisation peut être atteint grâce à certains aspects tels qu'une culture organisationnelle développée, un climat moral et psychologique favorable dans l'organisation et l'équipe, délégation de pouvoir compétente et qualité de l'exécution des tâches, établissement d'un retour d'expérience efficace, c'est-à-dire que l'employé doit être sûr que le manager est vraiment intéressant et important de connaître son avis, formation du personnel, ici la direction doit s'occuper d'un mentor pour un nouvel employé, descriptions de poste, documentation pour le processus de travail [3]. Ces aspects ont également influencé ma perception de l'efficacité du flux de travail.

Ainsi, dans les conditions du marché, un système de gestion du personnel bien construit a un impact décisif sur la qualité des ressources humaines et contribue au succès futur de toute organisation. La qualité des produits ou services, l'efficacité des décisions de gestion et, par conséquent, les résultats finaux de l'entreprise dépendent des qualifications et de l'expérience du personnel, du climat socio-psychologique de l'équipe, de l'ingéniosité des employés individuels [4].

La conclusion. Donc, le principal maillon du processus de production dans l'entreprise c'est le personnel. Les dernières technologies et les idées innovantes ne seront jamais efficaces et apporteront le maximum d'avantages sans une formation adéquate, un travail hautement efficace et des compétences en ressources humaines. La gestion du personnel est un processus complexe car la ressource humaine est dotée d'intelligence et de capacité de réflexion. Tout d'abord, les managers doivent être capables de motiver correctement le personnel et d'écouter leurs opinions, ainsi que de créer une bonne atmosphère de travail, que les subordonnés travailleront efficacement au profit de l'entreprise et poursuivront un objectif commun.

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MAIN DIRECTIONS OF THE TRADE CHAINS DEVELOPMENT IN UKRAINE

Introduction. Retail trade is an important branch of economy and entrepreneurship activities in the period of crisis. Its main goal is providing people with the necessary goods that are always in demand with different levels.

Over last years we've been able to monitor essential changes in the sphere of retail trade; especially there must be pointed out the uprising of the new forms and methods of trade which were caused by the pandemic of COVID-19, followed by formation of new types of services, goods range increasing due to production and import and so on.

Methods. Nowadays concentration processes enforcing characterize the sphere of retail trade in Ukraine. Such experience is common for the developed countries, where concentration processes lead to 60-80% accumulation of retail turnover within few retail chains [1]. If a considerable part of the retail turnover is concentrated in trade chains, the presence of the synergic effect is obvious, which is achieved due to the optimization of the trade companies management, selling and technological processes, effective logistic arrangements and marketing and so on.

Scopes of food and goods marketing carried by retail store chains even in period of its activity decreased due to quarantine measures and lockdowns. The limited demand for consumers can make conclusion about effectiveness caused by scale, which has a positive influence on the joint and specific expanses of the trade companies and at least maintaining of the achieved level of the operation profitability. That is why now consumers are visiting supermarkets, hypermarkets, minimarkets, trade centers more instead of food and goods markets, department stores grocery stores etc. Such situation is also enforced by better quality of services, additional options, wider range of goods, special offers, quality control and highly trained personnel.

Nowadays in the trading sphere of Ukraine there can be seen both native retail nets - “Silpo”, “ATB”, “Rukavychka”, “Velika kishenia”, “Epicenter”, “VOVK”, “GOLDI”, “Week”, “Giulia” “Modnitsia” and those that work in the Ukrainian market under the terms of franchise or have their own parent company – “Auchan”, “METRO”, “Comfy”, “NOVUS”, “Centro”, “LC Waikiki”, “Collezione” etc. Small trade businesses cannot compete with such “retail monsters” and their number is decreasing rapidly. This will be an important vector of the retail trading in the future.

The following directions of trade chains development in the native market are considered:

– expansion of the existing chains by absorption of smaller trading units;

– activation of the trade chains promotion within regions and smaller towns;

– investment increasing into realization of trade and logistic projects;

– private trade brand creation, that enforce competition between retailors in the native market, involving new forms of trade and services, which is considered as a special reaction for *off line trade limits.*

Conclusion. The implementation of these directions can be possible under the terms of activation of native productive potential, import decreasing, and creating conditions for investments attraction.

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FORMATION AND IMPLEMENTATION OF CIRCULAR ECONOMY POLICY IN EUROPEAN COUNTRIES

Introduction. There is only one planet Earth, but by 2050 the world will consume as if there were three. Global consumption of materials such as biomass, fossil fuels, metals and minerals is expected to double over the next forty years, while annual waste generation is projected to grow by 70% by 2050 [2]. With half of total greenhouse gas emissions and more than 90% of biodiversity loss and water stress accounted for by resource extraction and processing. Expanding the circular economy from advanced to major economic players will make a crucial contribution to achieving climate neutrality by 2050 and decoupling economic growth from resource use, while ensuring the EU's long-term competitiveness and leaving no one behind.

Objectives. The aim of the paper is the theoretical substantiation of the formation and implementation of the policy of circular economy and green agreement in Europe and Ukraine.

Methods. Although up to 80% of the environmental impact of products is determined at the design stage, the linear "take-use-dispose" scheme does not provide manufacturers with sufficient incentives to make their products more round. Many products fail too quickly, cannot be easily reused, repaired or recycled, and many are for single use only. At the same time, the single market provides a critical mass that allows the EU to set global standards for product sustainability and influence product design and value chain management worldwide. Circularity is an important part of the broad transformation of the industry towards climate neutrality and long-term competitiveness. This can provide significant material savings in value chains and production processes, create added value and open up economic opportunities [1]. In synergy with the objectives set out in the

Industrial Strategy, the Commission will ensure greater circulation in industry by:

– assessment of options for further promoting circularity in industrial processes in the context of the revision of the Industrial Emissions Directive;

– promoting industrial symbiosis by developing an industry-led reporting and certification system and ensuring the implementation of industrial symbiosis;

– promoting the use of digital technologies for tracking, mapping resources [3].

Conclusions. The concept of a circular economy remains a clear term for all economic stakeholders and the general public. The transition to a circular economy requires not only changes in one type of activity, but systemic changes in industry, social components, energy, transport, agriculture, and so on. Also, each sector of the economy has its own principles and limitations, and each country in the EU has its own characteristics, which leads to different approaches and time frames for the transition to a circular economy. Therefore, the circular economy has been, is and remains a reference center for all sectors of society.

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DEVELOPMENT OF INTERNET MARKETING

Introduction. The Internet gradually becomes one of the main means of communication between people in business and in everyday life. And the intensity of this phenomenon is constantly growing. The norm has been the existence of a corporate site for enterprises. The role of the Internet is also becoming significant as one of the new marketing channels and advertising. This area of research is relatively new and in addition it is a field of economics that is developing dynamically. Therefore, problems of implementation of various methods and tools of Internet marketing in today's development need consideration.

Objective. The aim of the research is to define effective ways of the development of internet marketing.

Methods. Internet marketing for successful implementation strategy and achievement of the goal set for a particular project uses different tools of communication. For the right choice of tools or a combination of these, internet marketing is a must marketing analysis of the project, clear statement goals and a systematic approach to the implementation of the developed strategy. There are such modern methods of Internet marketing:

1. The main method of Internet marketing is a website. Creating a website, its proper positioning on the Internet and wise use give the owner a huge opportunities and prospects.

2. Search engine marketing (website promotion). Most internet users start searching product of interest to them, from a search engine query. Using Internet marketing tools, such as search engine optimization and search advertising.

3.Internet advertising. Internet advertising is characterized by high accuracy of target audience, the ability to flexibly manage the budget and quickly track the effectiveness of the advertising campaign.

4. E-mail marketing (direct marketing). Email marketing is an individual e-mail mailing. Gives the opportunity at a relatively low cost to

disseminate information among a wide range of specific potential customers.

5. Social media marketing. Dynamically developing direction of Internet marketing, the method of which is to use the relationship between people to promote products.

6. Viral marketing. The so-called "guerrilla" Internet marketing, which strategy is in the development of a "virus" - an interesting advertising message for users, which they themselves transmit to each other, perceiving not as advertising, but as entertainment.

7. Online games. Online games with built-in advertising or branded elements

8. Mobile devices with internet access are becoming more widespread, providing Internet marketing with additional opportunities to attract a wide audience.

9. Formation of public opinion (PR-technology). An Internet marketing tool aimed at forming a positive image of the company by spreading textual information on third-party resources: distribution of press releases, work with online press and news resources.

Conclusion. Internet marketing has a number of advantages over traditional marketing. The main ones are interactivity, personalization, accessibility. Therefore, the development of this area is difficult to overestimate.

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INTELLECTUAL CAPITAL

Introduction. Intelligent capital is a relatively new concept, so there is no consistency in the economic literature in the definition of this category. This concept is sometimes identified with human capital, human resources, intellectual property, and intellectual assets. We believe that intellectual capital is employees' knowledge, skills and experience that has a direct impact on the development of enterprise, providing its economic stability and competitiveness. It was found that the structure of intellectual capital includes the following elements: human capital, structural capital and commodity capital. Therefore, it is proposed to consider the economic category of "intellectual capital" non-financial assets. It was revealed that the implementation of the management of the intellectual capital system is to create information-analytical framework for solving the practical issues of strategic corporate development.

Methods. Intelligent capital is knowledge, skills and production experience of specific people and intangible assets of the FP, as well as organizational and market opportunities, information channels that are converted to value and form competitiveness of the company [1].

In the business environment of today, intellectual capital is one of the most critical factors that bring about development and competitiveness in organizations. Intellectual capital tends to be intangible in nature, and, there tend to be challenged when it comes to determining its value. Commonly, used ways of defining and describing intellectual capital include in terms of creating value and enhancing the competitive advantage and the success of an organization. The intellectual capital assists in creating wealth and in the production of other high-valued assets. Intellectual capital in a business includes the wealth of ideas and the ability for innovation which highly determines the future of the firm. In the past, individuals believed that organizational performance was dependent on the financial and expense items [3].

Most specialists consider intellectual capital even more widespread. An example may be J. Fitz-Enz that claims that intellectual property is "intellectual property" of the company and is a chain of processes related to the network of various types of relations and human capital . On the other hand, it calls the ability of the firm to profit from its own intellectual capital. This explanation also determines the intellectual capital as a relationship between the employee, their surroundings and the structure in which they work.

Researchers and practices assume that at the enterprise intellectual capital level is the sum of the three components:

1. Human capital is a set of knowledge, skills, creative abilities, as well as the ability of owners and high-intensive employees to meet the requirements and tasks of the enterprise.
2. Structural capital is software tools, software, databases, organizational structure, patents, trademarks, organizational mechanisms that provide productivity and functioning of the enterprise.
3. Consumer capital is future consumers of enterprise products, its ability to satisfy their requests.

Consequently, it can be concluded that the term intellectual capital in general can be attributed to all intangible resources that determine the value and competitiveness of the organization (enterprises). Intelligent capital, in terms of human resources, is difficult to translate into a financial equivalent, whereas for all other assets of the organization there are standard criteria for determining the value. Therefore, in our opinion, this economic category would be correct to attribute to non-financial assets [2].

Conclusion. In many companies, intellectual capital is the most valuable resource. Such positioning of intangible assets within the hierarchy of resources of a particular organization should encourage scholars to a more active and effective study of intellectual capital estimation methods. It is very important, in the opinion of many managers, invest in high-performance strategies for the development of the company's personnel. Therefore, it is possible to understand intellectual capital as a skill that is the property of an organization exploring and capitalizing ideas (technological, organizational, productive, etc.), in order to increase the cost company as a whole.

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TRANSPORTATION OF GOODS BY ROAD IN UKRAINE

Introduction. Road transport, a type of transport, carries out transportation of cargoes and passengers by railless ways. The main areas of increasingly expanding expedient use of road transport - transportation and delivery of goods to the main modes of transport, transportation of industrial and agricultural goods over short distances, intercity transportation, transportation of goods for trade and construction, the ability to deliver goods "door to door". Over long distances, road transport carries perishable, especially valuable, in need of fast delivery, inconvenient for reloading other modes of transport. Today, no branch of the economy is possible without road transport.

Objectives. The paper concerns the issues of road transportation in Ukraine.

Methods. While conducting the study we have used an analysis of the scientific works on the topic and consequent survey in the telegram channel.A very promising and rapidly developing form of services provided is freight, as well as the services of loaders. Every month the number of companies that do business grows sharply. Human needs are the main reason for the significant development of freight transport. Of course, every reputable freight company provides a full range of services: assistance in organizing and carrying out apartment and office relocations, services of loaders and freight forwarders, and much more. In order to meet the world level and "not to miss the bar", having lost its credibility in the eyes of others, service providers also provide free consultations to their potential customers. Another important feature is that most of the employees of the esteemed carriers are special appraisers who are ready at any time to "visit" the client in the future and directly on site to assess the range of intended work. This can help customers avoid unpleasant "surprises" on the services provided.

Some companies work on simpler scenarios i.e. you call the dispatcher, order the service you need, loaders come and deliver your property to the destination. This scheme is certainly simpler, but there will be various problems, for example, "mismatch" of views on payment. Most often, such "operational" work involves signing written contracts, so when the company or one of its representatives is not afraid to be ashamed of the face, having lost its credibility, the client can have a lot of nooks and crannies. Therefore, freight these days is really an integral part of society, similar services at any time may be needed by everyone.

In addition to companies that deal exclusively with moving and transportation within the city or country, there are also international carriers, whose responsibilities include ensuring the fastest and safest transportation from one country to another. The vast majority of such carriers are engaged in organizing all stages of movement of goods from manufacturers or customers to the destination in accordance with the wishes of their customers. The work of freight companies is based on individual approaches to their customers, including regular ones, which can often also unreasonably predict certain discounts.

In the implementation of large and the share of long-term freight is very rare to do only the service available to the company, carries out freight, regardless of the quantity and quality of transport, as well as staff it has. That is why international carriers, in order to fulfill obligations clearly and quickly, mainly cooperate with other companies engaged in freight.

The cost of freight varies depending on the type of transport, which carried out by this freight, but also depending on some other features. For example, the type of cargo is very important, because it can be oversized, fragile and dangerous. In this case, the cost increases not only the process of transportation, but also the payment of highly qualified loaders and freight forwarders.

Conclusions. Road transport is developing rapidly, especially in market conditions, as the most popular mode of transport for passengers and processing of any value, including expensive, for short medium distances, as well as providing retail, business, and production logistics systems. It is perhaps the only mode of transport to agricultural regions during passenger transport and processing. Road transport has the widest scope of use: in the city, suburbs, in interregional, intercity and international traffic as or for delivery-export to the main modes of transport.

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MANAGEMENT PSYCHOLOGY

Introduction. The most difficult problem of modern management is human relations. Each person has a certain social status (subordinate, colleague, supervisor, etc.) and is endowed with certain psychological qualities. Knowledge of the laws of management and the psychological characteristics of human behavior in organizations are considered today, in fact, as an integral component of the overall culture of the individual specialist. The condition of effective activity of the manager, and ultimately life success, is knowledge of organizational, administrative laws, including psychology of management is especially important.

Objectives. The main task is to realize the importance of research and implementation of the practice of management psychology in the activities of organizations.

Methods. Management psychology (management) is a science that was formed and developed at the junction of two scientific disciplines - management theory and psychology. Therefore, it is based on the basic data of these disciplines at the same time, which determines the complex nature of the subject of management psychology and the breadth of its content. It studies the psychological patterns of management: the role of human and psychological factors in management, the optimal distribution of professional and social roles in the group, leadership, processes of integration and strengthening of relations in the team, psychological mechanisms of management decisions, socio-psychological qualities of manager and employee, the mechanism of interaction between them, the psychology of contacts, the causes of stress and ways to avoid them, the psychology of work conflicts, etc.[1]

The manager acts as a leader who forms relationships within the organization and outside it, motivates members of the organization to achieve goals, coordinates their efforts, acts as a connecting link to senior management, consumers, suppliers and vice versa, represents everyone to the members of the team, which manages. The manager must know how to deal with performers, be able to identify the strengths of performers and notice their shortcomings for the most effective distribution of staff. He is responsible for creating a strong, cohesive team, where each participant takes his place, in which the potential of conflict situations is minimized and able to work in a coordinated and efficient manner. Performing the educational function, the leader must activate, develop in performers those personal qualities that contribute to more productive work of the individual performer and the team as a whole.

The manager must have a high psychological culture, which is integral part of the general culture of man. Psychological culture includes three necessary elements: knowledge of yourself and another person, ability to communicate with people, regulate your behavior [2, p.15].

The effectiveness of the workforce depends on socio-psychological climate in the organization - the totality interconnected, sustainable socio-psychological characteristics of the group, organization. The optimal state of the socio-psychological climate in the workforce can be achieved by completing the primary teams, taking into account the factor of psychological compatibility and through the use of socio-psychological methods that contribute to the development of team members skills of effective understanding; organization of continuous professional retraining, clear division of roles. The most important signs of a positive socio-psychological climate in the workforce are the following: trust and high demands of group members to each other; friendly and business criticism; sufficient awareness of team members about its task; satisfaction with belonging to the team; lack of pressure from managers on subordinates and recognition of them the right to make important decisions for the group, etc. [3, p.69].

Conclusion. Psychology is very important for effective implementation of management functions. That is why the actualization is noticeable management processes related to regulation, work motivation, knowledge production, ability development to get to know your subordinates, partners, competitors and the situation in general. Diversity of functions in the process of implementation management activities require high competence, responsibility and appropriate psychological preparedness of the head.

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THE INFLUENCE OF THE PRODUCT RANGE ON CONSUMER BEHAVIOR

Introduction. Regarding the effect of product variety on purchase probability, there exist findings which demonstrate a positive effect of variety for either small or large assortments as well as a negative effect. Nowadays, there is a little evidence supporting the causal mechanism of this effect.

Objectives. The paper concerns assessing the influence of the product range on consumer behaviour.

Methods. While conducting the study we have used an analysis of the scientific works on the topic and consequent survey in the telegram channel.

This paper makes several contributions. First, it provides additional evidence for the positive but also negative impact of variety on consumer's interest in purchasing a product. Consistent with previous empirical results, it has been shown that variety increases purchase probability only up to an optimal point. After that, variety demotivates consumers from making a purchase. Second, it was demonstrated that the negative effect of variety operates via anticipated regret and evaluation costs and that the positive effect of variety operates via anticipated utility. This paper has provided evidence that anticipated regret, presumably one of the most potent factors in decision making, operates only indirectly on purchase likelihood by decreasing anticipated utility in small assortments and by increasing evaluation costs in large assortments. In particular, it seems that anticipated regret only exerts its negative effect when it serves to increase evaluation costs.

These findings have several implications for retailers as well as manufacturers managing assortments. First and foremost, it shows the importance of limiting variety. Manufacturers but also retailers face high, oftentimes hidden costs from large variety assortments such as reduced capabilities for research and development or increased complexity in quality control. All of these costs are difficult to quantify and may have only long-term effects through increased customer complaints, necessary revisions or even withdrawals of products. As this paper shows, additional costs are not only incurred by the companies providing high variety assortments but also by the customers who are faced with the task of identifying the one best product for their preferences. This task has been shown to reduce purchase likelihood in the case of high variety assortments. As a consequence, high variety may, in the worst case, lead companies towards increased costs and decreased revenues. We can therefore conclude that variety management seems crucial. While retailers may directly influence the total number of product alternatives available to the consumer. Manufacturers may decide about appropriate distribution channels for their products based on the number of alternatives different channels offer. In addition, manufacturers may need to control the variety of their own assortments. Research has shown that customers who encounter a feeling of indecision tend not only to postpone purchases but also to switch to competing assortments. To provide a sense of proportion, when Procter and Gamble reduced their assortment of Head and Shoulders shampoos from 26 to 15, they experienced an increase in sales of 10%. While such changes in sales can never be attributed to a single factor, this research has provided an additional indication that the assortment reduction may have been one of the drivers.

Despite this, there is evidence that a temporary provision of additional options may be useful to increase visibility for consumers, make use of previous brand investments or to drive competitors out of the market. Companies that use such tactics may wish to manage the potential negative effects on demand. This paper has shown that customer’s evaluation costs play a central role in this context. One approach consistent with this result would be to try to keep evaluation costs constant as variety increases. For example, shampoos that differ in terms of amount, scent and price, will be more difficult to compare than alternatives that differ in only one dimension, e.g. scent. In addition, retailers may choose to present similar products together while highlighting common and differing product attributes, which has been shown to reduce consumers' evaluation costs and consequently impact purchase decisions.

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BUSINESS MARKETING MANAGEMENT

Introduction. Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, and may include writing thank you emails, playing golf with prospective clients, returning calls and emails quickly, and meeting with clients for coffee or a meal.

Objectives. The main task is to highlight the foundations of the marketing process at the enterprise and solve problems of its application in practice.

Methods. Professionals who work in a corporate marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

At its most basic level, marketing seeks to match a company's products and services to customers who want access to those products. Matching products to customers ultimately ensures profitability.

Product, price, place, and promotion are the Four Ps of marketing. The Four Ps collectively make up the essential mix a company needs to market a product or service. Neil Borden popularized the idea of the marketing mix and the concept of the Four Ps in the 1950s [1].

Product. Product refers to an item or items the business plans to offer to customers. Before they can prepare an appropriate campaign, marketers need to understand what product is being sold, how it stands out from its competitors, whether the product can also be paired with a secondary product or product line, and whether there are substitute products in the market.

Price. Price refers to how much the company will sell the product for. When establishing a price, companies must consider the unit cost, marketing costs, and distribution expenses. Companies must also consider the price of competing products in the marketplace and whether their proposed price point is sufficient to represent a reasonable alternative for consumers.

Place. Place refers to the distribution of the product. Key considerations include whether the company will sell the product through a physical storefront, online, or through both distribution channels. When it's sold in a storefront, what kind of physical product placement does it get? When it's sold online, what kind of digital product placement does it get?

Promotion. Promotion, the fourth P, is the integrated marketing communications campaign. Promotion includes a variety of activities such as advertising, selling, sales promotions, public relations, direct marketing, sponsorship, and guerrilla marketing.

With the help of marketing research, it becomes possible to find ways to mutually adapt the interests of producers and consumers, for which it is necessary to study the economic interests of both consumers and producers, identify areas of divergence of these interests, find ways to minimize them by developing effective marketing strategy. There are two directions in the implementation of marketing research: domestic and international. In foreign economic activity of domestic enterprises regulation of foreign economic relations is focused on international marketing. With this in mind, marketing of foreign economic activity should be defined as the theory and practice of management decisions based on analysis of factors of the international market environment. On entering a foreign market, the use of modern management technologies in an internationalized marketing environment and operational assessment of the effectiveness of foreign economic activity, requires the definition of stages, sequence of marketing activities of the company in international activities and the selection of the most important ways in terms of internationalization [2].

Conclusion. The use of marketing systems in the management of foreign economic activity of the enterprise needs thorough analysis for its implementation, development. It is obvious that a more active position of Ukrainian subjects of foreign economic activity in the implementation of marketing management systems can help improve efficiency and competitiveness in world markets.

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STRESS RESISTANT PERSONNEL OF ORGANIZATION IN A PANDEMIC CONDITION

Introduction. The situation of the COVID-19 pandemic, which arose in recent months around the world has made many significant changes in the activities of organizations. This requires a comprehension of a number of problems relating to health psychology, both in general organizations and in professional activities of personnel, and interactions with other spheres of personnel life in these conditions.

Psychology of Health Personnel of Organizations in the COVID-19 Pandemics is, in my opinion, an actual direction of research in organizational and economic psychology, which aims to diagnose the actual problems of personnel health and organization as a whole, the development of psychological technologies for supporting the personnel of the organization and providing psychological and organizational conditions for the effectiveness of activities in this period.

Objectives. The main task of the research is to investigate ways of reducing stress of the personnel of the companies, and as a result to increase productivity of the workforce.

Methods. The concept of stress is defined as "the psychological state of the organism, when there is a discrepancy between its ability to cope with the requirements of the environment and the level of such requirements." Excessive neuropsychiatric tension, which is characteristic of "stress type of executives" (negative stress) manifests itself in expressed mental and physical discomfort, serious changes in the emotional sphere, a state of frustration, anxiety, depression.

Pandemic, quarantine, the global economic crisis has incurred many to the state of stress that affected the quality of work, creativity or critical thinking. Employees have lost important skills and their productivity has decreased. Therefore, it is obvious why employers in crisis conditions want to see in the team of genuine stress-resistant workers who are surprised by the results of work, despite any external environment.

How to cope with stress during a pandemic?

To be self-confident. Stress often causes doubting its professionalism. Therefore, under its influence, people can abandon promising projects or make mistakes in critical moments. In order to remain calm at any conditions, it is necessary to be confident in its own strength. Psychologists recommend in a corresponding moment to have something that adds confidence: amulet, brooch, happy shirt, shefts - anything. However, in order to hold confidently for a long time, you need to fix your success, remember your strengths and continue to improve.

Meditation is a good assistant to overcome the effects of stress. A few minutes of domestic silence make it possible to find a problem solving or help to be distracted from bustle. Proponents of the techniques argue that even in the most important times, meditation gives people inner peace and confidence in the future. It also increases productivity, learning ability and decreases scattering attention.

Healthy sleep. Stress, as a rule, interferes with falling asleep and causes a restless dream. However, it is the very rest at night it is important for rethinking, another perception of stress factors and energy recovery. Therefore, you do not need to neglect sleep through unfinished projects or important events. Set up sleep will help correct evening rituals: muffled light, rejection of gadgets, warm bath and setting up the correct air parameters in the bedroom.

Concentration on the positive. Positive moments will help turn the spirit and find a "vaccine" to overcome stress. It can be both memoirs of former victories, which increases the defense in itself, and on-mitiginal immediately positive moments of the current situation. Ability to notice not only black stripes helps to survive the fall and not lose faith in the best.

Conclusion. Health of people is one of the largest social values, an important condition for successful adaptation to changes that take place in society, a necessary condition for the socio-economic development of the country.

Any crises, problems or pandemic are derived early or late. People will adapt to life in new realities and find new gladnesses. To save the stability in the conditions of stress will be far easier, if we treat these problems as the temporal phenomenon.

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HOW TO BE A GOOD MANAGER

Introduction. In order to understand how to be a good manager we must first turn to the definition of management.

Management is the administration of an organization, whether it is a business, a not-for-profit organization or government body. Management includes the activities of setting the strategy of an organization and coordinating the efforts of its employees to accomplish its objectives through the application of available resources, such as financial, natural, technological, and human resources. The term "management" may also refer to those people who manage an organization—managers. And who are managers?

Manager is the chief, engaged in the management of processes and personnel at a certain area of the enterprise, organization. It may be its owner, but often an employee. The defining feature of the manager is the presence of subordinates. The main function of a manager is management, which includes the process of planning, organizing, motivating and controlling. In smaller organizations, a manager may have a much wider scope and may perform several roles or even all of the roles commonly observed in a large organization.

Objectives. The aim of our research is to define features of a successful manager and to distinguish in what way good management influence the productivity of the company.

Methods. A manager is a person who is accountable for “managing” the company. It requires learning new project management skills and taking on different project manager responsibilities. Bad managers bard orders. They are directive and tell employees what to do, without any explanation or context. A bad manager makes you work, a good manager lets you work.

Managers are the ones working mostly socially communicating with personal and managing the work load. A good manager should be a leader, while a leader is not necessarily a manager. A leader is simply a charismatic figurehead, who lead, inspire people to follow them. Leadership is a subset of management. First and foremost, a good manager should have those leadership skills to urge everyone to work harder and get the project moving forward.

Employee appreciation is a fundamental part of human need in the workplace. When management shows appreciation for the good of employees, they react positively. Let your team members know how fruitful are their efforts. There are countless ways to show appreciation, other than saying ‘thank you” and “good job”.

As a manager, focus on helping your employees progress – individually and collectively. Get to know your workers on a personal level so you can help them leverage their interests and talents. Find what works and what doesn't, and work on identifying and removing obstacles so your employees can perform at their best. Communication is a driving force behind nearly everything we do as humans, and being a clear communicator is vital as a manager. You should set clear expectations for your employees, be transparent about important topics, and establish guidelines for giving and receiving feedback. Your team is your most important asset. As a manager, you need to be able to motivate your team to bring in good results. The work needs to get done correctly and in a timely manner.

You’d never realize it, but the psyche of your employees is what can change the overall working environment. Though many of you may not consider it a part of the project manager role, but if you’re positive and energetic, your team will more likely to feel that way. Keep projecting a positive attitude, because happier employees are more productive, more creative, and create a more winning working environment.

Manage by trust, not by fear. A healthy workplace is one where the key energy is trust, while where fear predominates is a fear-based workplace. You’ll see employees run away from a place that is managed by fear. Management by Fear is Simply Not a Successful Strategy in Business. You must not be such kind of manager. Because no business can afford to lose a team member.

Around 60% of work teams fail. One main reason being they’re not properly set up in the first place. Because you’re a project manager, it is your one role and responsibility. Set them up for success providing them the understanding of what each of them should be doing. Go above and beyond project management skills to make things easy for the team.

Conclusion. In conclusion, to be a good manager is mostly a hard but rewarding. And all you need to have is a bit of social and planning skills.

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LES CARACTÉRISTIQUES DE LA DIPLOMATIE FRANÇAISE: CONTEXTE HISTORIQUE ET RÉALITÉS MODERNES

L'introduction. La diplomatie française est reconnue comme l'une des plus anciennes et en même temps les services diplomatiques les plus professionnels au monde, comme en témoigne ce qui suit les faits.

Premièrement, l'histoire de la diplomatie française remonte à 1589, lorsque quatre secrétariats français spécialisés dans les vecteurs individuels de la politique étrangère étaient unis, dirigés par l'État Secrétaire aux Affaires étrangères, qui «a fait un rapport quotidien à 5 heures du matin le roi sur l'état des affaires étrangères» [2]. Ministère moderne des affaires étrangères de la France est située au centre de Paris sur la Promenade d'Orsay et depuis mai 2017 le ministre des Affaires étrangères de la France est Jean-Yves Le Drian.

Les objectives. On examine les caractéristiques principales de la diplomatie francaise, on considére les diplomates les plus importants de France.

Les méthodes. Le personnage le plus célèbre de la diplomatie mondiale est Charles Maurice de Talleyrand (2 février 1754-17 mai 1838) –l'homme politique français et un diplomate confessé parmi les contemporains comme un diplomate averti, conseiller et intellectuel. Il a eu une influence significative sur la diplomatie française et le cours général de l'histoire européenne du XIXe siècle [5]. L'environnement l'a apprécié le talent diplomatique de Talleyrand. En particulier, Napoléon, qu'il était «le ministre le plus intelligent qu'il ait» [6].

Napoléon Ier Bonaparte lui-même est devenu une figure tout aussi fameux de la diplomatie (15 août 1769-5 mai 1821) - le premier consul français République, qui pendant 15 ans de pouvoir est devenue non seulement grande commandant, mais a également démontré d'excellentes compétences diplomatiques [4]. Étant général, il négociai tà plusieurs reprises avec des représentants d'autres États. Déjà en 1799, il a reçevait le droit formel de mener des négociations diplomatiques de nom de la France comme chef suprême. Plus tard, Napoléon a nommé Ministre des Affaires étrangères Talleyrand.

Le français est devenu la langue de la diplomatie et a remplacé le latin, qui conduisait auparavant toutes les négociations et la correspondance diplomatique [1]. Jusqu'à présent, le français reste la langue officielle de l'international organisations, y compris l'ONU.

L'image extérieure et le style d'un diplomate moderne aussi utiliser la sophistication et le charme français. Oui, diplomatiquement les hommes de protocole sont invités à porter des costumes sombres et pour les réceptions en soirée. Les costumes pour hommes fabriqués en France en ont un autre couper [3]. Il est conseillé aux femmes de s'habiller simplement et élégamment. Les accessoires fonctionnels et les bijoux, courants ici, fournissent des vêtements de charme spécial. La particularité est qu'en été, les femmes ne sont pas autorisées porter des bas.

Les conclusions. La profession de diplomate est importante car dans l'environnement complexe d'aujourd'hui elle est conçue pour trouver des formules efficaces de compromis, débloquer les conflits, prévenir les développements négatifs et donner aux gouvernements et aux présidents des propositions impeccables et des conseils judicieux. La diplomatie est basée sur un protocole diplomatique approuvé par les règles et crée les conditions appropriées pour que les relations entre les États, les gouvernements et leurs représentants se développent dans une atmosphère amicale et pacifique et dans une atmosphère de respect mutuel.Aujourd'hui, de nombreuses règles du protocole diplomatique doivent être modifiées et améliorées. Pendant la pandémie de coronavirus, la question s'est posée de la nécessité et de la sécurité des poignées de main. Désormais, en raison du coronavirus, cette forme a dû être abandonnée et d'autres alternatives recherchées.

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BANKING MARKETING

Introduction. The current state of the banking system of Ukraine has not fully fulfilled all banking functions in a market economy, which slows down economic growth. That is why, it is necessary to reform the banking system, improve its management mechanism and introduce marketing.

Some commercial banks go bankrupt due to lack of marketing research in banking. The role of the social factor is growing, banking marketing is increasingly interpreted as a combination of specific techniques with purposeful social policy and the introduction of new thinking.

Objective. The main tasks are: identifying the socio-economic content of marketing in commercial banks; substantiation of proposals for the formation of marketing activities to improve the activities of the bank.

Methods. Increasing customer demand for banking services and increased competition lead all banks to turn to marketing, develop strategic marketing plans to ensure success in competition and adapt to changes in the external environment [1]. Marketing activities in the bank are closely interrelated with the financial strategy of the bank. Marketing strategy becomes decisive in addressing the priority areas of cash flow management, investment, direction of bank resources. Such actions increase the bank's income.

The competitive environment in the field of banking services was formed faster than in industry. Therefore, we can say with confidence that the formation of the buyer's market in the field of banking services begins with the struggle for customers. Success in this struggle will be for those banks that will be able to find their individuality, competitive advantage, client and will be able to adapt to customer requests in order to create new needs for banking services [3].

The Bank's good advertising policy is aimed at informing consumers about the provision of new types of banking services, creating a favorable perception of new services, maintaining the status and maintaining interest in the bank [2].

The marketing department should perform the duties of assessing the economic efficiency of the bank's new products, as well as assessing the risks that accompany the launch of such products. For successful organization of marketing work of the bank it is necessary: to build a clear and effective structure of marketing services, to involve in marketing activity not only employees of marketing department, but also employees of other functional branches, constantly to train and improve qualification of employees of marketing service [4].

Conclusion. The proposed marketing measures are aimed at establishing close ties with the bank's customers and an absolute understanding of the needs. Successful are those marketing activities that are most focused on universal human needs. Strategic creativity involves abandoning templates and ingenuity, so they are real, modern, original and personalized. Their implementation requires an original and creative approach, which will lead to radical positive changes.

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MODERNIZATION AS A COMPETITIVE ADVANTAGE OF ENTERPRISE DEVELOPMENT

Introduction. Globalization processes in the modern world determine the need to accelerate modernization of enterprises in order to ensure their competitiveness both in domestic and foreign markets. The enterprise must possess unique competitive advantages. Nowadays the advantages in resources or operational efficiency are not enough to achieve competitive advantages in the market. Therefore, it is very important to introduce and improve the organizational and economic modernization of enterprises using qualitatively new and effective mechanism for managing modernization.

Objectives. The purpose of the study is to justify the introduction of modernization as a competitive advantage of organizational and economic development of enterprises and determine the theoretical principles of a competitiveness management system.

Methods. Modernization of enterprises is defined as a transition to new technologies, equipment related to the production of scientific and technical advances in order to optimize production processes with an innovative component, which enables to resist competitors successfully. It is possible to feel comfortable in strong competition with the use of the latest technologies and modernization of the technical base of enterprises [4, p. 249]. This will make possible to return loss and capture new markets due to the satisfaction of demand for innovative products.

The main task of an enterprise that is linked with production efficiency, providing the release of the required products of high quality, is to achieve the competitiveness in terms of modernization in the market. The assessment of competitiveness gives the opportunity to identify the strengths and weaknesses of the enterprise, which, in turn, provides the opportunity to mobilize hidden opportunities for benefiting market positions.

The modernization is considered as an investment transaction associated with improving and bringing of the enterprise facilities to a modern technological level. This is a process of improving available technology of production as well as the transition to revolutionary new systems and methods of doing business. As N. Valinkevich notes, modernization is the driving force of the new development of society and the state [1, p. 133]. In the conditions of globalization of the economy, modernization is one of the key factors in the successful confrontation of the company with powerful international competitors.

Competitiveness is characterized by the ability of the goods to meet certain requirements for the minimum cost of the manufacturer (if the task is the development of a rational assortment) or consumer (if the possibilities are assessed) [3, p. 14]. There are such factors of competitiveness:

1. Definition of *desires and needs of consumers* of a particular product; It is important to achieve an ideal similarity between the needs of buyers and goods and services produced by the firm.

2. *Price and quality* are key factors for consumers to make a decision, which is carried out by compromising between quality and price.

3. *Advertising and promotion* to attract consumers' attention and inform them about the features of the product or service [5, p. 42].

It is proved that the company's competitiveness is influenced by such factors as quality, reduction of costs, benchmarking [2, p. 354-355]. The higher quality of products at the enterprise, the higher image of buyers and the possibility of entering the external market, the basis for obtaining a stable high profit. Reduction of costs is a traditional and most investigated method of strengthening the competitive advantages of the enterprise. The competitive advantage has the firm that reaches smaller expenses than its competitors.

Conclusion. Consequently, the competitiveness of a product is a set of its price, qualitative, consumer properties, which distinguish it from the analogue product and provide an opportunity to compete on a particular market.

In a market economy, the modernization of enterprises becomes a process that gives an impetus to the transition to new technologies in management and production. Modernization of the enterprise has many advantages, but the most important is to increase the competitiveness of the enterprise, its stable organizational and economic development.

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WERBUNG IN UNSEREM LEBEN

Einführung. In unserer Welt können nur wenige Unternehmen erfolgreich ohne Werbung arbeiten. In großen Industrieunternehmen gibt es spezielle Mitarbeiter der Werbeagentur. Wahrscheinlich gibt es nicht viele öffentliche Phänomene, deren Idee so widersprüchlich wie Werbung wäre. Einerseits brauchen und suchen sie die Unternehmensführer. Fast alle Zweige der Wirtschaft erleben einen echten Bedarf an Werbung. Andererseits gibt es eine sehr skeptische Haltung gegenüber der Werbung.

Ziel. Das Ziel meiner Arbeit ist es, zu erklären, was die Werbung ist und wofür man sie braucht, zu zeigen, wo wir Werbung finden können und ob sie gut für uns ist.

Werbung ist Popularisierung von Waren, Dienstleistungen usw. Ziel der Werbung ist es, die Aufmerksamkeit von Käufern, Verbrauchern, Zuschauern, Kunden usw. zu erregen, Informationen über jemanden zu verbreiten[1]. Werbung ist Informationen über eine physische oder juristische Person, Waren, Ideen, die für einen unbestimmten Personenkreis interessant sein können.

Werbung wird als Teil unserer alltäglichen öffentlichen Kultur wahrgenommen. Aber es ist wichtig, sich daran zu erinnern, dass Werbeansagen die Endprodukte einer Reihe von Forschung, strategischen Plänen, taktischen Entscheidungen und spezifischen Maßnahmen sind.

Es gibt folgende Werbefunktionen[2]:

Identifikation des Produkts, des Herstellers oder Verkäufers;

Förderung von Waren oder Dienstleistungen;

Förderung von Markenzeichen;

Information für Verbraucher;

Bildung der Nachfrage;

Stimulation des Umsatzes.

Die klassische Werbung, auch Mediawerbung genannt, hat von allen Instrumenten in der Kommunikationspolitik des Marketings die größte Bedeutung. Das ist Werbung in den Zeitungen, Publikumszeitschriften, Special-Interest-Zeitschriften, im Kino, Rundfunk und im Internet.

Es gibt auch neue Arten der Werbung, die heute eine große Rolle spielen.

Je nach Ziel werden 3 Arten von Werbemitteln unterschieden[3]:

Informative Werbung;

Werbung für Überzeugung;

Werbung für Erinnerung.

Informative Werbung spielt eine wichtige Rolle in der Anfangsphase der Förderung der Ware, wenn ihr Ziel ist, Primärbedarf zu schaffen.

Werbung für Überzeugung ist besonders wichtig, wenn das Unternehmen eine ständige Nachfrage nach einer bestimmten Warenmarke schaffen möchte. Manchmal wird diese Art der Werbung in vergleichende Werbung umgewandelt, deren Zweck darin besteht, die Vorteile einer bestimmten Warenmarke festzustellen, indem eine oder mehrere seiner Funktionen mit Eigenschaften ähnlicher Produkte verglichen werden

Die Werbung für Erinnerung ist besonders effektiv für bekannte Marken. Der Zweck der hellen und sehr teuren Werbung "immer Coca-Cola" ist keine Information über das Produkt oder der Aufruf, ein Getränk zu kaufen, sondern eine Erinnerung.

Ich kann jetzt über einige Vorteile und Nachteile Werbung sprechen. Werbung erhöht die Effizienz der Firma; führt die Verbraucher an neuen Waren heran; gibt Feedback von den Verbrauchern an und fördert die Technologieentwicklung[1]. Sie verleitet jedoch dazu, zu kaufen, was man nicht immer braucht; erhöht den Wert der Waren oder Dienstleistungen und fördert die Marktmonopolisierung.

Schlussfolgerungen. Also, wie wir sehen, ist Werbung in unserem Alltag überall. Sie sollte aber die Verbraucher nicht stören und wirklich die notwendigen Informationen anbieten. Und wir können für uns das kaufen, was für uns das Beste ist. Schließlich, besitzt der, der Information besitzt, die Welt.

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RÔLE DE LA DIPLOMATIE SPORTIVE DANS LA FORMATION DE L'IMAGE INTERNATIONALE DE L'ÉTAT

L'introduction. Depuis l'Antiquité, le sport est un moyen efficace de diplomatie. Comme on le sait d'après les sources historiques, au moment des Jeux Olympiques, les guerres ont arrêté et au moment des Jeux Olympiques, les guerres et la servitude civile ont cessé [3]. Par conséquent, les Jeux Olympiques ont été utilisés comme «une excuse pour régler le conflit et établir des vues amicales. «De plus, si dans le passé le sport était un passe-temps individuel des officiels de haut rang, le sport mondial d'aujourd'hui fait partie du *«gentleman's agreement»* des diplomates.

Les objectifs. L'objet principal de cet article est de comprendre le concept de «*diplomatie sportive*». Aussi la relation entre le sport et la diplomatie et les moments où ils diffèrent les uns des autres.

Les méthodes. Il n'existe toujours pas de définition claire et unique du terme «*diplomatie sportive*» dans la communauté scientifique. Et tout cela parce que ce concept est multicomposant et que les points de vue sont multiples.

Pour comprendre l'essence et le rôle fonctionnel de la «*diplomatie sportive*», nous essaierons de découvrir ce qui est commun et ce qui est différent entre le sport et la diplomatie. Ainsi, les traits communs de la diplomatie et des sports sont leur caractère public, le respect des principes et normes du droit international et des normes internationales, la présence d'opposition et de rivalité. L'athlète et le diplomate représentent également leur pays à l'étranger non seulement pendant leur activité professionnelle, mais aussi après leur achèvement.

Au lieu de cela, les traits distinctifs du sport et de la diplomatie sont que, dans le sport, les États peuvent concourir au même niveau, tandis que l'idée de diplomatie ne concerne plus la compétition mais la recherche d'un compromis [2]. En outre, l'émotivité du public est plus susceptible d'être déclenchée dans le sport, car le sport est davantage multimédia, tandis que la diplomatie favorise la stabilité émotionnelle. Une autre différence est que les réalisations sportives sont considérées comme le succès de toute la nation, tandis que les succès diplomatiques sont les réalisations d'individus.

La conclusion. Pour résumer ce qui précède, nous notons que la diplomatie sportive est un type distinct de diplomatie et une forme de «*soft power»,* qui joue un rôle important dans l'établissement de relations bilatérales entre les États et dans la formation de leur image internationales. C'est pourquoi, dans les conditions actuelles, la diplomatie sportive est un générateur de développement et une composante innovante importante de la diplomatie classique.

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DIGITALIZATION AND ITS IMPACT ON UKRAINE'S ECONOMY

Introduction. The modern global world development is characterized by the processes of transition to the economy of knowledge and information society, the intensification of digitalization and in the end of the result according to the theory of "generations" of W.Strauss and N.Howe it will make generation Z completely "digital" that can use the virtual freely. This process will lead to radical changes that will shape the economies of states and their socio-economic development. It will be accompanied by various risks and challenges for the state, economy, business and the public.

Objectives. The purpose of the research is to consider the main challenges and benefits of digitization economy of Ukraine and outline the threats and risks that will arise from this process.

Methods. The development of information technology changes the environment and human lifestyle. The digitalization is proseeded of all areas of life. The state, business and the population are active consumers of digital technologies.

Nowadays the digitalization is one of the main factors in the growth of the world economy. It increases productivity (a direct advantage) and also saves time, creates new demand for new goods and services, new quality and cost (an indirect advantage), etc. At the same time, digital data determines the transition from a traditional market economy to a digital and permeates all sectors: public and private, real, unproductive and financial, mining, manufacturing and services.

Therefore, according to experts the share of the digital economy in the GDP of the world's largest countries by 2030 will be 50-60%. Ii is interesting in Ukraine this figure may be even higher and reach the level of 65% of GDP [1].

This level can be achieved if a set of measures to develop the digital infrastructure, digitization of the real sector will be implemented in Ukraine

There are trends that shape the development of the digital economy in Ukraine and the world:

– data that become the main source of competitiveness;

– Internet of Things;

– digital transformations;

– sharing economy;

– virtualization of physical infrastructure IT systems;

– artificial Intelligence;

– digital platforms.

There are institutional, infrastructural, ecosystem and governmental issues. They hinder the development of digital trends and the transformation of the Ukrainian economy into a digital one.

Institutional problems are [1]:

– low participation of state bodies in the implementation of the Concept of Digital Economy and Society;

– inconsistency of the relevant legislation with global challenges and opportunities;

– inconsistency of national, regional, sectoral strategies and development programs with digital opportunities.

Infrastructure problems are [1]:

– low level of land cover digital infrastructures;

– lack of separate digital infrastructures;

– unequal access of citizens to digital technologies and new opportunities.

Among ecosystem problems the most important ones are [1]:

– weak government policy to stimulate and development of innovative economy;

– immature investment capital market;

– outdated education system, teaching methods, imperfect technology;

– lack of highly qualified personnel.

The low level of automation and digitization of public services is the main problem in the field of e-government and governance [1].

The ways of solving the complex outlined problems intensifies the processes of digitization and accelerates the development of digital economy in Ukraine. However, digital development must be carried out in compliance principles so that business, government officials, politicians, economy will receive the maximum benefit.

In general the digitalisation will alow [1]:

– to create at least 11% (in 2021) to 95% (2030) of additional GDP per year;

– to create up to 1260 billion dollars of GDP (for 10 years);

– to increase budget revenues by $ 240 billion (for 10 years);

– to create 700 thousand new jobs;

– to achieve in 2030 the share of the digital economy in the total GDP of Ukraine in 65%;

– to provide 99.9% of Ukrainian households with broadband Internet access;

– to cover the entire territory of Ukraine 4G - 5G;

– to cover 99% of all trunk road and 95% of rural areas with mobile Internet technologies;

– to provide 99.9% of citizens with digital identification, etc.

Every Ukrainian can easily capitalize themselves, their knowledge, skills and abilities thanks to the use of digital technologies.

Undoubtedly, the digitalization offers many advantages which are manifested in the form of numerous animation effects from the inclusion of all production chains in a single information space. However, it’s impact on society and the economy is ambiguous. First, the transition of economic development to a new level causes the destruction of the old system of production and distribution of goods. And it characterizes digital technology as "disruptive". Secondly, the implementation of new technologies is characterized by excessive optimism that is when the cumulative effect of the use of digital dividends is much weaker than we expect. It is confirmed by the fact that in recent years there has been a steady trend to reduce the average global economic growth rate of productivity, only 15% of projects to digitize enterprises are successful [2]. Third, there is an uneven distribution of the positive effect of the introduction of digital economies both between countries and among population groups within countries. Fourth, the digitalization is more beneficial to trading companies and banks. In this case, "end-to-end technologies" that optimize production, robotization, remote control, lead to the reduction and elimination of jobs.

But in addition to the positive aspects, the digitalization carries certain risks. It is necessary to distinguish between the risks of digital transformation and the risks of digitalization due to the introduction of digital technologies.

The main risk of digital transformation of the economy is a possible rise of unemployment. First, the automation process will leave part of the population without work. Secondly, there will be new needs and demands from the market for new professions and the transformation of existing ones. These employment problems can be partially solved by stimulating self-employment, forming a culture of "learning during lifelong learning ”, creation and development of digital talent platforms.

Another powerful risk is the rise of cybercrime which must be combated at both the personal and public levels.

The maximum effect of digitalization is necessary to achieve for the state to make every effort to inform the public about these risks, provide consulting and technological support in the implementation and use of secure information and communication systems, infrastructures, platforms, encourage self-employment, culture of lifelong learning, etc.

Risks posed by the introduction of digital technologies:

1. Risks associated with the use of the Internet of Things.
2. Risks of using artificial intelligence, robotics, automation.
3. Risks of using blockchain technology.
4. Risks associated with the use of imported microelectronics.
5. Risks associated with the use of cloud and distribution computing.
6. Risks associated with the sustainability of the Internet.
7. Risks of influence on public consciousness.
8. Risks associated with rising levels complexity of business models and lack of qualified personnel.

Conclusions. Firstly, the digitization of the country should be comprehensive. Then it will bring the maximum positive effect on the economy and the population. World experience shows that a reduction in the share of the traditional economy and an increase in the digital economy can lead to a 20% increase in World War II for five years. At the same time, the digital initiatives should cover all areas of human life - from Industry 4.0, smart factory to implement blockchain in government institution. Therefore, barriers must be removed by combining the efforts of all branches of power, business and the public for digital transformation.

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SOCIAL MEDIA AND MARKETING

Introduction. One of the most competitive fields of service sector is tourism industry, which requires effective management of natural, financial and human resources existing in country. For the development of tourism industry it is important to provide relevant infrastructure, improve service quality and increase customer satisfaction. Social media has revolutionized the lives of people within a decade of its introduction. It has gradually inculcated into our daily routine as a real time source of information related to every ongoing activity, including business, technology, current affairs, social life, travel, etc. Social media has also expanded the influence of industries as now they can target consumers miles away [1].

Objectives. The main task of the research is to consider the marketing impact of social media in tourism business and describe the ways social networks influence people’s lives.

Methods. Though it has captured scant research attention of tourism scholars, the effectiveness of social marketing has been proven in various areas [2].

– Social media has made a huge impact on the tourism industry. Consumers engage with social networking sites to research trips, make informed decisions about their travels and share their personal experiences of a particular hotel, restaurant or airline. TripAdvisor in particular has had a wide-reaching effect on the industry. It has 50 million unique monthly visitors who are actively seeking out travel information and advice from the sources they trust the most: other tourists and holiday-maker [3].

– The essence of successful marketing is to provide sufficient value to gain loyal, long-term customers. There are different types of instruments in marketing, which aims to achieve of customer satisfaction and loyalty. Social media is a crucial tool for success in business today. Customers use social media as well as companies establish good relations directly to the customers. Use of the internet for booking tends to be higher in countries that have high internet penetration levels and usage of credit cards, especially in the USA and UK.

– Social media refers the activities of different customers in the society, gathering and sharing online information and knowledge. Marketers know that social media is a powerful way to generate sustainable, positive word-of-mouth marketing. It is very important that marketers select the right social media platform, design the right messages and engage the right users to spread messages for implementing successful campaign. Tourism review teams work with a number of collaborative media for tourism industry and attract millions visitors from different countries. Facebook, Twitter, YouTube, Podcasts and travelshake are the best known and effective social media networks for marketing in tourism and hospitality industry. The impact and usage of social media marketing strategies are very crucial for satisfying tourist demand in the global world. The creation and accessibility of internet space have radically changed tourists' motivation to plan and book trips within different destinations. Companies grow their confidence and familiarity with the social web to receive all successful information from researching travel on websites [4].

Conclusion. Social media has made a huge impact on businesses especially tourist businesses that rely on collaboration. Social media is more than a marketing platform it allows companies to expand their customers by simply sharing a publication.

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BILDUNG UND WIRTSCHAFTLICHES WACHSTUM – LITERATURANALYSE VON MADSEN & MURTIN 2017 UND WISSENSCHAFTLICHER VERGLEICH

Das Bildungsniveau bestimmt intellektuell das Potential einer Volkswirtschaft. Im Kontext einer nachhaltigen wirtschaftlichen Entwicklung wird besonderes Augenmerk auf Zugang zu Wissen als Mittel zur Verbesserung des Bildungsniveaus und die berufliche Qualifikationen des Humankapitals gelegt. Dies schafft die Voraussetzungen für den technologischen Fortschritt und führt zu einer Steigerung der Produktionseffizienz.

Das Modell von Madsen & Murtin: “British economic growth since 1270: the role of education” (2017)

Madsen & Murtin nutzen für ihre Untersuchungen zunächst ein einfaches Ordinary Least Squares (OLS) Regressionsmodell (Beobachtungszeitraum: 1270-2010). Die zu Grunde liegende Formel lautet wie folgt:

$$Y_t = A_t^{\alpha} K_t (e^{h_t} L_t)^{\beta} T_t^{1-\alpha-\beta} \quad (1)$$

Nach Aufstellen der Logarithmusfunktion von Gleichung (1) mit den entsprechenden Regressoren a_0 bis a_7, ergibt sich:

$$lnY_t = a_0 + a_1 lnK_t + a_2 lnL_t + a_3 lnT_t + a_4 lnS_t^d + a_5 lnS_t^f + a_6 h_t + a_7 Exec_t + \varepsilon_t \quad (2)$$

Später wird das Modell durch eine Instrumentenvariablenstrategie erweitert, bei der die unabhängige Variable im Zeitablauf nachläuft (80, 120, 160 Jahre) um das Endogenitätsproblem der Rückwirkung von BIP auf die abhängigen Variablen zu vermeiden [3].

Y_t	BIP	h_t	Bildungszugang (Jahre)
A_t	Totale Faktorproduktivität	S_t^d	Inländischer Wissensstand
K_t	Kapital	S_t^f	Ausländischer Wissensstand
T_t	Landverfügbarkeit	$Exec_t$	Beschränkung Exekutivmacht
L_t	Arbeitskräfte	ε_t	Störterm

Ergebnisse von Madsen & Murtin

Es ergeben sich fünf signifikant relevante Faktoren für das britische Wirtschaftswachstum im Modell: Kapital, Arbeitskraft bzw. Beschäftigungsquote, Bildung, Land, inländischer Innovationsstand. Vor 1750 (Industrielle Revolution) ist Primärbildung besonders signifikant; danach Sekundär- und Tertiärbildung. Ein Jahr an zusätzlicher Bildung führt im Durchschnitt zu einem 16% höheren Output. Vom durchschnittlichen jährlichen britischen BIP-Wachstum (Pro-Kopf-Wachstum) entfallen 38% (59%) auf Bildung. Damit ist Bildung die wichtigste Triebkraft britischen Wirtschaftswachstums, das hauptsächlich von inneren Faktoren angetrieben wurde [3].

Bildungsökonomie und zusätzliche Literaturanalyse

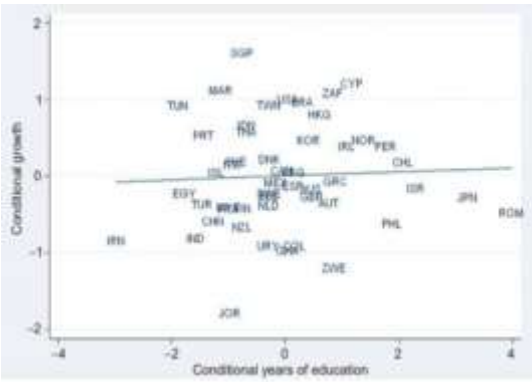

Abbildung 1: Schuljahre und Wirtschaftswachstum nach Auswertung von Testergebnissen (Hanushek & Wößmann, 2010)

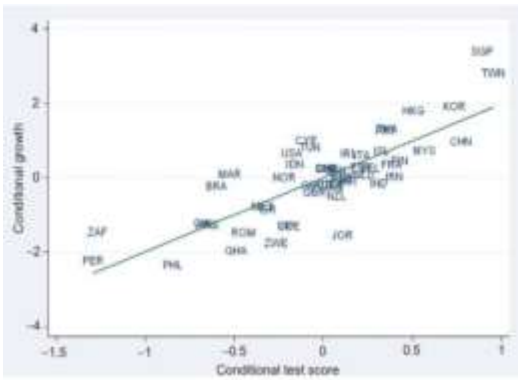

Abbildung 2: Testergebnisse und Wirtschaftswachstum (Hanushek & Wößmann, 2010)

Die Auswirkungen von Bildung auf das Wirtschaftswachstum kann durch die alleinige Betrachtung von Ausbildungsjahren nicht vollständig erfasst werden. Es bedarf zusätzlich einer qualitativen Auswertung der erhaltenen Bildung (z.B. durch Leistungstests), da zusätzliche Ausbildungsjahre in unterschiedlichen Regionen und Bildungssystemen nicht den gleichen Ertrag abwerfen.

Investitionen in Bildung und technischen Fortschritt können sowohl einen produktionssteigernden, als auch preissenkenden Effekt durch Effizienzerhöhung der Produktionsfaktoren haben [1,2].

Fazit. Das Unterlassen von Bildungsreformen und Akzeptieren eines unzureichenden Bildungsstandes führt auf Dauer zu enormen gesamtvolkswirtschaftlichen Verlusten. Dabei dürfen Investitionen nicht aus einer rein monetären Perspektive betrachtet werden. Es muss auch hier auf die Qualität der Reformen geachtet werden.

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INVESTMENT IN HUMAN CAPITAL

Introduction. Human resources have both quantitative and qualitative characteristics. In fact, a quantity of the economically active population is the quantitative measure of this resource. Qualitative indicators include skills, professionalism, competence, motivation and similar characteristics that affect the quality of human labor, contributing to the growth of its productivity. Human capital developed through creation of skilled, trained and efficient labor potential by providing employees with better education, health care facilities, etc. Therefore, investing in human capital is a key factor for the development of the national economy.

Objectives. The article focuses on the current state of human capital investment in Ukraine and ways to increase the efficiency of investment in human capital.

Methods. Expenditures on education and health care are the main types of investment in human capital. Education is financed from the state and local budgets, legal entities and private entrepreneurs; charitable donations, grants, loans, credits, payments of individuals, etc. However, in Ukraine the main source remains budget funds, the share of which in financing education is about 85%, and the share of households reaches 14%. Business investment in higher education is extremely low, accounting for about 1% of all higher education funding.

The quality of higher and secondary education is deteriorating from year to year due to inefficient use of funds. For many years, demographic indicators were not taken into account when determining the cost of education, as well as the real economic needs of certain professions, which led to a number of disparities. First, the level of qualification of employees is much higher than the qualification of work, 30% of Ukrainians feel that they have a higher level of education than required to perform the work [32]. Second, although the total number of students during 2010-2018 p. decreased by 33%, in 2018 51% of students studied at the expense of the budget compared to 38% in 2010. It stated that scholarships are mostly given to students from wealthy families who are able to pay for their own education. Such a system of financing Ukrainian higher education institutions weakens their competitive position in the world. Students are becoming increasingly dissatisfied with the level of higher education and are choosing to study abroad. In 5 years, from 2010 to 2015, the number of Ukrainian students abroad has doubled from 28 thousand students to almost 60 thousand students.

The analysis of labor costs in Ukraine shows that employers underestimate the importance of investing in their employees as a prerequisite for the formation of a high-quality and competitive workforce.

The average monthly cost per employee in 2018 for vocational training amounted to only 14 UAH. Instead, the average hourly labor cost in the EU ranges from 5 euros to 50. The highest rate is 50 euros in Norway. The lowest rate is 5.4 euros in Bulgaria. However, in Ukraine it is 2.3 euros.

Conclusion. Human capital is a key asset, which includes things like education, experience, qualifications, skills etc. Investments in human capital classified according to the following groups of costs: primary education, health care, training and advanced training in the workplace, self-improvement, additional education, employee motivation etc.

Ukraine should improve human capital by investing in the education, health care, training, and other benefits of people. The analysis of labor costs in Ukraine shows that employers underestimate the importance of investing in their employees as the average monthly cost per employee in 2018 for vocational training amounted to only UAH 14. Therefore, Ukrainian companies should increase investment into training and development of human capital as a driving force of the economy.

However, the government should pay most attention to the improvement of the educational system in Ukraine through the interaction of educational institutions and enterprises to increase the efficiency of education and ensure the return on investment in human capital.

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MARKET ECONOMY

Introduction. In a market economy, the function of marketing is to organize free and competitive exchange. To ensure effective matching of supply and demand for goods and services.

Objectives. To ensure the effective development of a market economy requires:

– Organization of material exchange, in other words, the physical flow of goods between production and consumer;

– Organization of communication, in other words, the information flow that precedes the exchange accompanying it and following it to ensure effective matching of supply and demand.

Methods. The most important methods are the organization of exchange and the organization of communication

Organization of exchange. The distribution process is responsible for organizing the exchange of goods and services, the task of which is to transfer products from the state of production to the state of consumption. This movement of products into a state of consumption creates three types of benefits:

– Benefit of condition. The totality of all material transformations of the transformation of goods into a state fit for consumption: fragmentation, packaging, sorting, etc.

– Convenience of the place. Spatial transformations, such as transportation, geographical distribution, etc., that makes a product available to users in places of use, transformation or consumption.

– Time benefits. Shelf life, due to which the goods become available to users at the time they need.

It is thanks to these functions that manufactured goods fall into the "field of view" of target consumers, which creates favorable conditions for increasing supply and demand.

Organization of communication. An exchange can only occur if potential buyers are equally aware and informed of the existence of goods or of an abstract combination of attributes that can meet their needs. Communication activities aimed at developing the knowledge of manufacturers, distributors and buyers about the existence of goods. There are seven communication flows in the market:

1. Before investing, the manufacturer collects information to determine the needs and desires of buyers, which is a favorable opportunity for him.

2. Similarly, a potential buyer (usually buyers of industrial goods) conducts a study of suppliers' proposals and sends out invitations to participate in the tender.

3. After the start of production, the manufacturer begins a communication program aimed at distributors in order to familiarize the latter with the product and gain support for retail space, promotion and pricing.

4. The manufacturer begins to collect information about all forms of brand advertising or direct sales, aimed at informing end customers about the existence of distinctive qualities of the brand.

5. Distributors start promoting and informing, aimed at building loyalty to the store, attracting customers to the store, supporting their own brands, informing about the terms of sale, etc.

6. After the use or consumption of goods, satisfaction or dissatisfaction is assessed in the form of a consumer survey.

7. After using or consuming goods, buyers, individually or in organized groups, evaluate in the form of comparative tests.

In small markets, communication between different parties to the exchange process occurs spontaneously. In large markets, the parties are far apart physically and psychologically, so communication must be organized.

Conclusion. Thus, the role of marketing in a market economy is to organize exchange and communication between sellers and buyers. In this formulation, it refers to both commercial and non-commercial nature and in general to any situation. In which there is a free exchange between the organization and consumers of goods and services offered by it.

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THE FIRM ACCESSING THE WWW. IT`S IMPORTANCE FOR THE SUCCESSFUL DEVELOPMENT OF PRIVATE BUSINESS

Introduction. At the present stage of e-commerce development, Internet marketing is an integral part of brand promotion and one of the most promising areas of marketing development. Despite economic crises and various external and internal obstacles, this area is actively developing. When carrying out the activities of the enterprise you need to consider and use WEB-marketing tools.

Objectives. The main task is to reveal the importance of online business nowadays for the successful development of private business.

Methods. The company's access to the Internet opens up new opportunities for the manufacturer and allows you to change the company's activities, expand the boundaries of its activities.

Internet marketing is considered in two dimensions:

– for intangible products or services that are produced without production costs, supplied through a network or in a network supported by the network; in this case, digital marketing will be a full-fledged theory and organization of activities;

– for tangible products and services provided offline, digital marketing, in the first place, will be a type of marketing communications, even if it acts as a single channel and provides a set of activities with its own methodology [1]

The reason for bringing the company to the WWW may be: attracting attention from the target audience and expanding the customer base; the necessity to increase the level of response to user requests and improve business relationships. The firm is primarily interested in reducing costs and providing new services to customers.

The purpose of "going online" and creating a site for the company can be:

– facilitating the receipt by users of up-to-date information about the company;

– the necessity to increase the coverage of the target audience;

– reduction of calls to customer support;

– simplification of the sales process;

– simplification of the feedback process;

– increase customer loyalty;

– reduction of costs for technical support services;

– improvement and modernization of a product or service.

The disadvantages of WEB-marketing include:

– Constant increase in competition. The number of e-business consumers is growing exponentially with the creation of successful advertising, but with them grows competition due to the lack of a framework for entering the global virtual market. It is important not to forget about traditional trade. It is easier for such a business to work with the customer base due to the availability of goods and the definition of all characteristics on the spot. That is why it is a well-thought-out pricing political company that allows you to be on a par with both physical and virtual stores.

– The need for significant investment in the first introduction to Internet business. In Ukraine, investments are made near a variety of risks with a high level of uncertainty and the length of the period of return on invested capital. Typically, more successful online campaigns succeed in the presence of a hybrid enterprise, these are physical and virtual companies that have good funding for web projects.

– It is extremely important to sell products according to the main characteristics and the authorities like the taste, aroma and other individual characteristics etc. There may also be a category of consumers for whom they must be present when choosing a material product of the individual, such as shoes or clothes the importance for person is ability to fit it and to spend a positive psychological mood while wearing it, etc.

– The problem of consumer trust. At least one time each company during the periods of sales is faced with delays of supplies, confusing goods and addresses, the failure of websites through transfers with different increases in opportunities. To avoid these risks, many companies have the ability to use and service courier delivery, which is limited to the city. It is necessity to show the problem of quality delivery, just as online shoppers who don't agree with the amount cost to pay for the delivery. This is the reason why most companies lose a little percent of customers.

– There is a very common tendency for online fraud and lack of confidentiality. According to statistics, 95% of American users do not want to disclose bank card numbers on the Internet, if the cost is high enough. An online store should earn the trust of consumers, which will be more likely for hybrid companies.

– Copyright and standardization have been a pressing issue in recent years [2].

Conclusion. Internet marketing allows to minimize the cost of marketing products, sell goods in the whole countries by protecting new audiences. The use of modern methods of advertising is important as well. Internet marketing can also conduct an analytical description of the demand for the product and to compare it to the offer, which allows you to adjust market demands and meet them. The sales system of the online store also needs active development. This way you need to consider the possibility of failure of the site, storing information about the goods. Due to many frauds, the level of consumer confidence is decreasing, so it is important to provide consumer protection.

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STRATEGIC MARKETING PLANNING

Introduction. Research into the efficacy of formalised marketing planning has shown that marketing planning can make a significant contribution to commercial success. The main effects within organizations are:

– the systematic identification of emerging opportunities and threats
– preparedness to meet change
– the specification of sustainable competitive advantage
– improved communication among executives
– more appropriate allocation of scarce resources.

Although it can bring many benefits, a strategic marketing plan is mainly concerned with competitive advantage – that is to say, establishing, building, defending and maintaining it. The marketing planner must learn to use the various available processes and techniques which help to make sense of external trends, and to understand the organization’s traditional ways of responding to these.

Objectives. The main task is to consider the major steps to a good strategic marketing plan and describe the main components and functions of effective marketing plans.

Methods. A written marketing plan is the back-drop against which operational decisions are taken. Firstly, let’s focuse on main steps of a strategic marketing plan:

– Start with a mission statement which includes a financial summary and illustrates graphically revenue and profit for the full planning period.

– Do a market overview: Has the market declined or grown? How does it break down into segments? What is your share of each? Keep it simple. If you do not have the facts, make estimates. Use life cycles, bar charts and pie charts to make it clear.

– Identify the key segments and do a SWOT analysis for each one: Outline the major external influences and their impact on each segment. List the key factors for success. These should be less than five. Give an assessment of the company's differential strengths and weaknesses compared with those of it competitors. Score yourself and your competitors out of 10 and then multiply each score by a weighting factor for each critical success factor.

– Make a brief statement about the key issues that have to be addressed in the planning period.

– Summarize the SWOTs using a portfolio matrix in order to illustrate the important relationships between your key products and markets.

– List your assumptions.

– Set objectives and strategies.

– Summarize your resource requirements for the planning period in the form of a budget. Consequently, too many details should be avoided. Its major function is to determine where the company is, where it wants to go and how it can get there. It lies at the heart of a company's revenue-generating activities, such as the timing of the cash flow.

Conclusion. Strategic marketing planning, if institutionalized and driven by an organization's top management, can make a significant contribution to the creation of sustainable competitive advantage. However, it is important to distinguish between the process of marketing planning and the output. Indeed, much of the benefit will accrue from the process of analysis and debate amongst relevant managers and directors rather than from the written document itself.

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CONCEPTUALIZING THE EVOLUTION OF CREATIVE INDUSTRIES

Introduction. Limited resources are one of the main problems of humanity, which it has been struggling with for centuries. In addition, today there are a number of alternatives to stop this problem by starting to use new resources and at the same time grow even more economically. One of them is creativity: if in the past it existed as the basis of spiritual prosperity and wisdom of philosophers, today it is a relentless generator of new opportunities for innovative business and the development of something new that will lead to economic prosperity. Thanks to the ability to approach the problem creatively, a person is able to change the lives of the current generation and influence the future of their descendants. The emergence of new thinking generates new ideas, methods, forms, interpretations. By combining business, science and creativity, you can create a new phenomenon of the modern world economy - creative industries [1, p. 10]. That is why it is important to investigate when these industries arose and what preceded their formation.

Objectives. The main purpose of this study is to show the evolution of the creative economy and emphasize its importance today for countries that support it.

Methods. The following research methods were used to write this paper: historical method (related to the study of the origin, formation and development of creative economy in chronological order), theoretical method (to generalize the theoretical foundations related to the development of creative industries).

Technological development in the context of globalization of the world has led to significant changes in the production process. The rapid economic development of the world's advanced countries shows the importance of the transition to a third sector of the economy, based on services and innovation, where a special role is played by man and his ability to create something new, previously unknown to mankind. Based on ideas, not on physical capital, creativity is an inexhaustible resource, widely and evenly distributed among countries.

The emergence of creative industries is one of the best issues that can be seen as a result of disseminating information through mass communication and combining business, culture and technology. The very concept of creative economy means a set of specific socio-economic relations arising from the production, distribution, exchange and consumption, based on non-standard, non-traditional ideas, concepts, strategies, measures that will provide effective solutions to socio-economic problems based on new knowledge, fundamentally qualitatively new solutions [2, p. 125].

Creative industries go through 3 stages in their development: the pre-industrial era, the industrial era and the post-industrial era.

Pre-industrial age (before 1750): during this period, thinkers of ancient Greece and China, having no idea of the term "creativity", have already written their unsurpassed thoughts, to which we still refer.

The industrial age (1750-1950s) is the second stage in the development of creativity. During this period, there was a great industrial revolution, where the machine supplanted the manual labor of man and thus allowed man to look at himself from another angle and begin to work mentally. There was a so-called rebirth of personalities; gradually there are works where it is no longer necessary human strength, but his mind and ability to think creatively.

Post-industrial age (from the 1960s until now): a person with his intellectual abilities and ability to think creatively is a central element of change in the development of the world economy. Today, the creative industries are becoming more important and interesting for scientists around the world. This is evidenced by the amount of accumulated capital in this sector, the number of creative hubs formed, the growth of exports of creative goods and services and the overall growth of the creative class [3, p. 23].

Conclusion. The creative industries have gone through three virtually different ages, each with its own characteristics. During this long period, the intertwining of art, culture, business and technology took place. Today, the creative sector of the economy occupies a central place in the strategic planning of world development. The creative sectors of the economy are the so-called generators of jobs, wealth and cultural development. Humanity understands that the weight of new ideas, knowledge, skills, and abilities exceeds technology and money, and that the former guarantee a better future for their descendants.

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MOTIVATION IN MANAGEMENT

Introduction. Managers are challenged to motivate a workforce to do two things. The first challenge is to motivate employees to work toward helping the organization achieve its goals. The second is to motivate employees to work toward achieving their own personal goals.

Objectives. The aim of the research is to define the stages of the system of motivating employees in the organization.

Methods. Motivation is the process of motivating, stimulating oneself or others to purposeful behavior or performing certain actions aimed at achieving one's own goal or the goal of the organization.

It is a manager's job to motivate employees to do their jobs well. So how do managers do this? The answer is motivation in management, the process through which managers encourage employees to be productive and effective.

The motivation of managers is dependent on: interpersonal competence, the opportunity to work toward meaningful goals, the existence of appropriate management systems [2].

Development of a system of motivation consists of certain stages:

– The first stage is the emergence of needs. The person feels that he is missing something;

– The second stage - a person is looking for ways to meet needs;

– The third stage is characterized by the definition of goals (areas) of activities to meet needs;

– The fourth stage is the implementation of actions that meet the needs;

– The fifth stage - is associated with obtaining a reward for the implementation of individual work that a person has done and can meet their needs;

– The sixth stage is the satisfaction of needs. Thus, the person does not stop the activity before emergence of new need.

Work motivation is one of the leading tools of personnel management, influencing the economic development of the organization. The main motivating factors are, firstly, the results of work in terms of its social significance and, secondly, material reward (what is expected and what is received). Optimal is the motivation of work, in which the employee is aware of its importance in team, society and at the same time meets its material needs.

Conclusion. Motivation for the manager is usually both a consequence and a symptom of effective job performance. Job success is dependent on cyclical conditions created by interpersonal competence, meaningful goals, and helpful systems. After sustained conditioning in the developmental cycle, an individual has amazing capacity and incentive to remain in it.

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FOREIGN TRADE IN UKRAINE

Introduction. The promotion of independence of Ukraine started its actual output on the world stage as a subject of international economic relations. Changes in the geopolitical situation of Ukraine after its independence, and current transformation processes in the economy substantially increased the role of foreign economic relations. It’s crucial for Ukraine to integrate into the international economic space, the relations developing between companies in the areas of international trade (commodities), the international movement of production (capital, labor, technology), international monetary and financial sector as an important economic phenomena of modern economic relations.

The most effective and efficient strategy of Ukraine's integration into the global economy is to combine economic restructuring with its focus on strong growth in exports and its differentiation potential. This can be achieved by improving the overall investment climate and attracting investments in related sectors, establishing a mechanism to stimulate exports and the formation of viable competitive export industries. As a subject of international economic relations, Ukraine has to log in economic links to the most effective use all their capabilities and improve competitiveness.

Objectives. The main purpose of the research is to describe the main features of Ukraine's foreign trade.

Methods. Export is considered as sending commodities outside the country for selling them at the oversea market or as an amount and cost of the commodities taken out abroad. The main components of foreign economic strategy of Ukraine are a powerful export sector, the national currency; attracting foreign investment through the establishment of joint business, liberalization of imports, a foreign business; building an extensive system of foreign trade management, flexible tax, price, deposit, credit, financial and monetary policies, the gradual integration of the economy in the European and world business associations and organizations; staffing department.

One form of state regulation of foreign economic activity is to establish the regime for currency transactions in Ukraine. Another form is a customs regulation of foreign economic activity. Licensing and quotas for exports and imports as a form of state regulation of foreign economic activity of Ukraine establishes itself in the cases stipulated by the Law of Ukraine "On Foreign Economic Activities".

Raw-material orientation of Ukrainian exports shows atrophy of the processing industry. Domestic manufacturers have limited opportunities to purchase the necessary raw materials and manufacture relevant products due to low pay. Lacking in domestic market demand, raw material goes abroad for the manufacture of its products that are returned to the markets of Ukraine, displacing domestic producers.

Conclusion. Ukraine has formed a system and structure of state regulation of foreign economic activity on its territory. State regulation of foreign economic activity should protect the economic interests of Ukraine and the legitimate interests of foreign economic activity, creating equal opportunities for foreign economic entities with the aim of developing all types of business, regardless of ownership, use, income and investment, competition and elimination of monopolies.

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DECENTRALIZATION AS A FACTOR OF INCREASING THE RESPONSIBILITY AND EFFICIENCY OF LOCAL AUTHORITIES

Introduction. Since 2014, the decentralization process has begun in Ukraine. The first step was the adoption of the Concept of the reform of local self-government and territorial organization of power (April 1, 2014), the Laws "About Cooperation of Territorial Communities" (June 17, 2014), "About Voluntary Association of Territorial Communities" (February 5, 2015). and amendments to the Budget and Tax Codes regarding financial decentralization. The reform provides the responsibility of local authorities to the voters - for their effective work, and to the state - for its legitimacy. During the 4 years of the reform, 882 OTGs were created (55 in Ternopil area), uniting 4043 communities (36.7% of the total number of local councils as of 01.01.2015), which is 38% of the territory of Ukraine and about 69% of the population. However, despite all the benefits of this reform, there are certain risks and problems that need to be addressed as soon as possible, following the example of European countries.

Objectives. The objectives of the work are to study the risks and problems that comes up in the process of decentralization reform and identify the imperfections and study the European experience in the reform process.

Methods. The reform of decentralization provides the transfer of (powers) and finances for their implementation and responsibility for their implementation from the central government to local governments (local governments), which are elected by the residents of territorial communities. Therefore, the reason for this reform is the realization that on the areas, the authorities are better focused on local problems and can more effectively direct funds to solve them. Nevertheless, this kind of reforms should take into attention the inherent risks.

The first risk is the weakening of the state's ability to redistribute income and wealth and reduce economic inequality.

Another risk is a decrease in the efficiency of management compared to the centralized state vertical. The next risk is a decline in macroeconomic stability.In addition, the last risk that can be associated with decentralization is corruption.

During the reform, the authorities faced the following problems:

First, the creation of united territorial communities lacks support from the general population.

Second, the quick increase in the number of OTGs without increase of subventions for infrastructure development reduces the motivation of communities to unite and their opportunities for socio-economic development.

Third, the division of powers between local governments and executive bodies, as well as the functions and powers between local OTG councils and district state administrations and district councils, have not been regulated yet.

Lastly, the united territorial communities do not have properly trained workers, and the representatives of local self-government aren’t skilled enough to complete new functions.

Based on the analysis of foreign experience, we can identify the main ways to implement reforms to decentralize power in Ukraine:

– delimitation of powers, rights and responsibilities of different levels of government in accordance with the essence of the rule of law, democracy and civil society, which will achieve a balance of interests in the system of public relations;

– development and implementation of effective regional policy aimed at ensuring balanced local and regional development;

– ensuring the implementation of the principle of subsidiarity as a way to overcome conflicts of interest between local executive bodies and local governments;

– implementation of administrative-territorial reform with ensuring the preservation of the integrity of the state and its unitary system;

– ensuring the expansion of the rights of territorial communities to solve the problems of their life;

– budget reform taking into account national and local interests.

Conclusion. To conclude, as a result of decentralization of power local communities are able to solve most of their problems and provide citizens with quality public services. Today we need the decentralization to form an effective government; otherwise, it is impossible to realize human potential of Ukraine to achieve quality of life for its citizens.

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DEVELOPMENT OF UKRAINE'S EXPORT

Introduction. Ukraine exports products to 140 different countries of the world. Its main export products are ferrous and metal products, engines, transport and mechanical equipment, chemicals, and vehicles. Many countries need these products because they do not have enough resources to produce them. Ukraine relies heavily on trade, especially with other former Soviet republics, though not as heavily as it did 15 years ago. Nowadays, Ukraine cooperates with European countries and it greatly influences on the economic development of Ukraine.

Objectives. The main task is to describe the development of exports of goods from Ukraine to other countries in 2019-2020 and consider the effects on the national economy.

Methods. According to the recent research, in 2020 in Ukraine exports of goods decreased by 841.7 million dollars compared to 2019 and amounted to 49.2 million dollars in Ukraine [1]. This shows that economic relations with other countries have deteriorated. The decrease in exports of various goods, products occurred in the following product groups:

– products of the metallurgical complex - by $ 1.2 million

– mechanical engineering products - by $ 121.8 million

– light industry products - by $ 106.3 million

– wood, pulp and paper products - by $ 23.4 million

– various industrial goods - by $ 64.2 million

– products of the chemical and allied industries - by $ 50.5 million

For the last few years, trade between Ukraine and the EU has considerably changed. In 2019 due to the recent data, its share in the geographical structure of both exports and imports of goods amounted to 43%. Since April 2018 of the introduction of temporary trade preferences for Ukraine, the EU has canceled most of the duties on Ukrainian goods. An exception made to such products as wheat, maize, poultry, and others, mainly agricultural products for which there is a quota mechanism. In addition, several groups of products in the areas like vehicles (primarily cars), equipment for radio broadcasting, certain types of weapons and other goods for which transitional periods (preferably 4 years) have been established until the cancellation of duties. This contributed to a gradual increase in exports of goods from Ukraine to the EU by 3.6% in 2018 and by 29.9% in 2019.

The trend of export supply expansion continued in 2019 (exports increased by 15%). In the middle of 2019 export growth rate slowed considerably (in May 2019 compared to May 2017 exports of goods even declined by 1%), while the average growth rate of exports in the monthly dynamics is significantly lower than in 2018 [2].

The dynamic sectorial analysis of the goods export to the EU shows the lower growth of export volumes compared with the previous year. This explained by the relatively modest growth rates of export of agricultural products (by 9%, while by the end of 2019 this indicator was 40.1%) which share in the commodity structure of exports to the EU is almost 26%. The similar situation observed in some other sectors. Thus, exports of food products grew by 5.7%, while last year growth was 22.9%. Exports of machine-building industry goods increased by 14.7% versus 25.3% in 2018, while the export of transport equipment increased by almost 1%, although it grew by 30.2% in 2019 [3].

It is also stated that exports of goods over the past year have deteriorated considerably in Ukraine that affected by prices and tariffs. That is why the system of export and import duties was introduced in order to eliminate disparities between domestic prices and world market prices, establish a rational structure of exports and imports, increase budget revenues. In 2020, the export customs tariff removed export products subsidies and part (up to 50%) of surplus profits (the difference between the world and domestic prices in the national currency).

The Government of Ukraine encourages foreign investment into the country's economy. Some legal and economic issues like preferential tax regime, the minimum size of a foreign investor's contribution to the authorized capital of enterprises with foreign investment ($ 50,000, and for banks, insurance, financial and investment companies - $ 100,000), but not less than 20% of the authorized capital need further consideration.

Conclusion. Over the past years, export of goods from Ukraine has deteriorated. This has led to some economic problems and reduced interaction with other countries. The country needs to overcome the dependence of Ukraine's economy on supplies of products from the CIS countries to move forward with European integration.

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MODERN MANAGEMENT STYLES IN UKRAINE AND ABROAD

Introduction. The changes taking place in the world economy necessitate formation of a modern management model in Ukraine as well. This need is exacerbated by processes globalization. Not the last place in this direction is occupied by automation and informatization of business processes, growth of a level of competition in the market and increase of social responsibility. enterprises. Existing national management models around the world are undergoing radical changes. Low shortcomings that do not allow to respond quickly and appropriately to changes in the economic situation, indicate about the inefficiency of the current management system in Ukraine and the need for its transformation. The inefficiency of the current management system has a negative impact on the management mechanism personnel of enterprises in general, and the sphere of tourism in particular.

Objectives. The main task is to study the types of management in Ukraine and abroad.

Methods. Management development is taking place accordingly to the laws and patterns of society. Current trends in the economy have led the emergence of functional components of management: personnel management, communication, information, innovation, investment, creative, situational, operational, strategic, corporate, anti-crisis, environmental management, cross-cultural management, risk management. Along with the emergence of new functional varieties of management supports the need to change its very model. According to the management model we understand the management process that creates the implementation of functions and application of management methods in accordance with management principles for taking into account resource provision in a particular situation. The current model of management in Ukraine largely depended on the conditions of its formation. In modern realities and in conditions of dynamic changes there is a domestic model of management ineffective. We agree with S. Kowalska that the existing Ukrainian model management has a number of shortcomings, which has a particularly negative impact on tourism and management processes of tourist enterprises:

– Orientation of many experienced executives on the command system, which suppresses the initiative subordinates, which prevents enterprises from adapting to new economic conditions;

– Insufficient desire of a significant part of managers to delegate authority and responsibility to his deputies, attempts to do everything himself and personally control;

– weak involvement of employees in the management of tourism enterprises and them units that largely do not take into account the knowledge and experience of employees;

– lack of flexibility in responding quickly to changes in external and internal factors affect the activities of the enterprise;

– Insufficient knowledge of management staff of laws and regulations;

– ignoring the norms of business ethics, as well as violations of basic ethical by entrepreneurs rules for conducting business operations;

– Lack of fundamental knowledge of the organization of many tourism business leaders management processes at the enterprise;

– the dependence of wages of employees on the relationship with managers, not on qualifications and work results;

– inattention to employees and ignoring the ethics of management, deception and rudeness, have become the norm behavior of individual business leaders;

– insufficient level of mechanization, automation and computerization of management [4, p. 129];

– the predominance of intuitive management methods;

– unjustified excessive consumption of resources.

Given these shortcomings, the modern management model should place considerable emphasis to do on organizational culture, organizational behavior, corporate culture, anti-crisis management, risk management [3, p. 58]. The current management model in Ukraine determines the features of the personnel management mechanism tourist enterprises, which contains a number of shortcomings. The modern model of management in

Ukraine should be characterized by a set of principles. On in our opinion, V. Vasenko's opinion on historical development, generalization, concretization is correct principles of management and their modern formulation [2, p. 102-103]. It should be noted that the basis of a modern management model that would promote the formation effective personnel management mechanism, there should be a resource approach. According to M. Babiak, the main idea of this approach is that the heterogeneity characteristic of enterprises can be sustainable due to the availability of unique resources and organizational skills, which are at the same time source of economic rents and determine in this regard the competitive advantages of enterprises [1, p. 120]. In our opinion, the resource approach as a component of the modern management model in Ukraine provides the ability to take into account the requirements of the external environment, as well as internal capabilities that meet these requirements. When forming a modern model of management it is necessary to take into account the change of national management models and the fact of forming a universal management model in the world with preservation national characteristics. This is especially important for tourism businesses. So universal The management model includes the characteristics of two opposite and historically formed by geographical criterion of management models: Japanese and American. It should be noted that the modern management model should focus on the implementation of the strategy personnel development of the enterprise. It is a question of careful selection of shots, high and uniform level their qualifications, high morality. Personnel development should link the professional qualification model of jobs with the model of personal and business traits, gradually to form a consciously active responsible personality, to revive true democracy in relations between performers and manager.

Conclusion. There is an effective modern management model important for ensuring the functioning and development of the tourism business in Ukraine, the formation effective personnel management mechanism. Such a model must be flexible and adaptable to current realities and combine the most effective, historically formed, components. Conducted and The results of research presented in the article show that the current situation in the field of tourism, associated with the problems of personnel management of tourism enterprises.

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ORGANIZATIONS IN THE PANDEMIC ENVIRONMENT

Introduction. The coronavirus pandemic has gravely hit the world economies and caused the biggest lockdowns of national industries, factories, businesses for the last century. A significant number of entrepreneurs and manufacturers had to close down and lay off their employees. The introduction of lockdowns has created difficulties to sell products and services and made companies look for the ways out of the crisis. That is why the description of such ways is crucial as the pandemic continues to unfold.

Objectives. The task of the research is to describe some ways and methods that can help organizations to operate production processes, make profit, and stay in the market in the pandemic period.

Methods. In addition to its impact on public health, COVID-19 has caused a major economic shock; forcing businesses to adapt to new, more complex realities as a result organizations face significant operational challenges. The following methods may provide the possible economic solutions to address pandemic threats.

– Business cooperation. Today in the economic crisis caused by COVID-19, cooperation of entrepreneurs is more important than ever. It provides opportunities for small and medium-sized businesses to work together, to expand the customer base, to promote their own products. In addition, it promotes the creation of new partnerships, start of new ideas, areas of cooperation and development of business projects.

– Online business. The inability to do business offline has led to look for a variety of ways to sell their products online. It has saved many companies, especially those that managed to prepare in advance; “52% of people, who have never bought goods online before, ordered food delivery online for the first time during quarantine. 35% bought medicines online. The number of contactless payments has increased quite a lot - at the level of 39%”, - said the regional manager of Visa in Ukraine, Belarus and Moldova Svitlana Chirva, based on a survey of the company [1].

– Communication with the consumer, focusing on customer needs. This year, the ability to communicate with your customers and clients has become especially important. You need to talk about the security measures in your company, as well as encourage consumers to support you work. Customers’ loyalty is also important; it will encourage them to stay with you.

– Participation in grants, initiatives. New initiatives such as EU4Business, Business Lens, the Know-How Academy, and the Business Opportunity Map can help get loans and grants, improve business skills and enter new markets.

Some of these methods have already helped to take additional steps to operate business to such Ukrainian companies as Kyiv bakery “March & Co”, mono- confectionery “Veterano Brownie”, “Mr. Caramba”, production of “Cheese Lady”, etc. [2]

Conclusion. To sum up, using such guidelines companies may introduce some organizational changes to manage risks to ensure business continuity and to look for opportunities to stay profitable in time of economic instability Covid-19.

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IMPACT OF TECHNOLOGICAL INNOVATIONS ON ENVIRONMENT

Introduction. Modern technologies appear to make people's lives more comfortable and easier. However, making technological advances and preserving the environment at the same time is not possible because of the pollution, resulted from the waste output, the depletion of natural resources, or the emission of carbon dioxide. On the one hand, technologies contribute to the growth of economic development and, on the other, cause damage to the environment.

Objective of our research is to study the impact of technological innovations on environment.

Methods. For our research, the following methods have been applied: the method of theoretical evaluation, analysis and comparison, systematization and generalization.

The rise of concern for global climate change has led to the development of new environmentally friendly technology. It is also known as “green” or “clean” technology. It aims at creation such technologies that would help to solve some of the biggest environmental concerns, reduce the negative impact of technology on the environment and consume natural resources wisely.

In the Report on Green Transformation in Ukraine by Ministry of Economic Development and Trade of Ukraine (2016) has been stated: “There are four priority areas of scientific research and technological development contributing to green growth to larger extent: energy efficiency; sustainable use of natural resources; life sciences and new methods of prevention and treatment of the most common diseases; new substances and materials” [3].

As an example of environmentally friendly innovative technologies can be solar panels that capture solar energy and convert it into electricity. The cost of renewable energy technologies such as solar panels and wind turbines are falling and government investment is on the rise. According to the research “As of March 31, 2019 there were 8,850 households with rooftop solar in Ukraine, with a total capacity of 190 MW. Investments in these power plants amounted to about 180 million euros. The largest number of rooftop solar units were installed in the Dnipropetrovsk region at 1072 units. In the Kyiv region – 904 units, in Ternopil region – 808 units, in Ivano-Frankivsk region – 580 units, and in the Kirovohrad region – 562 units” [4].

The environmental technology has introduced the electric vehicle that is driven by one or more electric motors, supplied with energy stored in rechargeable batteries. Since 2008, there has been an increase in the manufacturing of electric vehicles due to the desire to reduce environmental concerns such as air pollution and greenhouse gases in the atmosphere [2].

Another technology has been initiated in Dnipropetrovsk region in 2020. It aims at converting the greenhouse gases generated during the coal mining process into a source of heating and electricity. So far, UMG Investments has invested around USD 2 million in a pilot project. If this pilot project proves to be a success, there are plans to scale the operation up over the next five years, with output rising from today’s 1.5 MW capacity to 6.5 MW [1].

The problem of waste recycling is not new. Hazardous chemicals from plastic materials (used plastic bottles, bottle lids, etc.) penetrate into soil or water and cause damage. A creative team “Prodekologiya” (in Rivne) has become a National Winner as it suggested a project on the technology aimed at reduction of the negative impact of polymers on the environment. Sorting polymers for their further processing and producing new polymer materials and products is the most economically feasible way to use them. Because the recycling of polymer waste is about twice as energy-intensive as the production of primary polymers, it reduces the consumption of crude oil and reduces emissions of carbon dioxide into the atmosphere [5].

Many other technologies are awaiting for their application in Ukraine: the use of wind energy, constructing energy-saving houses, usage of paper bottles, using energy-saving bulbs, grey water recycling technology, etc.

Conclusion. Nowadays technological innovations are becoming increasingly important in the process of growth of the most leading industrial economies. They can offer advanced means and methods to prevent pollution and save natural resources. At the same time, they can mitigate against practices of production that threaten the environment through the unsustainable use of resources.

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FUNCTIONS OF ENTERPRISE DEVELOPMENT MANAGEMENT

Introduction. The constantly and steadily growing complexity of management activities at the enterprise, the need to meet modern requirements for management lead to the emergence of new objects of managerial influence, which become objects of functional types of enterprise management. One of these functional types of enterprise management, the emergence of which is due to a number of objective circumstances, is the management of enterprise development. The development of the enterprise due to its complexity, focus on the future is often overlooked by managers or has a secondary place. But nothing should obscure the future of the enterprise, the path to which provides development.

Objectives. The purpose is to consider the functions of management of enterprise development, disclosure of the content and features of implementation at the strategic and current levels.

Methods. Enterprise development management involves the use of a set of technologies to influence the professional behavior of employees in order to direct it to achieve goals. Management work performed within the function of enterprise development management is advisable to combine into several functions [1].

Evaluation of the results of enterprise development in previous periods. The process of forming in managers and specialists an idea of the state of the enterprise, which is the result of development in the previous period, determining whether such a state is really qualitatively new, finding new opportunities that will form the basis for developing enterprise strategy and guidelines for planning its further development.

1. Enterprise development planning. Description of the future qualitatively new state of the enterprise with use of system of parameters, changes of activity of the enterprise which are to be carried out, definition

of kinds, volumes and terms of use of resources necessary for realization of changes.

2. Organization of enterprise development. Formation of relations between employees on the implementation of changes in the enterprise, which are based on the distribution of tasks for the implementation of planned changes in a specific period, the competence of employees in this activity (rights, duties, responsibilities), information exchange between them and coordination of employees.

3. Audit of the enterprise development process. Periodically inspected the course of planned processes in the enterprise, which should lead in a timely manner to the planned changes, the cost of resources that accompany these processes, to determine the compliance of actual processes with the planned, the ability to make certain changes, the need for adjustments to these processes officials within their competence for enterprise development.

4. Motivation of employees to participate in the development of the enterprise.

Formation of employees' attitude to the implementation of planned changes in the enterprise, which will greatly encourage them to use their existing knowledge, experience, organizational capital, professional knowledge in the implementation of changes [2].

Development management is implemented at two levels of enterprise management- strategic and current [3].

Conclusion. To sum up, development management is another functional type of enterprise management. Its object is the development of the enterprise, which can not be ignored by managers, because the results of development are very important for the enterprise, and the development itself as a set of controlled qualitative and quantitative changes in the enterprise for a long time.

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FEATURES OF TRANSPORT CUSTOMS CONTROL OF TOURISTS

Introduction. Crossing the border is a process that is accompanied by a number of different procedures. Tourists must be prepared for certain formalities and follow certain rules when passing customs control. After all, ignorance of the law does not absolve from responsibility. In particular, there are many features when passing customs control on different modes of transport.

Objectives. The main task is to consider the differences and common features of customs control of different modes of transport.

Methods. The list of forms of customs control that can be applied to road transport is much wider, in contrast to other modes of transport. Thus, the Standard technological scheme contains the following forms of customs control: verification of documents and information; rummage; oral interview of citizens and officials of enterprises; accounting of motor vehicles and goods; sampling (samples) of goods; submission of inquiries to other state bodies, institutions and organizations. The object of customs control in road transport is passengers, cargo, luggage and motor vehicles (buses that operate international flights, trucks and cars) [6, p. 234].

Customs control of tourists of other modes of transport, including air and rail, is largely similar, as we observe it in A. Shershun's book "Customs Rules in Ukraine". The sequence of actions of customs officials during customs control of these types of transport is determined by the relevant Standard technological schemes.

Depending on the direction of movement across the customs border of Ukraine (import, export, transit) customs formalities differ significantly, and not all forms of customs control, provided by the Customs Code of Ukraine are used by customs officials. The most common forms of customs control in international air and rail services are verification of documents and information, inspection and review of goods, air (rail) vehicle, and for passengers - inspection of documents and information, inspection and review of hand luggage, luggage, personal inspection of citizens [5, p. 248, p. 254-255].

The objects of customs control on railway transport are passengers, cargo, luggage, baggage, mail and rolling stock of railway transport, such as: locomotives; railcar rolling stock; passenger cars of locomotive traction; freight cars; special rolling stock of railway transport; components of rolling stock of railway transport. Objects of customs control on air transport: aircraft, passengers, cargo, luggage, postal items.

As for customs control of water transport, is carried out in two versions: documentary (in the premises of regulatory authorities) and with a visit to a vessel sailing abroad [5, p. 241].

The customs formalities to be completed on the arrival of a vessel sailing abroad depend on whether or not free practice applies to the vessel. "Free practice" - permission of the port control authorities for free entry of the vessel into the port and the beginning of cargo operations without the participation of the commission on board the vessel. Objects of customs control in water transport are: a vessel sailing abroad, crew members of the vessel, passengers, goods, supplies.

Conclusion. In general, it should be understood that customs control of different modes of transport has one goal - to maintain security and compliance. The variety of procedures on different modes of transport is due to their features. But in general, the main actions of the customs authorities are to check people crossing the border, their documents and luggage.

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PROBLEMS OF MODERN LAND USE

"Fewer and fewer hands are able to sow bread. More and more hands are pulling everything into the trap ...” (L. Kostenko).

Introduction. In modern conditions, land is the main wealth of both the country and society. In addition, the question of proper use and formation remains relevant in today's reality. By interfering on a regular basis in natural processes, man harms himself as a result.

Odjectives. Therefore, we need not only to learn to use the land properly, but also to do everything to preserve it and improve it. Because the earth is everything, we need for life and further existence.

Methods. Today, land use in Ukraine is critical. Because Ukraine ranks first in the world among other countries in the world in terms of plowing, it is approximately 78.2% of the country's territory. [1]. Nowadays, about 6.5 million hectares of Ukrainian soil are no longer suitable for agricultural work. In general, there are about 800 types of soils in Ukraine; more than 60% of the country's land fund is unique black soils. However, according to land experts and scientists, the modern use of land resources in Ukraine does not meet the requirements of rational nature management. [4]. Because the excessive plowing of land and the banal lack of protective strips, which would not only increase the amount of humus in the soil, but also improve the protection and climatic conditions of land resources, and all this are exacerbated by the irresponsible attitude of owners seeking to gain income by adding into the soil various harmful impurities, which in turn leads to the development of degradation and destructive processes of land and erosion of land resources. As a result, further degradation of land resources in agriculture could have catastrophic consequences for the country's food security and the nation's health. [3].

Article 14 of the Constitution of Ukraine emphasizes that land is the main national wealth, which is under special protection of the state. [5]. However, as of today, violations of the rational use of both land resources and nature management are becoming more frequent and occurring which is accompanied by further violation of environmentally acceptable standards and leads to negative changes, which in turn affect soil fertility. Factors such as:

– loss of lumpy-grained soil structure;

– water permeability;

– large overcrowding;

For the appropriate use and protection of land, resources required strictly follow the ways to achieve efficient use of land resources. [4] It should be noted that the rational use of land is not only obtaining the maximum amount of necessary agricultural products, but also maintaining fertility. In case of improper use of land resources, there is a violation of agro-technical rules and requirements, the quality of land decreases, agricultural enterprises must apply certain organizational, economic, hydraulic and agro-technical measures that will help preserve soil fertility, prevent deterioration of land quality. [1]

However, so far only environmentalists and concerned activists are drawing the authorities' attention to the significant problems of the Land Fund of Ukraine. Most scientists argue that in order to achieve ecological stability and balance, it is necessary not only to create certain proportions between the land, to limit its use, but to be self-aware to understand the importance of what is now in the distant future. In addition, as scientists, environmentalists and activists protest, the situation is deepening and inevitable.

However, such detrimental effects can be avoided if during use land to take all necessary measures to reproduce and increase soil fertility:

– rational tillage;

– compliance with the system of technology of agricultural production;

– protection of soils from erosion;

– plastering of saline and liming of acid soils. [4]

Also today, measures have been taken to protect land resources.

Land protection is a system of legal, organizational, economic and other measures aimed at rational land use, prevention unreasonable withdrawal of agricultural and forestry lands, protection from harmful anthropogenic impact, reproduction and increase of soil fertility, increase of productivity of forestry lands, provision of special regime of use of lands of nature protection, health-improving, recreational and historical-cultural purpose.

The basic principles of land protection are enshrined in the Land Code of Ukraine, Laws of Ukraine "On Land Protection", "On Environmental Protection", "On State Control over the Use and Protection of Land" and other regulations [2].

Conclusion. Thus, the rational use of land resources is possible when environmental requirements are met, which will be aimed at economic activity and protection of land resources.

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CUSTOMS POLICY OF UKRAINE

Introduction. Customs policy of Ukraine is a set of measures aimed at ensuring the effective functioning of customs borders and providing the protection of national interests and national security of the state in the foreign economic sphere.

Objectives. The main task is to consider the history of formation and development of the customs system of Ukraine and its elements, as well as current laws and regulations

Methods. The first stage of development of the national customs system in a sovereign state is associated with the establishment and functioning of the State Customs Committee of Ukraine (1991-1996), the second stage - the activities of the State Customs Service of Ukraine (1996-2012); the third stage - the operation of customs authorities in the structure of the Ministry of Revenue and Duties of Ukraine (2012-2014); the fourth stage is related to the reorganization of the Ministry of Revenue and Duties into the State Fiscal Service of Ukraine, which includes customs authorities (2014 - present) [2, c. 536].Prospects for further research are to determine the advantages and disadvantages of customs authorities, which will be a reasonable basis for improving the current customs legislation of Ukraine in the context of European integration.

The customs policy was constantly faced with specific tasks, which were solved by the state in the process of customs policy, resulting in the formation of its main functions: fiscal - filling the state budget; regulatory - involves the influence of the state; protective - aimed at protecting the state from external threats [1, c. 543].

The regime of entry into the territory of Ukraine is visa. When crossing the border in international ports, people choose one of the two types of border crossing: on the green or on the red corridor. The "green" corridor provides for the passage of passengers without declaring and paying customs duties. The "red" corridor requires mandatory customs control, verification of documents, as well as filling out a customs declaration and paying customs duties [3].

During the formation of customs policy formed not only its functions, but also the principles on which it operates to this day. The main ones are the principle of unity of customs policy as part of Ukraine's foreign policy, unity of tariff policy of Ukraine, unity of export-import control policy Ukraine and others.

As for the customs rules, the amount equivalent to no more than 10 thousand euros can be imported into Ukraine without a written declaration. If the amount is large, then you must present a certificate from the bank stating that this amount has been withdrawn from your personal account. Obviously, failure to comply with this requirement could result in currency confiscation or seizure. At import the gold declaration is obligatory.To the citizens who have turned 18 years, it is possible to import tobacco products and alcoholic beverages into the customs territory of Ukraine in the accompanied luggage or hand luggage without written declaration and without payment of customs duties per person: 50 cigars / 200 cigarettes / 250 g of tobacco, total weight not exceeding 250 grams; 5 liters of beer, 2 liters of wine, 1 liter of strong (with an alcohol content of more than 22%) alcoholic beverages [4].

Driving vehicles on the territory of Ukraine is carried out on the basis of a driver's license, foreign citizens temporarily residing on the territory of Ukraine have the right to drive vehicles on the basis of international driver's licenses or national (foreign) driver's licenses if they have the owner's name in Latin [3].

Conclusion. So, the customs policy of Ukraine was built in parallel with the beginning and development of the state. During this period, its main functions and principles were formed, which are still relevant today. In order to have a great time in Ukraine, you need to know the customs rules so as not to get into trouble.

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STRATEGIC PRINCIPLES OF DIGITAL FINANCE DEVELOPMENT

Introduction. The rapid development of science and technology contributes to an active research activities in the field of digital finance. Today, during the pandemic of COVID-19, it has become especially relevant and vital. After all, the society is forced to make the switch to another level of communication and digitization. Nowadays virtual and physical systems of manufacturing cooperate with each other in a flexible way at the global level and it is the time of the fourth industrial revolution — a fusion of leading-edge production techniques and smart systems that integrate with organisations and people.

Objectives. The main task is to consider the main approaches to digital finance of sustainable development.

Methods. The Fourth Industrial Revolution is a new challenge for the world and a new era in which new rules are introduced, new problems and new technologies are emerging. By virtue of rapid development communication and information technology, today we live in interconnected digital world characterized by elevated mobility and timely access to information. The interest has been also growing towards sustainable economic development, which pursues a triple purpose — achievement of economic, social and environmental purposes.

Today, digital technology has rapidly entered every sphere of life, it has transformed economic and organizational processes, various ways of linking suppliers and consumers of goods and services [1, p. 121]. It can be assumed that the fourth industrial revolution will have a major impact on the world economies. It can provide an approximate annual increase of production efficiency from 6% to 8%. Boston Consulting Group predicts that in Germany Industry 4.0 will contribute 1% to GDP as well as it will lead to a 6 percent increase in employment during the next ten years.

Furthermore, digitalization is one of the most important factors of economic growth in the world, because the development of information technologies significantly changes the sphere and lifestyles of many people. Due to the fact that factories "get smarter", robots perform human work rapidly increasing productivity, spending much less time and, accordingly, the offer for the goods is increased. Experts predict the share of the digital economy in GDP. They estimate 50-60% in the world’s largest countries, and 65% in Ukraine [2, p. 174]. Industry 4.0 will also drive revenue growth.

The Ministry of Digital Transformation of Ukraine has set itself the goal of helping 6 million people to use digital devices by 2023. The study had also been conducted which showed that 53 per cent of the Ukrainians possessed such skills, 15.1 per cent did not know how to use such devices at all, and the rest, 37.9 per cent, had little knowledge of them [3].

Conclusion. Thus, the period, when both virtual and physical worlds cooperate with each other in a flexible way at the global level, is considered as the period of the fourth industrial revolution (Industry 4.0). This phenomenon creates such concepts as intelligent manufacturing, the Internet of Things, cyber physical systems and digital transformation.

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PECULIARITIES OF US CUSTOMS CONTROL

Introduction. The United States is a world political and economic leader. In addition, this country is one of the leading countries in the world tourism market, in which the diversity of conditions, resources and spatial location contributes to the development of almost all types of tourism.

Objectives.The main task is to consider the basic rules of border crossing and transportation of goods to the United States.

Methods. The U.S. Border Service is part of the U.S. Department of Homeland Security and combines the functions of the Customs Service, the Immigration Service, the Plant and Animal Health Control Service, the Border Troops, and others. The main purpose of the Customs and Border Protection Service is to prevent the entry of terrorists and weapons into the United States and to hinder the importation into the customs territory of drugs, smuggled goods and the detention of wanted persons [1].

The regime of entry into the territory of the United States of America is visa. A passport, visa or residence permit is required to cross the border .The type of visa is determined by US immigration law and is relevant to the purpose of your trip [4]. It is generally accepted, that there are two main categories of US visas: you can use a non-immigrant visa to travel to the United States on a temporary basis, but you need an immigrant visa to live permanently in that country.

As for customs regulations, the import and export of national and foreign currency is not limited. Mandatory declaration refers to the amount of cash in excess of 10 thousand US dollars or its equivalent in foreign currency.

It seems obvious that failure to comply with this requirement could lead to currency confiscation or seizure. A gold declaration is required when imported. Duty-free import of up to 1 liter of spirits (persons over 21 years of age) is allowed; up to 200 cigarettes or 50 cigars, as well as personal items and gifts worth up to $ 100 per person. At the same time, in each specific state, the norms of goods allowed for import may change [3].

To drive a car in the United States, a person must have an international driver's license.I would like to point out that the rules of driving vary depending on the state of the country.Some states have their own laws that require you to obtain a local license within a month of entering the country. If you rent a car, check for possible age restrictions, as some states allow you to drive only after the age of 21.

Everyone who lives or stays in the United States must have health insurance. Before traveling, you need to find out if your health insurance is valid in the United States.If your health insurance does not cover the territory of the country, it is desirable to purchase temporary travel insurance, as inpatient treatment in the United States is very expensive.

To declare things subject to customs duty, a customs declaration is filled out. You receive this document on board a sea or aircraft. It can also be filled there. Very often an example of a completed declaration can be found in an advertising magazine offered on board a liner or aircraft. The declaration must contain a list of items indicating their value [5]. The important thing is that personal items such as clothes, jewelry or toiletries do not need to be specified.

Conclusion. So, if you decide to travel to the United States of America, you must be familiar with the customs rules of this country, and strictly follow them.To cross the border, it is important to prepare all the necessary documents, fill in the customs declaration correctly and not allow all prohibited items in your luggage.In this case, you will be able to avoid unpleasant situations and fully enjoy your stay in this wonderful country.

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CUSTOM STATE INTERESTS IMPLEMENTATION (SCIENTIFIC INTERPRETATION)

Introduction. Today, customs interests are an important concept for understanding the nature of those events, phenomena and processes that occur not only in international relations, but also arise during the implementation of state customs policy and the formation of relations between entities engaged in foreign economic activity.

Objectives. The main task is to consider ensuring the customs interests of the state from the point of view of various scientists.

Methods. It should be noted that the statement "customs interests" is little studied in domestic and foreign scientific literature. One of the reasons for this, in our opinion, is the ambiguity and dualism in the interpretation of the concept of "interest.

To our mind, the vision of D.V. Pryimachenko is quite relevant. [2, p. 144], which refers to "the combination of interests of citizens, businesses and the state to the system-wide principles of administrative activities of customs authorities" and the belief that "the interests of the state directly or indirectly satisfy the interests of individual citizens, and thus protect national interests state, customs authorities protect the interests of individual citizens; secondly, all parts of the customs system, taking into account the priority of human and civil rights and freedoms must take into account the interests of the state as a whole… "[2, p. 146].

In scientific works, characterizing the concept of "customs interests", several authors [3, p.176; 4;] states that customs interests are the object of customs security and are realized through the implementation of customs policy.

Thus, according to Novikova K., "…it is the activity of the state in the field of customs security is designed to guarantee a certain range of customs interests, among which the most important are: creating conditions for the liberalization of foreign trade, prevention of smuggling and violation of customs rules, improvement of the customs legislation of Ukraine in accordance with world and European standards, acceleration of goods and passenger traffic across the customs border, providing the consumer market with quality foreign products and preventing the import of goods dangerous to human health "[3, p. 176].

We consider, Pashko P. approached the definition of "customs interests" most reasonably and balancedly. The scientist interprets this concept in several aspects

[5, p. 43], but his main position is as follows: "Customs interests are a certain range of national interests, interests of the state, related to their provision and implementation of customs and the satisfaction of which contributes to the effective functioning, sustainable development of the economic system, reducing threats to national security of Ukraine"[5, p. 40].

Conclusion. Summarizing the above, we believe that customs interests (from the standpoint of the country) - is a component of national interests of the state, which lies in the plane of various sectors (socio-economic, environmental, political, law enforcement, foreign economic, informational, cultural) and three-dimensional format of interaction (micro, macro-level and supranational level), the implementation of which is ensured within the framework of customs, which contributing to the construction of an effective model of protection of customs and national security.

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SECTION 3
LAW AND STATE FORMATION

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THE DIFFERENCES AND SIMILARITIES OF COURT SYSTEM IN THE USA AND UKRAINE

Introduction. The US judicial system consists of two parts - the federal judicial system and the state judicial systems (separate governments for each of the fifty states). As in other branches of government, each state has its own full judicial system (states of courts), as does the United States itself (federal courts). In essence, this is a "vertical" division of the judiciary in the federal state. At the same time, the federal system is not superior to state courts; all these systems are autonomous and independent. The highest authority for all 52 systems (including the District of Columbia) is the United States Supreme Court [2].

Objectives. Today, Ukraine is still on the fringes of judicial reform, whose main purpose is increasing the efficiency of the judicial process, combatting corruption in the court room and creating an independent judicial system.

Methods. Ukraine is a unitary state, so we do not have a Federal Court. The highest judicial power in both countries is exercised by the Supreme Court.

The US Supreme Court is at the top of the federal judiciary. According to the US Constitution (Article III), there can be only one Supreme Court. The US Congress has the right to establish any courts it deems necessary. The US Supreme Court consists of 9 judges nominated by the President and approved by the Senate.[3] Judges of the Supreme Court (like all federal judges) are appointed for life. The US Supreme Court rarely acts as a court of first instance. For example, as a first instance, it may consider disputes between states or disputes involving ambassadors. It mainly serves as the highest appellate court in federal and state courts. The jurisdiction of the federal courts, which is in itself limited, includes issues of federal importance, namely, cases arising from the US Constitution, US laws and international treaties. The highest judicial body in the system of courts of general jurisdiction is the Supreme Court of Ukraine. According to Art. 47 of the Law of Ukraine "On the Judiciary of Ukraine" the Supreme Court of Ukraine:

– considers in cassation the decisions of general courts in cases referred to its jurisdiction by procedural law; reviews in the order of repeated cassation all other cases considered by courts of general jurisdiction in the order of cassation, considers all other cases connected with exceptional circumstances;

– provides courts with explanations on the application of legislation on the basis of generalization of judicial practice and analysis of judicial statistics;

– gives conclusions on the presence or absence in the acts in which the President of Ukraine is accused of signs of treason or other crime; submits, at the request of the Verkhovna Rada, a written submission on the possibility for the President of Ukraine to exercise his / her powers due to health conditions;[1]

Courts of Appeals. There are 13 appellate courts that sit below the U.S. Supreme Court, and they are called the U.S. Courts of Appeals. The 94 federal judicial districts are organized into 12 regional circuits, each of which has a court of appeals. The appellate court’s task is to determine whether or not the law was applied correctly in the trial court. Appeals courts consist of three judges and do not use a jury.

A court of appeals hears challenges to district court decisions from courts located within its circuit, as well as appeals from decisions of federal administrative agencies.

The system of courts of general jurisdiction in Ukraine includes general and specialized appellate courts, namely: appellate courts of oblasts, appellate courts of Kyiv and Sevastopol, the Court of Appeal of the Autonomous Republic of Crimea, military appellate courts of regions and the appellate court of the Naval Forces of Ukraine. court of Ukraine. If necessary, instead of the regional court of appeal, general courts of appeal may be formed, the territorial jurisdiction of which is extended to several districts of the region. The specialized courts of appeal are the Commercial Courts of Appeal and the Administrative Courts of Appeal, which are formed in the appellate districts in accordance with the Decree of the President of Ukraine. The Court of Appeal of Ukraine should consist of three chambers: the Judicial Chamber for Civil Cases, the Judicial Chamber for Criminal Cases and the Military Judicial Chamber. Second-instance courts have equal jurisdiction and equal rights to hear criminal, civil, commercial and administrative cases.

Conclusion. The judicial systems of Ukraine and the United States are similar divisions of the judiciary (vertically). Thus, the highest judicial body is the Supreme Court, and the lowest local and specialized courts. Also on the second level of the judicial system are the Courts of Appeal. What they also have in common is the division into specialized and national, where there is also a division of power and authority.

Due to the difference in the structure of states (Ukraine is unitary and the United States is federal), the biggest differences in judicial systems are the existence of a Federal Court and separate courts for each US state, which have much more powers than Ukrainian city courts.

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THE PROFESSIONAL ETHICS OF LAWYERS

Introduction. Fundamental prerequisite of any profession is good ethics. Ethics denotes to human behaviour to make decisions between what is correct and what is wrong. Professional ethics are those set code or moral principles that govern a person's conduct in a professional workplace or work life. In the legal profession, a lawyer must obey to professional codes for fair dealing with the client and uphold the self-possession.

Objectives. The article deals with professional ethics its principles, norms, shows the professional ethics of advocates, its content and significance, discloses the essence and relevance of advocate's ethics.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

Advocacy ethics is one of the least studied areas of ethics. To this day, issues of advocate's ethics have been constantly on the attention of both scholars and practicing lawyers, although they still remain insufficiently studied. But there are several basic principles that are fundamental to lawyers from all over the world. The most important principles of advocate's ethics include both general requirements of public morality (honesty, reasonableness, integrity, justice, humanism, responsibility, respect for human dignity and honor) and some specific rules.

Specific principles are the requirements of a moral nature to the personality of an advocate, to the means and methods of defence, to respect for the law and the court, as well as moral rules of relations between an advocate and a client, an advocate and his/her colleagues, an advocate and other participants in the proceedings [2].

Honesty, as a principle of advocate's ethics, is the fundamental beginning of the professional activity of an advocate in building relations of a lawyer with colleagues, state and non-state bodies, trustees, etc. Advocate's honesty is based on the notion of "honour" characterising a person's ability to give an internal assessment of his/her conduct, to control himself/herself in his/her actions in this or that situation.

The principle of reasonableness is the requirement to determine the clear proportionality of the ways and methods of rendering legal assistance to the qualification and experience of an advocate and the substance of the case with which the advocate was approached by the client. At the decision of the question on acceptance of the case the advocate shall be obliged to clearly define whether the level of his qualification and professional experience is sufficient for the qualitative protection of the interests of the client.

The principle of integrity of advocate's ethics means that an advocate must provide legal assistance "on conscience", i.e. using all legal means and methods necessary and sufficient to achieve the desired result as soon as possible.

The principle of justice is now inter-sectoral and applies to the entire legal system. It is of particular importance for the branches of law related to the consideration and resolution of legal disputes and conflicts. The principle of humanism in the industry as a whole is characteristic of the entire legal system of any social state based on the rule of law. The human being, his rights and freedoms are the supreme value.

Recognition, observance and protection of human and civil rights and freedoms is a duty of the state [1].

Conclusion. Professional ethics are not only important for advocates, there importance diverse to any field whether it is business or employment or profession. Good ethics leads as to make respect in society as well in our work life.

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DO KWESTII REGULACJI PRAWNEJ BULLYINGU W INSTYTUCJACH EDUKACYJNYCH

Aktualność tematu. W czasach dzisiejszych problem bullyingu (znęcania się) stał się dość rozpowszechniony: w wielu krajach na całym świecie wśród nastolatków niestety nadal obecne są przejawy okrucieństwa, agresji i presji psychicznej. Jednak wśród prawników jest jeszcze mało badań na ten temat, raczej można znaleźć niektóre badania nauczycieli i psychologów.

Cel artykułu – badanie bullyingu jako zagrożenia dla konstytucyjnych praw i wolności dziecka na Ukrainie. Przedmiotem badania są stosunki międzyludzkie, związane ze zwalczaniem bullyingu na Ukrainie.

Metody. W trakcie napisania artykułu zostały wykorzystane metody obserwacyjne, metody badania dokumentów, jak również metoda analizy i konstrukcji logicznej.

Na Ukrainie według różnych danych z bullyingiem w kręgu rówieśników spotkało się około 67% dzieci. Około 40% takich dzieci nigdy nie powiedzieli o tym swoim rodzicom. Wówczas 44% świadków obserwujących znęcanie się nad swoimi rówieśnikami nie reagowali na takie fakty przez strach ulec podobnym kpinom. Bullying definiuje się jako „czyny uczestników procesu edukacyjnego, które obejmują przemoc psychiczną, fizyczną, ekonomiczną, seksualną, w tym użycie środków komunikacji elektronicznej wobec małoletniego lub takiej osoby wobec innych uczestników procesu edukacyjnego, w wyniku którego doszło do uszczerbku na zdrowiu psychicznym lub fizycznym ofiary", ale nie każdy akt w swojej formie jest znęcaniem się [1; 4]. Ma pewne cechy, a mianowicie: regularność (powtarzalność) - to znaczy takie działania powtarzają się wielokrotnie, długie działania są nadal powtarzane przez określony czas; obecność stron - sprawcy (napastnika), ofiary (ofiary znęcania się), obserwatorów; czyny dręczyciela powodują krzywdę fizyczną lub psychiczną; uczucia upokorzenia, strachu, niepokoju; podporządkowanie ofiary, powodujące izolację społeczną. Ponadto wyróżnia się następujące rodzaje znęcania się: fizyczny, psychiczny, ekonomiczny, seksualny, z wykorzystaniem środków komunikacji elektronicznej (cyberprzemoc).

18 grudnia 2018 r. Rada Najwyższa Ukrainy uchwaliła Ustawę „O zmianie niektórych aktów ustawodawczych Ukrainy w zakresie zwalczania bullyingu”. Dokument definiuje pojęcie bullyingu, sposoby walki z tym zjawiskiem, ochronę praw dzieci i innych osób pracujących w placówce oświatowej; zmienia ukraiński kodeks wykroczeń administracyjnych [1]. Tym samym Kodeks został uzupełniony o nowy artykuł 1734, który ustanawia kary finansowe za zastraszanie, ukrywanie przypadków znęcania się przez pedagogika, naukowca-pedagogika, badacza, przełożonego lub założyciela w wysokości od 50 do 100 nieopodatkowanych minimalnych dochodów obywateli lub prace publiczne na okres od dwudziestu do czterdziestu godzin. Jeżeli przestępstwo zostało popełnione przez nastolatka w wieku poniżej 16 lat, kary te płacą jego rodzice. Ustawa określa mechanizmy przeciwdziałania znęcaniu się, w szczególności powierzenie założycielowi placówki oświatowej monitorowania realizacji planu działań na rzecz przeciwdziałania i zwalczania bullyingu; kierownikowi placówki oświatowej - zatwierdzenie i opublikowanie na jej stronach internetowych planu działań mających na celu przeciwdziałanie i zwalczanie bullyingu oraz zapewnienie otwartego dostępu do Regulaminu zachowania się ucznia/ studenta placówki oświatowej. Jednocześnie ustawa przewiduje procedurę składania i rozpatrywania wniosków o znęcanie się od uczniów, ich rodziców i innych osób; przewidziana jest procedura wydania decyzji o przeprowadzeniu dochodzenia.

Ponadto zmiany w art. 73 ukraińskiej ustawy „O edukacji” dają Rzecznikowi ds. Edukacji prawo do weryfikacji wniosków o znęcanie się w placówkach oświatowych oraz do uzyskania informacji od centralnego organu wykonawczego w dziedzinie edukacji i nauk ścisłych na temat łącznej liczby przypadków bullyingu w placówkach edukacyjnych [2]. Ukraińscy prawnicy podkreślają rolę samego faktu uchwalenia ustawy i wyodrębnienia pojęcia „bullyingu” jako rodzaju przestępstwa, wskazując jednocześnie na szereg momentów, które mogą skomplikować postępowanie prokuratorskie. W szczególności mówimy o takich rodzajach nękania jak bojkot, ignorowanie lub usunięcie dziecka z zespołu, plotki itp., za które postawienie przed sądem jest prawie niemożliwe, zwłaszcza w sądzie [3].

Wniosek. Zwalczanie bullyingu to bardzo aktualny problem nowoczesności. Nękaniu jest poświęcono kilka głównych krajowych i międzynarodowych serwerów, w szczególności: Bullying, Bullying Online, Stop bullying, Sieć bullyingu, www.bullying itp., na których można uzyskać wykwalifikowaną poradę specjalistyczną. Praktyka zagraniczna pokazuje, że skuteczne zapobieganie prześladowaniu w szkołach wymaga skoordynowanej organizacji współpracy wewnątrzsystemowej i międzyagencyjnej, opartej na jasnych ramach prawnych i regulacyjnych. Brak tych regulaminów znacznie utrudnił realizację ustawy, która określa jedynie ogólne zasady regulowania odpowiednich stosunków. W związku z tym instytucje edukacyjne miały wiele pytań dotyczących tworzenia planów środków przeciwdziałania znęcaniu się, identyfikowania przypadków prześladowania, informowania o nich, kolejności tworzenia, działania i uprawnień komisji do rozpatrywania przypadków prześladowania w placówkach oświatowych i nie tylko.

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VALUABLE ORIENTATION OF MODERN UKRAINIAN YOUTH

Introduction. Relevance of the topic is due to awareness of the problems of Ukrainian youth, which affect the formation of value orientations. Values are changing all the time, new norms and ideals appearing, which make negative, and positive affect of the development of society.

Events that are now taking place in our country, have significantly changed the values of youth. Valuable orientations of Ukrainian youth play an important role, because it depends on them of the future of our country, the formation of a democratic, legal state.

Objectives. Spiritual sphere of modern Ukrainian society.

Methods. Values are the basic regulator in human life. They determine the behavior of young people, its interests, position in society. Different age criteria, social groups, differ significantly for value orientations. The formation of values is due to many processes, such as studying, education, gaining experience from older generations [1, p. 1].

Cultural-valued orientations form a person`s worldview, its behavior and the choice of life path. The role of values is determined by the fact that they are the basis for making certain decisions, determine the objectives and directions of a person, and therefore are motivated [4, p. 345].

In the modern world more attention is paid to such values as: tolerance, responsibility, human life, democracy, observance of human rights, equality of all before the law, honest competition, accountability of power to society, a high level of well-being of people, preserving the cultural heritage and the environment [3, p. 202].

The value orientations of modern youth are formed under the influence of the system of values in society, which are constantly changing. There are such basic factors influencing the value orientation of Ukrainian youth: the existence of a shadow economy; poverty of the population; migration processes of Ukrainians abroad; social irresponsibility of the ruling elite; underdevelopment of civil society; low legal security of citizens; orientation of power for the interests of mainly senior strata of society; Identity crisis; reduction of the role of the Institute of Family in the process of education of youth and others [5, p. 6].

Today the world is in emergency. Pandemic puts health of our loved ones and our health the main value of our life. This is time when material is not important, and the most important value is the family. Now we perceive everyday things as the greatest values and truly begin to appreciate life.

According to the results of the "Ukrainian Generation Z": Values and Landmarks "for absolute majority in priorities there are economic and physical safety. The survey confirmed that the democratic values and principles of young Ukrainians go to the second plan [2, p. 125].

Young people are not interesting in politics, do not like to read a lot, engage in creative activity, lead a healthy lifestyle and prefer a virtual world. In the minds of a certain Ukrainian youth prevails indifference to higher values, the future of our country, selfishness, desire to receive pleasures.

In the Life`s Priorities Youth - Independence, Relations, Family. For Ukrainian youth in priorities there are such spiritual values as to be loyal to a beloved person and friends. This is important for 90%. Regarding religion, God is important for 65% of youth [2, p. 126].

Conclusions. Valuable orientations express a conscious attitude of man to social reality and determine the broad motivation of its behavior. In the valuesof young people there was a negative transformation from self-realization of personality towards entertainment and personal well-being.

Young people are seeking great changes in politics, but on the other hand there is a crisis in all spheres of social life and transformation of values. Much of youth prefers material values, ignoring spiritual. But you should not forget that there is another part - it is young fighters, volunteers, those who defend the state interests of their lives in the east of Ukraine, protecting us and our country. Such young people reminds that are not lost all and threre are young people who are marked by high spiritual values. They give hope for a better future in later our peaceful country.

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THE PROBLEM OF THE DEATH PENALTY

Introduction. The world community has always considered the question of the expediency of using the death penalty as a form of punishment for crimes. This issue gained new momentum after the resumption of the death penalty in the United States. For the first time since 2003, the US federal government has reinstated the death penalty. Convicts were executed for killing children, two of them for raping children they killed. Attorney General William Barr expressed his views on the issue: "The American people, acting through Congress and the leaders of both political parties, have long insisted that those convicted of the most heinous crimes should be sentenced to death. Four murderers received a full and fair trial, in accordance with our Constitution and laws. "[1]

In the discussion on the expediency of the death penalty, the audience is divided into supporters and opponents. The former argue that execution significantly reduces the number of crimes, because the psychological factor plays an important role: people, fearing death, do not commit illegal acts. The rest are convinced that this is an inhumane form of punishment, which has no place in modern states, because a person who stumbles should not be killed and no one has the right to take a person's life. In order to find out the truth, we must objectively weigh the pros and cons and determine whether the death penalty is an appropriate form of punishment or a relic of the past and an ineffective method of combating crime.

The death penalty or execution is a punishment, the content of which consists in depriving a person of life, which is provided by the legislation of the state and is carried out according to a court verdict or by a decision of other state or military bodies [2, p. 89].

Objectives. For years, there have been active discussions on the question: does the state need the death penalty? To find out the truth, we propose to consider the following questions: "In which countries has the death penalty not been abolished?", "Basic types of the death penalty", "Can Ukraine return to the death penalty later?".

Methods. Worldwide, more than two-thirds of countries have abolished the death penalty in law or in practice.

As of December 31, 2018, there are the following statistics:

– Countries with abolished death penalty: 106

– Countries where executions are abolished only for general crimes: 8

– Countries where the death penalty is virtually non-existent: 28

– Countries where the death penalty is maintained: 56 [4].

Assessing the statistics, we find that most death sentences were carried out in Iran, Pakistan, Somalia and Iraq. In 2018, executions intensified in the United States, Belarus, Thailand, Vietnam, Japan, and Singapore.

We propose to consider the main types of executions that are currently used in the states of 2018 (in parentheses indicate the countries in which these types of executions are executed).

Gas chamber (Yemen), electric chair (USA), beheading (Saudi Arabia), stone beating (Botswana), hanging (Afghanistan, Botswana, Egypt, Iran, Iraq, Pakistan, Singapore, Sudan, South Sudan, Japan), shooting (Belarus, Yemen, China, Somalia, Taiwan), lethal injection (USA, Vietnam, China, Thailand)

Having studied the above, we realized that it would be appropriate to predict the likelihood of the formation of the death penalty in Ukraine. We immediately note that it existed as an official punishment in the USSR [2, p. 91].

With Ukraine's independence, the question arose: to abolish and forget about this type of punishment or to leave it forever. Legislators have long hesitated at the expense of this decision, so until 2000, execution in Ukraine was "as an exceptional measure of punishment" and was carried out in the form of execution. Such a verdict was passed for crimes against life, deja vu, justice, war crimes. Only the Constitutional Court could impose the death penalty.

In our opinion, Ukraine will not return to the death penalty, because:

– This contradicts the Constitution of Ukraine;

– Its abolition is one of the mandatory conditions for membership in the Council of Europe, so the legalization of the death penalty may lead to expulsion from the international community;

– The return of the "shooting article" will forever close Ukraine's path to the European Union [3].

Conclusions. After analyzing the above, we conclude:

– Execution is not a way out of the situation, because the greatest value is human life, and no one has the right to take it away.

– We should not forget about the possibility of a mistake of the investigation, as a result of which a completely innocent person may suffer.

– There are positive trends in the world: more and more countries are renouncing the death penalty, and in countries where it has not yet been abolished - the number of death sentences is gradually decreasing.

– In our opinion, Ukraine will never return to the use of the death penalty, because it contradicts its path of development.

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PECULIARITIES OF THE POLITICAL CULTURE OF UKRAINE

Introduction. Political culture is a valuable potential of society, which reflects the degree of its political activity, maturity, civilization. It influences the behavior of people and the activities of their organizations, the perception of the population of domestic and international politics, the recognition of a person's place in the political sphere of public life. It is also worth noting that the interest of social scientists, politicians, journalists and the general public in the problems of political culture has recently been increasing in the world. This is due to changes in the mentality of the population, where there have been significant changes in the structure of political values and orientations of the population and the need to understand the results of socio-political transformations in post-Soviet countries and the need to predict their future development. Therefore, it is very important to consider the phenomenon of political culture and the peculiarities of its manifestation in the life of Ukrainian society.

Objectives. To find out the specifics of its manifestation in modern Ukraine on the basis of determining the essence of political culture, to consider its inherent special features.

Methods. The problem of political culture has its origins in the works of ancient thinkers who addressed the issues of morality, social ethics, the criteria of the ideal citizen and ruler. The first knowledge about politics and their use in practice originated in ancient Greece, they can already be considered as the birth of political culture.

Taking into account the Ukrainian political culture, it should be noted that it broadly follows the European types of political cultures, but it has still certain features that should not be neglected. According to Ukrainian political scientists, Ukrainian political culture combines different value systems, sometimes incompatible political orientations and diametrically opposed types of political consciousness, positive and negative characteristics, and contains rational and irrational factors. At the same time, the vast majority of its characteristics are concentrated around such qualities as democracy, democracy for the sake of freedom and independence [3].

A positive characteristic of Ukrainian political culture is polysubjectivity. In independent Ukraine, the number of actors with an activist type of political culture has recently grown significantly. Compared to totalitarianism, the role of public organizations has changed dramatically, a multiparty system has emerged, and the level of political culture of citizens has increased. But the quality of political actors, the level of democratization of political culture remains insufficient, if to compare with the western countries [2].

However, the political culture of the Ukrainian people today is not yet holistic, because its individual components are missing, and many of the existing ones are still unformed. Many political and cultural elements do not correspond to the national character, traditions of the Ukrainian nation, i.e. inorganicity is inherent in political culture.

In addition, it is worth mentioning the formation of the political culture of modern Ukrainian youth. Honestly, the youth of Ukraine is currently at the stage of changing ideological and moral guidelines. It defines its positions in political and other spheres of life too difficultly and rather slowly, and, consequently, in society, the natural succession of generations in general is disturbed to some extent. Therefore, in this context, the task of democratic reorientation of political culture involves a number of priority changes in the structure and functioning of political and, above all, state institutions. Their activities should be aimed at increasing the role of the individual, his interests and so on [1].

Conclusion. To sum up, it should be noted that political culture is a special kind of culture, a way of spiritual and practical activities and relations that reflect, consolidate and realize the main national values and interests, form political views and values, knowledge and skills of public participation in political life of Ukraine. In our opinion, political culture in a democratic society should be aimed primarily at educating young people, who must rely on Ukrainian traditions, mentality, history, without which it is impossible to form the political culture of young citizens.

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THE PROBLEM OF THE STATE LANGUAGE IN THE FIELD OF SERVICE

Introduction. Today in Ukraine there are many questions about the legal awareness of citizens. Namely, compliance with their responsibilities. No less important is the use of the state language in all spheres of life. During the historical processes of assimilation, about half of the Ukrainian population speaks Russian and actively uses it in other spheres of public life. The Ukrainian authorities are humane in their use of minority languages in their private lives. However, it contributes to the oppression of the state language, which has a negative impact on our authenticity and nationality.

Objectives. The main task is to consider the problem of using the state language in the field of services on the basis of current regulations. The next task is to determine the essence and features of the new legislation governing this issue.

Methods. Some sociological data show that in Ukraine only 50% of the population uses the Ukrainian language at home. The all-Ukrainian survey of KIIS in 2017 found that in the field of services, namely in catering establishments, only 49% of customers receive information in Ukrainian. After analyzing this situation in the country, the Verkhovna Rada of Ukraine set a goal to adopt a law that will provide the Ukrainian language at the state level in all spheres of life.

The Parliament adopted the Law of Ukraine "On Ensuring the Functioning of the Ukrainian Language as the State Language". It was adopted to strengthen the state-building and consolidation functions of the Ukrainian language, increase its role in ensuring the territorial integrity and national security of Ukraine. This Law regulates the use of the Ukrainian language in various spheres of public life, in particular in the field of services. According to Section V, Article 30 states that:

– the language of service is the state - Ukrainian;

– information on goods and services should be provided in the state language, but information may be duplicated in other languages;

– at the client's request, its service may be provided in another language, if both parties have agreed on such a decision;

– e-commerce entities (online businesses) registered in Ukraine must distribute commercial e-mails in the state language;

– information on goods, services and works must be communicated to the consumer in the state language, taking into account the Law of Ukraine "On Consumer Protection";

– information on goods and services that contains duplication in another language should contain more information in the state language [1].

The law stipulates that all service facilities in Ukraine are obliged to provide services and information in the state language from January 16. Other provisions of the law will gradually come into force, and so on until 2030.

The Commissioner for the Protection of the State Language and his office, a specially created structure by law, will monitor the implementation of these norms. He will be the second language ombudsman in Ukraine - Taras Kremin. In an interview, he explains: "By default, the service sector should start a dialogue in Ukrainian. When the client is uncomfortable or does not speak Ukrainian well enough, he can say so and ask for an explanation in a convenient language - Russian, English or any other language."[2].

The Language Policy Portal notes that the norms of this law do not apply to communication in everyday life - only in the areas provided, in particular in the field of services. Also, the law does not offer employees to speak only Ukrainian - they can speak any language. The law applies to all forms of ownership, because they must be on equal terms. Penalties will not be imposed after the client's first complaint, but if the violation is repeated. For people who do not know the language well, or have not studied it at all for various reasons, volunteers have created a platform "E-language", where you can get the necessary knowledge for free. [3]

Conclusion. The conclusion is that the Law "On Ensuring the Functioning of the Ukrainian Language as the State Language" is not intended to discriminate against other languages. Its main goal is to prevent the neglect of the state language at the state level and to ensure the interests of citizens whose rights have been violated. I can say that the introduction of this law is well-founded and rational, and the result of its implementation will ensure justice.

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CONSTITUTIONAL AND LEGAL MECHANISM FOR THE PROTECTION OF HUMAN RIGHTS

Introduction. As you know, Ukraine has embarked on the path of building a democratic, legal, social state. The state of development of the institution of human rights is an indicator of the level of development of the state. Accordingly, the proper mechanism for the implementation of norms that enshrine human rights, indicates democracy and the rule of law [1, pp. 76-83].

Objectives. The main task is to highlight that human rights and freedoms are the highest value and their protection is the duty of the state.

Methods. It is worth starting with the fact that in the Constitution of Ukraine, Chapter II is entirely devoted to the rights and freedoms of man and citizen. Based on Article 3 of the Basic Law, it can be argued that a person, his life and health, honor and dignity, inviolability and security are recognized in Ukraine as the highest social value. Human rights and freedoms and their guarantees determine the content and direction of the state [2]. Actions to ensure guarantees for the protection of human rights and freedoms are within the competence of the institution of the Commissioner for Human Rights. This official eliminates or compensates for the shortcomings of judicial remedies, parliamentary and departmental control over administrative bodies.

The constitutional and legal mechanism of protection of the right of a person is a system of state, international and civil institutions, the functions of which are the protection of the rights of individuals and / or legal entities, the procedures of such protection. [3, pp. 58-66]. The Constitution of Ukraine provides for the possibility of citizens to protect their rights and freedoms. In particular, they have the right: to protect their lives and health and similarly against other people of illegal actions, to create political parties and public organizations, to defend their rights and freedoms in court, etc. [4]. It is worth to pay attention to the last point. One of the aspects of the constitutional and legal mechanism for the exercise of rights and freedoms is judicial protection. And it is the state that assumes such an obligation in accordance with the second part of Article 55 of the Constitution of Ukraine.

Conclusion. Thus, the well-established activity of the constitutional and legal mechanism is a key aspect of the development of a democratic state governed by the rule of law. Unfortunately, the constitutional and legal mechanism in Ukraine today is not ideal. Therefore, it needs modernization and improvement. In particular, this can be done through the adoption of laws governing the implementation of constitutional rights of citizens, the development of political culture and consciousness, and so on.

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CONSTITUTIONAL AND LEGAL REGULATION, ENSURING THE RIGHT OF A PERSON AND A CITIZEN TO EDUCATION IN UKRAINE

Introduction. The relevance of the research topic is due to the fact that in the context of globalization the right to education is becoming increasingly important, as it guarantees a decent standard of living and is a necessary factor in the development of personality and intellectual potential, political and economic system.

Nowadays, education is a component of practical processes and spheres of life that take place in modern civil society. Education is the most powerful resource of socio-economic development and a factor in the formation of effective mechanisms of state and social governance [2, p.35].

Objectives The main task of the study is to characterize and analyze the constitutional right to education of man and citizen in order to develop proposals for improving existing legislation in this area.

Methods Method of complex analysis.

Presenting main material. The right to education of a person and a citizen is enshrined in Article 53 of the Constitution of Ukraine, according to which everyone has the right to education without restrictions on grounds of sex, race, nationality, social and property status, gender and nature of occupation, worldview, party affiliation, attitude to religion, religion, health, special educational needs, place of residence and other characteristics [1].

The right to education includes 4 fundamental provisions:

1. Specific right to education;
2. Training;
3. Education;
4. Religious and philosophical beliefs.

Analyzing the right to education, it is also necessary to highlight the mechanism of its implementation and guarantees of ensuring the possibility of a person's constitutional right to education.

It should be noted that the mechanism for exercising the right to education has its own structure and consists of two subsystems. The first is aimed at ensuring the realization of the right to education, and the second is a subsystem of actions of persons on the use of the right to education [4, p.34].

The right to education includes certain stages, which in the opinion of N.V. Vitruk are the stage of the general state, the stage of possession and the stage of its direct implementation, materialization [4, p.35].

An important feature of the practical implementation of the right to education is its implementation in the form of legal relations. There are two forms of such legal relations i.e. general and specific. In the special legal literature, legal relations are called general ones. And this is due to the fact that they arise on the basis of constitutional norms and their participants are all citizens as bearers of common to all fundamental rights and responsibilities.

Constitutional legal relations arising in matters of education are specified in administrative and legal, civil law relations. Thus, the organization of the state education management system is associated with the implementation of administrative and legal relations. Moreover, the relationship between teachers and administration is governed by labor law. This indicates the existence of a complex nature of legal relations in the field of education [3, p.29].

Conclusion. All in all, the right to education is an integral part of virtually all human and civil rights, because without a sufficient level of intellectual development, competencies, skills and knowledge, it is impossible to realize and guarantee any right or civil liberty. The practical realization of the right to education by a person, as well as its observance by obligated persons, can be quite effective in the presence of appropriate conditions and legal means, is a reliable mechanism for ensuring this right.

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ANTI-CORRUPTION ACTIVITY IN UKRAINE: ADMINISTRATIVE AND LEGAL ASPECT

Introduction. Recently, there is an active legal anti-corruption policy in many countries. Solving the problem of corruption is one of the priorities for Ukrainians today. The level and scale of corruption in the country, the effectiveness of combating corruption processes depends on integrity officials, the political system and the electoral process. The reasons for this condition affairs in the state are still weak institutions of democracy, lack of proper legal regulation to prevent conflicts of interest in activities elected officials. This problem can be solved gradually, by forming new legislation, strengthening control over the activities of officials, increasing the political responsibility of citizens**.**

Objectives. The main task is to analyze the administrative and legal aspect of anti-corruption activities in Ukraine, to consider administrative and legal means of preventing the corruption.

Corruption is using of provided to a person his or her official authority or related opportunities for the purpose of obtaining unlawful benefit or the provision of undue benefit to a person or at his or her request other natural or legal persons in order to persuade this person to misuse of or in connection with the official powers vested in her opportunities [1]. Corruption distorts the public relations, violates the usual order of things in the society. It is one of the main factors in the division of society. The public danger of corruption is that it: leads to inhibition and distortion of socio-economic reforms; deepens the social inequality of citizens; increases social tension in society; violates the principle of social justice; narrows the level of social protection; destroys public values; forms an illegal way of life, undermines the authority of the state; causes damage to the establishment of democratic foundations of society [2]. A number of bodies have been set up in Ukraine to combat corruption. Such as: National Agency for the Prevention of Corruption; National anti-corruption bureau of Ukraine; Specialized anti-corruption prosecutor's office; State Bureau of Investigation; Supreme Anti-Corruption Court of Ukraine; National Agency of Ukraine for Detection, Investigation and Management of Assets Obtained from Corruption and Other Crimes; Security Service of Ukraine and National Council for Anti-Corruption Policy under the President of Ukraine.

These bodies make it possible to detect and investigate corruption crimes effectively, confiscate property that was the subject of criminal activity, bring to justice those involved in committing corruption crimes.

There is also a law of Ukraine "On Prevention of Corruption", which defines legal and organizational principles of functioning of the anti - corruption system in Ukraine, the content and procedure for the application of preventive anti-corruption mechanisms, rules for eliminating the consequences of anti-corruption offenses [1].

Administrative and legal support for the prevention of corruption includes certain measures aimed at: prevention and settlement of conflicts of interest; normative definition of rules of professional ethics of behavior of the person, authorized to perform the tasks and functions of the state or local municipality; conducting anti-corruption examination of projects of normatively-legal acts; identification of signs of corruption offenses; foresight measures of responsibility for committing corruption offenses.

To create an effective mechanism for the implementation of administrative and legal means of preventing and stopping corruption in state bodies of Ukraine it is necessary to use historical, international experience; to implement scientific developments and positive international experience in the fight against corruption; to use the recommendations of international organizations and experts in the process rule-making activities and ensuring effective functioning law enforcement agencies [3, p. 93].

Conclusion. To sum up, I want to say that it is important to determine the strategy, tactics and specific measures of anti-corruption activities in the development of anti-corruption policy in Ukraine. The basis is the development and adoption of anti-corruption legislation, which determines administrative and legal measures aimed at combating corruption action. Equally important is the presence of bodies to prevent and detect corruption, which are endowed with clear competence and are guaranteed by the state.

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DEVELOPMENT OF CONSTITUTIONALISM AS AN ELEMENT OF MODERN LEGAL CULTURE IN UKRAINE

Introduction. Ukraine is a state governed by the rule of law, which recognizes and operates the principle of the rule of law, and the Constitution of Ukraine - the Basic Law, which has the highest legal force among regulations and establishes the form of government and system, and establishes the legal nature of relations between state and individual. The constitution of Ukrainian statehood is based on the concept of a democratic, social, legal state, which meets the modern requirements of constitutionalism [1, p.8]. In today's conditions, the development of Ukrainian constitutionalism is designed to reform the political and legal systems in Ukraine for a more consistent implementation of constitutional norms and regulations.

Objectives. The main task is to study the process of the origin, formation and development of national constitutionalism in the present time at different historical stages of the formation of the state and law of Ukraine.

Methods. Constitutionalism in modern scientific doctrine is considered in different dimensions. Legal understanding of constitutionalism involves the normative consolidation and practical implementation of the features of constitutionalism, constitutional values and principles as well as the formation of appropriate regulatory methodology and mechanisms [1, p. 5].

The term of "constitutionalism" itself is not primary or independent, but most likely secondary, as it comes from the term "constitution". In essence, constitutionalism means constitutional construction, the implementation of the constitution and its protection.

The formation and the development of Ukrainian constitutionalism can be divided into the following periods:

– the period of the origin (the middle of the 17th - the end of the 18th century);

– the scientific-educational period (the 19th - early 20th century);

– the revolutionary period (1917 - 1919);

– the Soviet period (1919 - 1991);

– the period of independence (1991 - present).

Ukrainian modern constitutionalism needs immediate improvement. Namely, the improvement of the constitutional regulation of public relations. These changes should contribute to the achievement of the goal which is defined in the current Constitution of Ukraine and is related to the desire of developing and strengthening a democratic, social, legal state, as well as the necessity of ensuring the succession in the constitutional creation. They are also dictated by the practice of applying the regulations of the Constitution of Ukraine, identifying and the necessity of the elimination of certain shortcomings in its contents, namely: inadequacy of guaranteeing constitutional rights and freedoms of man and citizen, shortcomings in the organization and functioning of the state mechanism, imperfection in the system of restrain and counterbalance for ensuring the balance and unity of this mechanism [2, p.5].

Conclusion. To sum up, constitutionalism in Ukraine is inalienably connected with the process of state formation and its fundamental component. Not only is the fact of the availability of the Basic Law of the state important for the development of constitusionalism, but first and foremost it is the implementation of its regulations into practice of state formation, the real impact of the constitution on the formation of the legal system on a democratic basis that really matters.

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COMPARATIVE ANALYSIS OF THE POWERS OF NATIONAL ANTI-CORRUPTION BUREAU OF UKRAINE AND STATE BUREAU OF INVESTIGATION

Introduction. Law enforcement agencies are a separate group of state bodies that carry out activities of law enforcement and legitimicy, protect human rights and freedoms, conduct operational and investigative activities and provide legal assistance. The presence of law enforcement agencies in any country is an important part of state action aimed at protecting the rights and freedoms of its citizens and people temporarily staying in the country. Recently, a number of new anti-corruption bodies (NABU, SAP) have been established in Ukraine. These are in addition to the "classic" law enforcement agencies, such as the Ministry of Internal Affairs (National Police), the prosecutor's office, the SSU. However, a special role among them is played by the SBI and NABU and the delimitation of their competence.

Objectives. The purpose of the study is a comparative analysis of the powers of NABU and SBI.

Methods. There are several aspects by which we can distinguish the powers and scope of these two bodies, namely:

– Range of the activities of bodies . The SBI extends its powers exclusively to high-ranking officials who violate or suspect violations of criminal law. NABU, in turn, has the authority not only to prosecute top officials, judges, law enforcement officers, but also to local governments.

– Responsibility. The SBI prosecutes persons who commit any crime under the Criminal Code or attempted crime. NABU's actions are narrower in this sense, as this body is prosecuted only for committing a corruption crime or related to corruption crime .

– Regulation. Both bodies are formed by the Decree of the President of Ukraine in accordance with the provisions of the existing legal framework governing the activities of each body separately.

– Investigation. It is organized according to five criteria: a) functional (NPU, SSU, NABU, SSI, SFS); b) criminal (relevant components of crimes and criminal offenses); c) subjective (characteristics of the entities of the criminal offense); d) territorial (jurisdiction of the entity / body of pre-trial investigation); e) object (physical objects on which such an offense was committed).

Conclusion. Summarizing the above facts, I can say that all these criteria are applied to each of the above bodies, we can assert with confidence, that there is really only one criterion - mixed, when for each body the jurisdiction is determined taking into account all five criteria and taking into account features of the existence of each individual body.

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ENVIRONMENTAL CRIMES

The ways to solve environmental problems is a subject that is currently being studied and analyzed, in order to begin to tackle the serious risks caused by major human ignorance. Despite the fact the term ecology appeared in the distant 1866, the general awareness of the need to minimize pollution in any of its forms is a relatively recent concept. As there is no single way to overcome environmental problems, states use preventive and imperative methods to combat environmental crimes. Thus, they impose criminal liability for such crimes.

In this research, we will consider the causes and ways to prosecute environmental crimes. Given that the system is dependent on subjective considerations such as study and legislative action, it is important to find out what the system of environmental crimes is based on (more precisely regulations establishing liability for its commission).

The system of the criminal law of environmental nature is a set of rules that establish what specific environmental encroachments are crimes, and environmental legal institutions to which send blanket (according to the technique of construction) dispositions of these rules [2, p. 104].

Liability for violation of environmental legislation is a set of legal remedies established by law (administrative, criminal, civil, labor, financial, etc.), which are used in cases of violation of environmental protection and environmental safety, conditions, and use of natural resources, damage to the environment.

Criminal liability for environmental crimes is the most severe type of liability. It is specified in section VIII of the Criminal code of Ukraine and according to separate articles provides from 10 to 12 years of imprisonment. For example, arson or other generally dangerous means were used to intentionally destroy or damage protected areas and nature reserve facilities, resulting in death or other serious consequences. Persons who have committed crimes with a high degree of environmental risk and threat to the environment, human life, and health are subjected to criminal punishment. Especially if the environmental harm is particularly severe.

The subject of an environmental offense can be both legal entity and individual. Among legal entities are production enterprises, design institutions, government agencies, etc. According to the current legislation, the criminal liability of individuals for environmental offenses begins at the age of 16. Many environmental offenses can be committed only by a special entity, i.e. a person endowed with special rights and responsibilities in the field of functions, tasks, activities related to nature management, or other activities that affect the environment.

Meanwhile, criminals continue to raise the ante; many of them simply incorporate penalties into the cost of doing business. Stopping these crimes will require officials to wield an even bigger stick and increase the resources to deal with them. But boosting the capacity to fight environmental criminals is an enormous challenge, one that requires resources, determination, and political will. If environmental criminals are to be checked, then they must be fought with a level of severity at least equal to the ecological threats they pose [1, p. 103].

Ukraine's environmental legislation operates on a limited list of regulations. This list includes the Constitution of Ukraine, Criminal Code of Ukraine, Code of Ukraine on Administrative Offenses, Labor Code of Ukraine, and Law of Ukraine "On Environmental Protection". This list is so extensive as it seeks to cover every environmental crime and in return bring the offender to liability in direct proportion to the committed crime.

To meet the requirements of European countries, Ukraine has also signed the Convention on Environmental Protection using criminal law CETS No. 172, concluded on November 4, 1998, in Strasbourg, on the terms established by pp. b paragraph 1 of Art. 13 of the Convention. These conditions stipulate that Ukraine has signed this international act with the obligation to ratify, accept or approve with further ratification, acceptance, or approval [3, p. 181].

Control over compliance with the requirements of environmental legislation is monitored by state bodies, such as the Ministry of Energy and Environmental Protection, State Ecological Inspectorate of Ukraine and its territorial subdivisions, State Agency of Fisheries of Ukraine, State Service of Geology and Subsoil of Ukraine, State Agency of Forest Resources of Ukraine and Public inspectors for environmental protection. All of them in interaction form a legal basis for further ecological growth of the state.

In conclusion, I must say that Ukraine has a very strong foundation for combating environmental crimes. The only drawback is the weakness of the system, as there are many contradictions and incompatibilities between what is written in the law and performed in legal practice, which allows the perpetrators to avoid liability for such misconduct.

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PROFESSIONAL COMMUNICATION OF THE POLICE OFFICER: MAIN DIRECTIONS OF THE IMPROVEMENT

Introduction. The effectiveness of a police officer's professional activity depends on his professional and psychological training, he is most likely to communicate and fulfill his official duties in complex, extreme situations, and, of course, to be focused, tactful, professional at the same time. In this regard, the present day dictates new approaches for improving professional activities, skill and professionalism to the policemen.

Objectives. Modern living conditions and activities are facing the police officers new tasks and dictate increasingly high requirements for their professional activities. In addition, these requirements relate to communications of law enforcement officers. Communication in their professional activities plays one of the most important roles for the effective performance of official duties. Communication of these people is rather multifaceted phenomenon, because it involves contacts with management, in the process of service and with the citizens, or with victims of various offenses, or with violators of the law.

Methods. Under the notion “communication” we mean the complex process of interaction between people, which is to exchange information of a cognitive or effective-evaluative nature, as well as in the perception and understanding of each other's partners [2, p, 59]. The process of this interaction is rather difficult, in connection with which even at the stage of preparation and professional activity, in particular, during the training of future law enforcement officers, they are taught "correctness" of communication. At this stage, there are many difficulties that scientists associate with the fact that the future police officer does not have the ability to communicate as the main tool of his activities. Therefore, taking into account the urgent need for solving this problem, it is important to provide a high level of communication psychology training of future police officers in higher educational institutions that carry out preparations or retraining of police officers.

According to it we agree with the conclusion that in the preparation of law enforcement officers it is necessary to develop their free possession of their own verbal and non-verbal means of social behavior, as well as the ability to recognize lies [3, c. 164].

Taking into account educational and scientific literature, such requirements for effective speech influence on the part of the police are offered:

– clarity of messages, brevity, lack of excessive convincingness;

– avoiding jargon, vulgar expressions, parasites, obscure concepts, etc.;

– sequence, persuasiveness, logical and clarity of explanations and arguments;

– Clear pronunciation, normal and average pace of speech, compliance with the voice of the situation, the ability to change the pace, to do pauses.

Regarding the areas of optimization of vocational and psychological training, it is necessary to include: introduction into the training system of future police officers in higher educational institutions, modern trainings technologies and various types of educational classes based on the comprehensive development of individual-psychological features, knowledge and skills of the police officer, professionally -psychological diagnostics and prediction of behavior, development of motivation of professional activity.

Conclusion. To sum up, it is worth saying that for effective professional activities to police officers it is important to master the peculiarities of professional communication, to be able to use them correctly. Having such knowledge and professional skills, the police officer defines the goals of his activities and produces a strategy that determines the means of achieving them; he accepts the relevant chosen strategy for which he carries personal responsibility.

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CORRUPTION AS A LEGAL CATEGOTY

Introduction. Corruption is a form of dishonesty or criminal offense undertaken by a person or organization entrusted with a position of authority, to acquire illicit benefit or abuse power for one's private gain. Corruption may include many activities including bribery and embezzlement, though it may also involve practices that are legal in many countries. Political corruption occurs when an office-holder or other governmental employee acts in an official capacity for personal gain. Corruption is most common in kleptocracies, oligarchies, narco-states, and mafia states.

Subjects of corruption can be:

1) persons authorized to perform the functions of the state or local self-government.

2) persons who permanently or temporarily hold positions related to the performance of organizational or administrative duties.

3) persons who are equated to persons authorized to perform the functions of the state or local self-government.

Objectives. Strategies to counter corruption are often summarized under the umbrella term anti-corruption. A number of institutions are involved in the fight against corruption in our country, each of which has a clearly defined list of powers and responsibilities. These include:

– National Anti-Corruption Bureau of Ukraine (NABU) – its task is to prevent, detect, stop, investigate and detect corruption offenses committed by high-ranking officials.

– **National Agency for the Prevention of Corruption (NAPC)** – it should verify the veracity of the data in the declarations of all civil servants and compare the declared data with their lifestyle and the data contained in public registers.

– **Specialized Anti-Corruption Prosecutor's Office (SAP)** – it is an independent structural subdivision of the General Prosecutor's Office of Ukraine. He took over from the GPU all tasks related to the fight against corruption.

Anti-corruption bodies also include the Security Service of Ukraine, the State Bureau of Investigation, the Supreme Anti-Corruption Court of Ukraine and others.

Methdots. In systemic corruption and grand corruption, multiple methods of corruption are used concurrently with similar aims.

– Bribery involves the improper use of gifts and favours in exchange for personal gain. The types of favors given are diverse and may include money, gifts, real estate, promotions, sexual favors and another.

– Embezzlement and theft involve someone with access to funds or assets illegally taking control of them. Fraud involves using deception to convince the owner of funds or assets to give them up to an unauthorized party.

– The political act of graft is when funds intended for public projects are intentionally misdirected to maximize the benefits to private interests of the corrupt individuals.

– Influence peddling is the illegal practice of using one's influence in government or connections with persons in authority to obtain favors or preferential treatment, usually in return for payment.

– Abuse of discretion refers to the misuse of one's powers and decision-making facilities. Examples include a judge improperly dismissing a criminal case or a customs official using their discretion to allow a banned substance through a port.

– Favouritism, nepotism and clientelism involve the favouring of not the perpetrator of corruption but someone related to them, such as a friend, family member or member of an association.

Conclusion. Important factor in preventing corruption is to improve the activities of anti-corruption bodies. More attention should be paid to the timely response to reports from citizens, the media, the results of opinion polls on corruption and other illegal actions of officials, the prevalence of corruption in some departments.

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ISSUES OF MODERN HUMAN RIGHTS

Introduction. In the 21st century, it has become relevant to talk about the latest human rights, which began to emerge in accordance with changes in society, the replacement of values and cultural development. The fourth generation of human rights implements individual views, ideas and choices of autonomous behavior within the written norms, rules and laws. Many scientists identify the recurrence of modern human rights as a result of the increasing introduction of nano-technologies into our lives, as well as the development of biomedical research. However, it is sometimes suggested that the development of these rights was associated with a decline in morality and the relegation of the role of the church in the background. The latest human rights include euthanasia, gender reassignment, organ transplantation, cloning, same-sex marriage, artificial insemination, a child-free family, independent of government interference in religious, moral beliefs, the use of virtual reality, and Internet access.

Objectives. The main task is to consider the issues and causes of modern human rights.

Methods. In the XXI century we can talk about the formation of the fourth generation of human rights, which is associated with scientific discoveries in the field of microbiology, medicine, genetics, and so on. These rights are the result of interference in the psychophysiological sphere of human life (for example, the human right to artificial death (euthanasia); the right of a woman to artificial insemination and childbirth for another family, the cultivation of human organs from its stem cells, etc.), however, it is not unlimited (prohibition of human cloning and establishment of other legal boundaries) [2].

The modern human rights, in fact, cause disagreement among both scholars and ordinary citizens, because they affect the individual attitude to the problem of each individual.

Therefore, we can identify the main problems of adopting the latest human rights:

– The problem of legal consolidation of these capabilities of the person is complicated by the fact that for the first time during the existence of mankind it is possible to state the actual denial of the norms of religion and morality.

– Recent human rights address issues that have previously been either not declared or banned. Therefore, there is a certain bias towards them on the part of the older generation.

– In recent years, there have been trends in the field of human rights, which believers consider at least double. On the one hand, human rights serve the good and contribute to the fight against abuse and humiliation. However, on the other hand, the concept of human rights obscures the image of religious and national values. Ideas that contradict not only Christian but also traditional moral ideas about man are gradually being integrated into the complex of human rights and freedoms.

– If we analyze the international legal documents that enshrine the basic principles of biomedicine, we can note a significant attention to issues related to the legal status of somatic human rights. The current fundamental human rights of the new generation include the right to euthanasia, the right to organ transplantation, the right to clone, the right to abortion, and the right to change sex. But the reason for the uncertainty is the lack of scientific research on these rights and the ignorance of society [2, p. 3].

– The use of the latest human rights requires a high cultural and social development of the individual, because they touch on sufficiently responsible topics that require a full understanding of the situation and formation.

– With regard to sexual human rights, this sphere of life should not be regulated by the state, moreover, in case of violations of certain rules of conduct in this area, in case of enshrining them at the legislative level, state coercion and interference of state bodies should be applied sphere [2, p. 6].

– Reproductive human rights, as already mentioned, have both positive (artificial insemination) and positive-negative nature (abortion, sterilization, etc.). In the latter case, it all depends on the specific situation, for example, abortion in the case of pathologically or genetically ill future child relieves the suffering of parents and the child to live in grief, suffering, pain [2, p.7].

"The fourth generation of human rights is based on the independent and alternative choice of the form of lawful behavior and is associated with the autonomy of determining the person and actions" [1, p. 106]

Conclusion. Thus, the new generation of human rights is increasingly opening up the freedom of expression of the individual, his individual ideas and desires. It is difficult to say anything unambiguous about this topic, because in this case, the use of these rights requires a person to be fully aware of their actions. Certain biological rights need to be enshrined in law, as there is already a new approach to the individual, which is already beginning to be reflected in the legislation of states and international acts.

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RIGHTS AND LEGAL INTERESTS PROTECTION OF THE WHISTLEBLOWERS OF CORRUPTION IN UKRAINE

Introduction. Nowadays the problem of corruption is quite common in the world. As for Ukraine, the issue of corruption remains one of the top problems. Meanwhile, the challenges facing modern society have led to effective and comprehensive measures aimed at reducing the level of corruption in Ukraine, which has become very important. Its scale, without exaggeration, threatens the national security of our country.

An important method, which can also be used to detect anti-corruption offenses, is the institution of whistleblowers. It is whistleblowers who can provide valuable information about corrupt practices by civil servants. [1, p. 147]

Objectives. The main task is to consider and analyze the protection of the rights and legitimate interests of whistleblowers in Ukraine.

Methods. Corruption is using of provided to a person his or her official authority or related opportunities for the purpose of obtaining unlawful benefit or the provision of undue benefit to a person or at his or her request other natural or legal persons in order to persuade this person to misuse of or in connection with the official powers vested in her opportunities. [2]

One of the effective ways to fight corruption not only in Ukraine but also in the world in general is to report law enforcement agencies about corruption. That is why whistleblowers make a significant contribution to improving the fight against corruption in Ukraine.

According to the Law of Ukraine "On Prevention of Corruption", the whistleblower is a common person who, in the presence of conviction that the information is reliable, reported possible facts of corruption or corruption-related offenses, other violations of this Law committed by another person, if such information became known to her in connection with her employment, professional, economic, social, scientific activity, her service or training or her participation in the procedures provided by law, which are mandatory for the beginning of such activity, service or training [2].

The rights and guarantee of protection of whistleblowers are specified in Articles 53-3 of the Law of Ukraine "On Prevention of Corruption". The right of the whistleblower takes effect from the beginning of the notification of certain information about the use of corruption or violations of the Law of Ukraine "On Prevention of Corruption".

The whistleblower has a number of rights such as to be informed of his right and relationship; receive confirmation of confirmation of acceptance and registration of messages; for free legal aid in connection with the protection of the rights of the whistleblower; on confidentiality; in case of threat to life and health to ensure safety for themselves and their loved ones, property and housing or refusal of such measures, other [2].

In his work V. Vasylynchuk notes that in order to ensure that whistleblowers are provided with adequate protection and opportunities to provide operational and relevant information on corruption offenses, it is necessary to follow the basic principles. They are a) accessible and reliable channels for reporting corruption offenses; b) reliable protection against all forms of revenge; (c) disclosure mechanisms that promote legislative, policy or procedural imperfections and prevent future corruption offenses [3, p. 24]. Another very important aspect is that the rights and guarantees of protection of whistleblowers extend to their relatives and friends.

Protection of whistleblowers' rights is specified in Article 53 of the Law of Ukraine "On Prevention of Corruption". To protect the rights and represent their interests, the whistleblower may use all types of legal aid provided by the Law of Ukraine "On Free Legal Aid" [4], engage a lawyer independently and receive reimbursement of attorney's fees and court fees in connection with the protection of individual rights as whistleblower and to represent his interests in court by the National Agency.

Conclusion. Thus, ensuring the protection of the rights of whistleblowers is one of the guarantees of the right to receive information, which, in turn, is crucial for the successful implementation of anti-corruption strategies.

Also, we consider it expedient to enshrine at the legislative level the issue of regulating the protection of whistleblowers by adopting a special Law of Ukraine "On Protection of Corruption Whistleblowers", which should establish effective mechanisms for protecting corruption whistleblowers, taking into account foreign experience.

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CONSTITUTIONAL AND LEGAL MECHANIZM FOR ENSURING THE RIGHT TO LIFE OF MAN AND CITIZEN IN UKRAINE

Introduction. The basic and most important right that, neither society or nation can change is the right to life of a person and a citizen. Since it is a natural and fundamental right, it should be enshrined in the Basic Law of our state – the Constitution of Ukraine. The relevance of this topic arises during the implementation of the relevant law, which still requires effective legal regulation. This is due to the emergence of certain threats to human life, the definition of a new corpus delicti and the need for guarantees of human and civil life. Today, the world community is concerned about the emergence of new problems for our live and health related to modern medicine. They are: forced donation, euthanasia and many others. Therefore, one of the important goals of science is to create a legal relationship of different legal meanings related to the concept of «life».

Objectives. The main task is to analyze and implement the right to life of man and citizen and to improve the current legislation on the protection of this right.

Methods. To fully disclose this topic, we should start with the fact that the right to life of man and citizen is enshrined in Article 27 of the Constitution of Ukraine, which states: «Everyone has the inalienable right to life», «the duty of the state is to protect human life» [1, c.8].

The right to life is constitutionally enshrined in most countries. In particular, this right functions and is proclaimed by the European Convention for the Protection of Human Rights and Fundamental Freedoms. This Convention affirms the right to life and obliges States Parties to respect and protect it [2].

In the course of the research of practical realization of the right to life of the person and the citizen in Ukraine allocate various legal guarantees of its maintenance. In particular, these are: general social and legal guarantees of the constitutional right to life of a person and a citizen [3, c.11].

The general social guarantees of the relevant law include the ideological, social, political and religious aspects inherent in all rights and freedoms [3, c.11]. Political safeguards include: the prohibition of associations of citizens that seek to harm the security of the state or territorial integrity. Also important are the ideological guarantees of the right to life: moral norms and ethical beliefs. However, spiritual guarantees play a special role, without which it would be difficult to effectively exercise this right. Here we include religious guarantees that express respects for human life, its value and significance. After all, this life is given by God as the highest gift.

Legal guarantees for the realization of the right to life of man and citizen act as a system of legal methods. These guarantees are provided by public authorities, local governments, political parties and public associations. They also include administrative law, criminal procedure and civil law [3, c.12].

Conclusion. Summarizing, the mechanism of realization of the right to life of a person and a citizen is not only enshrined in the Constitution of Ukraine or other international legal acts, but also effective and practical realization of this right. So, the main condition for improving the right to life is to overcome specific problems and crimes that prevent it.

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ACTIVITIES OF LAW ENFORCEMENT AUTHORITIES IN UKRAINE

Introduction. After the proclamation of independence, Ukraine embarked on a path of significant changes in political and state-building processes. As the outdated Soviet regime was no longer acceptable to the European society (to which Ukraine aspired to join), the need for a complete reform of the entire state and legal system was obvious. And these changes could not bypass one of the most important components of any state, namely law enforcement agencies. The increasing role of human in the state, the importance and rule of law, ideological pluralism are inalienable characteristics of democracy. Therefore, it is obvious that without these above-mentioned points such an ideology will not be able to prevail. It turns out that the protection and promotion of citizens' rights are one of the basic factors for the effective solution of modern human problems. Therefore, law enforcement becomes new and special, and to some extent even decisive.

Objectives. The main task is a detailed study, theoretical justification of legal principles, functions, as well as characteristics of law enforcement in modern Ukraine.

Methods. Law enforcement agencies have been studied for a long time and therefore the relevant features have been formed, which can be used to characterize this area of activity of state bodies. The common object of these bodies is the rule of law, in any sphere of life they are only interested in its implementation and maintenance. The subject of this discipline is the study of information on the legal framework, basic principles, organization, tasks, functions, powers and main activities of state bodies engaged in judicial and other law enforcement activities, as well as non-governmental organizations designed to promote law enforcement. The organization and functioning of the law enforcement system show the real level of development of the state. The effectiveness of the system of protection of rights directly depends on the stated principles of activity. The main principle of activity the rule of law is to ensure the rule of law, enshrined in Article 8 of the Constitution of Ukraine. Methods of implementing the activities of law enforcement agencies are diverse. In general, the methods of performing law enforcement functions can be called a variety of means, techniques and methods by which to influence public relations in order to protect public order, combat crime and protect the rights and freedoms of man and citizen. The functional purpose of law enforcement traditionally includes:

– constitutional control

– protection of freedoms, interests and rights of citizens, legal entities, the state and society in general;

– justice of justice

– organizational support of courts

– procuratorial activity

– prevention, detection and investigation of offenses

Conclusion. The competence of law enforcement agencies in the implementation of the law enforcement function of the state is defined as a set of rights, responsibilities and functions of the bodies through which the law enforcement tasks assigned to them are performed in accordance with the law. The elements of the competence of law enforcement agencies are rights and responsibilities, tasks, functions and jurisdiction.

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LEGAL STATE IN UKRAINE

Introduction. The topic of the rule of law in Ukraine is very relevant nowadays. Ukraine seeks to join the European and world community. Economic, political and cultural integration is a prerequisite for such entry. The formation of the rule of law in Ukraine is a very complex process, which involves not only the formation of structures of power that are capable of ensuring the observance of the law and rights of citizens, but also the presence of special legal, political, social, economic behavior. At the present stage of development of our society, the term "rule of law" can often be heard. Some authors wish to emphasize that by proclaiming themselves a sovereign and independent state, Ukraine has become a legal state, while others want to prove that building such a state is a matter of a more distant prospect.The purpose of this study is to answer the question: "Is Ukraine a legal state?" and confirmation of this by certain facts.

Objectives. This paper will explore the legal foundations of the rule of law and its development and formation in Ukraine. Attention will also be paid to problems that do not satisfy the rule of law in full.

Methods. The legal state characterized by a number of clear principles, the most important of which are the rule of law, the separation of powers, the reality of human and citizen rights and freedoms, legality, the presence of citizens of high legal culture [2, p.94]. Unfortunately, the rule of law is not fully respected in our country at this stage. This is due to the fact that the country has a lack of democratic traditions and the habits of state officials who adapt the law to their needs. This tendency leads to the fact that the state, which should be the guarantor of the rights and freedoms of the individual and the citizen, quite often, on the contrary, violates them. Therefore, the main problem of the formation of the principle of the rule of law is not the lack of necessary legal rules, namely the lack of a proper mechanism for their implementation. As for the principle of the separation of state power, at first glance, all is well. But if you look from the other side, it is not all right here, because the main guarantee of the proper functioning of state power is the coherence of actions of all its branches. Unfortunately, state power cannot be effective, and the state legal, if the judicial power can not find common ground with the executive, and the executive with the legislative, as evidenced by recent events. The principle of having a high level of legal culture is crucial in shaping the rule of law. According to research, the level of legal culture of Ukrainians is far from desirable. The researcher of this problem, Hort I.V. states: “The low level of legal culture of the citizens of our country is a consequence of deficiencies in the system of legal education of young people. It is impossible to build a democratic, rule-of-law state without a strong theoretical foundation, without deep scientific development of lawyers - scientists and practitioners - without taking into account both domestic and foreign experience. This is a difficult and complicated case, it requires a comprehensive scientific analysis of both legal thought and practical action to build a state mechanism ”[4, p.28].

The above goals were proclaimed in the Constitution of Ukraine in 1996, but the practice testified to their illusory ability to distort citizens' justice, distracting them from the real state of affairs on the declared slogans. An analysis of the causes of this phenomenon is of considerable scientific and practical interest.

It is also possible to identify the reasons why Ukraine has not yet become a rule of law. At the legislative level, it is necessary to determine the purpose of such a policy and the specific means of achieving it. Secondly, the nature of the rule of law depends to a certain extent on the level of development of the country's legal system. By the number of laws we have already come closer or even bypassed the European countries, and in terms of quality indicators we are significantly behind them. Third, even the most sophisticated laws lose their meaning if they are not properly enforced. Failure to comply with the laws is a weak point in the current stage of the rule of law in Ukraine.

If we analyze the process of forming the rule of law, draw parallels between the constitutional norms and the real situation of Ukrainian society, the question arises: "Can one really speak about the rule of law in Ukraine, when corruption and crime prevail in the country, when legal nihilism prevails? among the population, but also among the officials?”. Western researchers, as well as domestic researchers, believe that in Ukraine the final formation of the rule of law has not yet been completed, with positive developments.

Conclusion. Thus, in the course of this research it can be clarified that although under Article 1 of the Constitution of our state, Ukraine is a sovereign and independent, democratic, social, rule of law, in fact Ukraine is not a completely rule of law. Ukraine is not a legal state because it needs to be overcome. many problems that prevent her from being this way.

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THE STATE SYSTEMS OF UKRAINE AND CANADA: A COMPARATIVE LEGAL ANALYSIS

Introduction. Ukrainian state will celebrate its 30th independence this year. Such a short period of independence and the rise of different socio-political problems forces Ukrainians to search the safest and shortest way to prosperity. Ukraine considers itself part of Western Civilization, so Ukrainian politicians are trying to find the most relevant example of a country that solved problems similar to the socio-political problems of the Ukraine and employ similar solutions to build a successful state governing model. Due to large Ukrainian diaspora, friendly relations and frequent use of Canada as an example of a successful state with similar problems in media I will research and compare the state systems of Ukraine and Canada.

Objectives. The main task is to analyze Canadian federalism and Ukrainian unitarism in order to make a comparative legal analysis.

Firstly, let's discuss the origins of the Canadian state system. At the beginning of its history Canada was a confederation, but then British turned it into a federative dominion which was an inalienable part of the British Empire until decolonization. Thereafter, Canada became an independent federative constitutional monarchy which, however, has close and special ties with the United Kingdom. As we can see, Canada was founded as a federative nation and through all of its history this tradition was kept. The origin of federalism lies in quite difficult relations between French and British Canadians [1]. The struggle of French-Speaking Canadians, which mostly live in the province of Quebec, for self-determination is influencing political life of Canada even now. This ethno-cultural conflict led Canada to even more federalization and this topic should be discussed further.

The Parliament of Canada has the highest legislative power and has legislative authority over national defense, foreign affairs, employment insurance, federal taxes and other all-national issues. However, it shares some powers with local provincial governments, which have power over direct provincial taxation management of prisons and hospitals, formalization of marriage property, civil rights and other matters of a merely local or private nature within their respective provinces [2]. So, Canada is divided into provinces which have some powers over local issues. Problems of larger scale are addressed by federative government. However, provincial assemblies are considered as legislative bodies. Now, let’s focus on Ukraine. The highest legislative power in Ukraine is concentrated in unicameral Parliament called the Supreme Council of Ukraine. Only this legislative body has powers to pass laws [3]. Local state’s council power is heavily limited compared to Canadian provincial governments. After Soviet Breakup in 1991, keeping a unitarist system was logical and expected move, but very soon independent Ukrainian state faced the Crimean problem. Crimea after soviet ethnic cleansing became a region mostly populated by Russians. This caused ethno-linguistical conflict between Russians and Ukrainians inside the country when an independent Ukraine emerged. Inhabitants of Crimea didn’t consider themselves as Ukrainians and didn’t share common goals with the Ukrainian nation [4, page 88]. Consequently, Ukrainian politicians agreed to compromise and an Autonomous Republic of Crimea was created. Crimea has its own constitution; however the constitution of Ukraine remains the document with the highest legal power. The Supreme Council of Crimea, a representative however non-legislative body of the Autonomous Republic of Crimea, carries out normative regulation on agriculture and forests, reclamation and quarries, public works, crafts and trades, charity, urban planning and housing, tourism, hotel business, fairs, museums, libraries, theaters, other cultural institutions, historical and cultural reserves, public transport, roads, water mains, hunting, fishing, sanitary and hospital services. We can see that powers of the Supreme Council of Crimea are concentrated around regional and mostly economic issues [5].

Conclusion. Canada is a federative constitutional monarchy and Canadian province assemblies have powers over local issues and are considered legislative bodies. Ukraine is a unitary republic which has an Autonomous Republic of Crimea inside of it. The Supreme Council of Crimea is a representative body of the Autonomous Republic which has powers over regional issues. Canadian provincial assemblies and the Supreme Council of Crimea both deal with problems of local scale. However due to the unitary system of Ukraine, Autonomous Republic of Crimea is more legally integrated and more subordinated to Ukrainian laws, while, for example, Quebec province in Canada has a separate civilian codex and can legally secede from the state. Due to high separatist tendencies in Quebec and the Crimean crisis in 2014 consideration of the Canadian federal model and the Ukrainian autonomist system in Crimea as successful forms of government is questionable.

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GENDER STEREOTYPES AND HUMAN RIGHTS

Introduction. Nowadays, society is confidently moving towards absolute gender equality. However, there is a certain gender barrier that is an obstacle to full human awareness that the rights of women and men are equal in all areas. Gender equality in Ukraine should not be unattainable, because everyone has equal rights, regardless of gender, race or religion. That is why the topic of gender equality should be one of the most important, because the Constitution of Ukraine stipulates that everyone has equal rights to political, cultural activities, wages, etc.

Objectives. The main task is to consider the topic of gender stereotypes, their impact on legal awareness and ways to overcome them.

Methods. It should be noted that a distinction should be made between equality of rights and equality of opportunity. Equality of rights means giving women and men legally equal rights and responsibilities. Equality of opportunity is the actual possibility to use human rights and freedoms regardless of gender. Gender equality means equal opportunities for women and men to access programs and resources without socio-economic, ethnic, gender, physical, age, or national prejudices [1, p.175].

The Constitution of Ukraine, the Universal Declaration of Human Rights and other important national or international regulations state that regardless of gender, everyone has the right to political, cultural activity, the same level of wages, etc. It is also worth mentioning some eastern countries, as well as countries in Africa, where women have a relatively low level of education, as well as a high level of sexism and contempt for women. That is why not only in Ukraine there should be the same level of opportunities for both women and men, but in the whole world.

Certainly, the protection of women's rights is not discrimination against men's rights, because sometimes feminism goes too far and if we talk about gender stereotypes, they are not only towards women.

Unfortunately, there are still a number of stereotypes in the world that a woman should be a housewife and her main function is to take care of children and the home, and a man should provide for the family financially. But all this must be a thing of the past, because in the 21st century, both women and men lead successful companies, invent new devices, women drive trucks well, and among men there are many fashion designers who do their job well and efficiently.

Declaration by the Committee of Ministers on equal pay and equal opportunities for women and men in employment adopted on 17 March 2021 by the Committee of Ministers of the Council of Europe emphasizes that equal pay and equal opportunities for women are an integral part of equality and enable women to enjoy many other human rights, be they civil and political, or economic and social rights. Equal pay for equal work or work of equal value is a condition for social justice and effective participation in decision-making and democracy [4].

Gender equality is not only a fundamental human right, but a necessary basis for a peaceful, prosperous and sustainable world.

Conclusion. To sum up, gender stereotypes to some extent infringe on human rights, as every man or woman has the right to freely choose political, cultural, professional or other activities. Our state must develop in the direction of eliminating gender discrimination, because gender equality is one of the important indicators of justice and democracy of the country and society.

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THE PECULIARITIES OF THE EMPLOYMENT OF FOREIGNERS IN UKRAINE

Introduction. The right to work is one of the fundamental human rights. Due to this right, a person realizes his need to obtain sources for existence, is able to realize his creative potential, skill and so on. This right is enshrined in various international legal acts and is recognized by many states around the world. In Ukraine today there are a number of regulations governing the legal status of foreigners and stateless persons in our country, including the peculiarities of their participation in the domestic labor market.

Objectives. The main task is to clarify the peculiarities of the realization of the right to work of foreigners and identify problematic aspects in this direction.

Methods. In the Constitution of Ukraine, in particular in Art. 43, it is stated that everyone has the right to work, which he freely chooses or to which he freely agrees, to dispose of his abilities to work, to choose a profession and occupation, as well as the right to protection against unemployment[2]. This provision also applies to foreign nationals. In accordance with Art. 26 of the Constitution of Ukraine, foreigners and stateless persons legally staying in Ukraine enjoy the same rights and freedoms, as well as bear the same obligations as citizens of Ukraine - with the exceptions established Constitution, laws or international treaties of Ukraine[5].

First of all, it should be noted that foreigners forget the status of subjects of labor law only for the conditions of stay on the territory of Ukraine on legal grounds. The mechanism of acquiring the status of a subject of labor law is regulated by the Laws of Ukraine "On the legal status of foreigners and stateless persons", "On employment" and others.

Section VII of the Law of Ukraine "On Employment" is devoted to the use of foreign labor in Ukraine. It, in particular, provides for the peculiarities of their work on the basis of a permit issued by the territorial bodies of the state employment service of Ukraine, the grounds and list of documents for obtaining such a permit, deadlines its actions, the amount of payment for the issuance or renewal of the permit, etc., as well as a list of foreign persons whose employment carried out without the above permission.

Employers have the right to employ foreigners and stateless persons on the territory of Ukraine on the basis of a permit issued by the territorial bodies of the State Employment Service (Article 42 of the Law "On Employment").

Foreigners and stateless persons may not be appointed to a position or engage in employment in the event that, in accordance with the law, appointment to a relevant position or conduct of a relevant type of activity is related to Ukrainian citizenship, unless otherwise provided by international treaties of Ukraine. binding of which is granted by the Verkhovna Rada of Ukraine.

The condition for obtaining a permit is to set a level of salary for a foreign worker, which is at least ten minimum wages or five minimum wages in the case of employment in public associations, charities or educational institutions. Due to the impossibility of fulfilling this condition, employers sometimes either declare the purpose of such a salary, but in fact do not pay it, or prefer to conclude with foreigners not employment but civil law agreements to perform certain types of work.

It should be emphasized that the employment permit does not provide the right to reside in Ukraine. It is the basis for obtaining a long-term visa category D (at the consulate), and subsequently - a temporary residence permit in the country (in the State Migration Service) for the term of the contract. Thus, in order to settle his legal status in Ukraine, a foreign worker must submit documents and obtain a decision from three state institutions. Moreover, he does not apply directly to the body that issues permits for the use of foreign labor, but through the employer.

Too complicated employment reduces the country's attractiveness for migrant workers from abroad, pushing some of them into informal employment with all the negative consequences for the rule of law in the state, and for guarantees of labor and social rights of workers [3, p.4].

Conclusion. Summing up the above, we can say that both in Ukraine and in foreign countries there is an urgent need to introduce their national legislation in the field of management of the rights of foreign citizens in response to international products in the field of labor.

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CRIMINAL LAW ASPECTS OF ENSURING THE PROTECTION OF PATIENTS RIGHTS

Introduction. It should be noted that the topic of violation of the rights of the patient and its criminal protection is relevant, especially during the Covid-19 pandemic, as this issue is considered very meticulously around the world. Due to the proper protection of patients rights, trust and support of the population can be achieved, and citizens awareness of the criminal law aspects of patient protection will enable them to fully protect their own interests and even the interests of others.

Objectives. The aim of our research is to investigate the issues of criminal law protection of patients 'rights, to get acquainted with the consequences of medical workers' activity.

Methods. The question of the criminal law aspects of ensuring the protection of patients rights remains open, as the protection of human rights is constantly being improved for the most comfortable life. This problem is considered in the scientific works of many scientists. It is appropriate to highlight the works of the following researchers: V. O. Galay, W. B. Filatov, I. A. Petrov, S. V. Antonov, N. Davidova, A. M. Savitska, R. O. Stefanchuk, S. G. Stetsenko, L. V. Krasytska and others.

In medical practice, the formation of a state of threat can, in fact, be equal to the very occurrence of the event, because the direct object of violation of the patient's rights is the social relations that arise between the health worker and the patient in connection with medical care. Thus, the threat itself, as a state when a physician commits a conscious act, allowing dangerous consequences to occur, carries a certain degree of danger to society. Based on the principles of sentencing, the most effective punishment in the medical field is "Deprivation of the right to hold certain positions and engage in certain activities" under Article 55 of the Criminal Code of Ukraine.

It is obvious that the violation of the patient's rights is directly related to the professional profession and / or ethics of the relevant special entity. In other words, violations of the patient's rights can be committed only in the doctor-patient relationship (medical / pharmaceutical worker - patient), that is, their commission is possible only in the presence of a certain admission to the profession. Accordingly, deprivation of such access is a guarantee of non-commission of the specified act in the future.

Meanwhile, in accordance with the provisions of the current disposition of Art. 141 of the Criminal Code of Ukraine for persons who have violated the rights of the patient is punishable by imprisonment for a term of three to five years or imprisonment for the same period, which, in my opinion, is not entirely correct, because it is unlikely restriction of liberty for the offender -medical worker is an adequate punishment aimed at achieving his (punishment) planned goal. As V. M. Makhinchuk points out, “the adequacy of punishment should be determined not uniformly, but as a complex social and legal phenomenon, which in its study requires a systematic approach.

If we talk about the United States, the legal protection of patients is designed to such an extent that American doctors are forced to buy expensive insurance in case of medical failure, in case of accusation of poor practice, because the amounts they will have to pay in this case are so large. that even doctors, one of the wealthiest categories in the country, simply cannot pay for it themselves. The situation in domestic health care, of course, is far from a similar level of patient protection in the United States. This is also one of the most acute problems in the formation of civilized medicine, and we have no other way to build a normal health care system than to establish appropriate security mechanisms.

Of course, there are positive aspects of criminal law protection of patients' rights. It should be noted a significant number of special rules that provide for liability for crimes that infringe on the rights of the patient. On the one hand, special rules inevitably lead to competition; on the other hand, the presence of special rules contributes to the simplicity and unambiguity of the text of the law and provides clarification and specification of the public danger of certain types of offenses. However, the first step towards the proper application of the relevant articles, which enshrine responsibility for crimes that infringe on the rights of the patient, is to eliminate the above shortcomings of the criminal and other legislation of Ukraine.

Conclusion. Therefore, having studied the criminal law aspect of ensuring the protection of patients rights, I can say that this is a very important area of research for both lawyers and physicians. We can all be patients, so we need to know our rights to protect ourselves with dignity. And physicians need to study the criminal law aspect of ensuring the protection of patients' rights to know about the possible consequences of their actions or inaction.

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THE PROBLEM OF EUTHANASIA: THE MURDER OR THE RIGHT TO DIE WITH A DIGNITY

Introduction. One's life is recognized as the greatest social value, therefore the primary task of each state is to protect citizens' right for life. No one is entitled to deprive one of his or her life, however, nowadays the problem of euthanasia is provoking a great debate - whether the practice of doctors ending patients' life instantly and painlessly is ethical. Moreover, euthanasia is legal only in relatively small number of countries.

Objectives. The main task is to determine whether euthanasia has a potential of becoming a legal procedure in the majority of countries.

Methods.

– Analyze the causes and push – factors that made euthanasia legal in some countries.

– See polls that reflect Ukrainian citizens' attitude towards euthanasia.

It should be noted that all the countries, where euthanasia is legal permit this procedure in very limited, strictly regulated circumstances. Usually it is terminal illness, when patient has no chances of surviving.

The concept of Euthanasia has been a controversial topic since its inception. The word ‘Euthanasia’ is derived from Greek, ‘Eu’ meaning ‘good’ and ‘thanatos’ meaning ‘death’, put together it means ‘good death’. Euthanasia is defined as accelerating a patient's death to prevent further suffering. Active euthanasia refers to the physician deliberate act, usually the administration of lethal drugs, to end an incurably or terminally ill patient’s life. Passive euthanasia refers to withholding or withdrawing treatment which is necessary for maintaining life. There are three types of active euthanasia, in relation to giving consent for euthanasia, namely voluntary euthanasia – at patient request, nonvoluntary – without patient consent, involuntary euthanasia – patient is not in a position to give consent [2, p. 128-134].

Today euthanasia is legal in certain cases in the following countries: Belgium, Luxembourg, the Netherlands, Switzerland, Germany, Canada, Columbia, some states of Australia, certain American states. According to Ukrainian law, any doctors' actions concerning euthanasia are considered a premeditated murder [1, p.374].

Mainly people resort to euthanasia due to incurable diseases such as cancer, acquired immunodeficiency syndrome and other illnesses that are almost impossible to cure due to lack of effective drugs.

There are two factors that make people decide to use euthanasia, namely physical and psychological factors. Physical factors include excruciating pain, nausea, incontinence, difficulty swallowing, vomiting, paralysis, shortness of breath. Psychological factors include depression, feelings of heaviness, fear of losing control or dignity, or reluctance to be addicted.

Passive euthanasia is generally accepted worldwide. Active involuntary euthanasia is illegal in almost all countries. Practicing active voluntary euthanasia is illegal and considered as criminal homicide in most of the countries and will faces punishment up to imprisonment for 14 years. While active involuntary euthanasia is legal in countries such as Netherland, Belgium, and Luxembourg, assisted suicide is legal in Switzerland and the United States of Oregon, Washington, and Montana [3, p.73-75].

In Ukraine there currently aren’t any bills, initiating legalization of euthanasia. There was a petition to the President of Ukraine., registered back in 2018, but it got signed only by 98 people out of 25000 signatures needed, which is a really small number. Moreover, signatures for it aren't being collected anymore. One of the causes might be that the majority of Ukrainian population is religious and Christianity views euthanasia as a great sin, committed by two people at once: patient or his or her relatives, who are requesting euthanasia and the doctor, who is executing it, hereby performing co- called "assisted suicide" [4].

Conclusion. Thus, the issue of euthanasia is becoming increasingly relevant and discussed in the world. Positions of both supporters and opponents of "easy death" have a right to exist. However, in my opinion, modern society is not yet sufficiently developed, fair and ready to manage human lives, because the legalization of euthanasia can lead to abuse by stakeholders for selfish purposes.

Euthanasia is now partially legal in 7 countries out of 195. Very few countries are developing bills to legalize euthanasia. The primary reason for this is great influence of Church and religion, but a debate involving ethical and juridical aspects is there too.

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INTERACTION OF LOCAL BODIES OF STATE EXECUTIVE POWER AND LOCAL SELF-GOVERNMENT IN THE CONDITIONS OF DECENTRALIZATION REFORM IN UKRAINE

Introduction. Nowadays local governments are based on the principles of the European Charter. It is one of the main factors in the development of the Ukrainian state. The development itself is carried out through decentralization reforms, which help the socio-economic and cultural development of territorial communities and regions and improve the standard and quality of life of most citizens of Ukraine. In the functioning of local self-government, the activity of state bodies is important, which provides an opportunity for citizens to exercise their right to participate in the management of public affairs.

Objectives . The main task is to analyze the interaction of local bodies of state executive power (regional, district and city councils) and local self-government and mechanisms of practical application with the initial results of public confidence.

Methods and materials. The local executive body is currently the local state administration. It exercises executive power within the limits of its powers on the territory of a certain administrative unit, and, in fact, performs the function of decentralization in the state. At the same time, local self-government acts as the right of residents of a territorial unit to unite in communities that decide issues of local importance within the constitution and are represented by the council of people's deputies.

It is worth noting that local self-government is the basis of every democratic state, as it provides an opportunity for citizens to exercise their right to participate in the management of public affairs. The activity of bodies is important in the functioning of local self-government, because they are called on a professional basis to ensure effective management of public affairs in the interests of each member of the territorial community [1, p. 42].

According to Art. 3 of the European Charter of Local Self-Government, local self-government means the right and ability of local self-government bodies within the law to regulate and manage a significant share of public affairs, under their own responsibility, in the interests of the local population [2].

In his work, P. Nagorny notes that the legal basis for the activities of local administrations is the Law of Ukraine "On Local State Administrations", which determines that state administrations perform the powers of state power and delegated functions of relevant (regional or district) councils through established departments and other structural units. The specifics of local state administrations are due to their financial and economic basis, i.e. local budget revenues, natural resources, land, communal property, urban transport, roads, socio-cultural and household spheres. The answer is obvious, they decide all regional problems related to the needs of the population of food and consumer goods, paid services, social infrastructure and housing; ensuring employment; environmental protection, conservation and restoration of natural resources; maintaining a stable level of prices for basic necessities; ensuring the normal state of environmental and information security; fighting crime and maintaining law and order. And for this local administrations use the whole set of administrative, economic and organizational management methods [3, p. 135] .

The effectiveness of rule-making activities of regional executive bodies in Ukraine depends on the quality of the process of adopting a normative act and the availability of its practical implementation. Therefore, we define the main stages of the rule-making process of local state administrations to create orders of heads of local state administrations, namely:

1) development of the project of the order by the main developer which can be for all local state administrations structural divisions of the state administration, niches of executive bodies, and for regional state administrations, also the district state administration;

2) coordination of the draft order with the interested structural subdivisions of the local state administration and other executive bodies, which are currently determined by the main developer;

3) implementation of measures to create regulatory acts or others that are subject to public discussion with the public (optional stage);

4) elaboration of the draft order in the local state administration, after which in the absence of comments the draft is submitted to the head of the local state administration for signature [3, p. 138] .

Conclusion. Having analyzed all of the above, it can be concluded that decentralization reforms open up significant opportunities for citizens and local communities, including with the executive bodies of councils. In addition, the reform should help improve the lives of Ukrainian citizens, build a legal, modern, effective state in general.

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EVOLUTION OF THE FORMATION AND DEVELOPMENT OF ADMINISTRATIVE LAW IN UKRAINE

Introduction. The history of administrative law of Ukraine has a long history and is quite complex and instructive. The first administrative standards appeared in the legal systems of the ancient countries of the West, Middle and Far East. As an independent branch of law, administrative law dates back to the eighteenth century. It notes all the conditions under which this branch of law developed and was reflected in the legal system of the state in Ukraine. Today, administrative law is one of the leading and fundamental branches of national law, so the study of experience and understanding of the history of its formation allows us to find optimal ways to improve the system of modern legal norms necessary for effective regulation of public relations in public administration.

Objectives. The main task is to analyze the preconditions for the emergence of administrative law, to consider certain aspects of the evolution of its formation and development.

Methods. Administrative law is an independent branch of law through which the state regulates public relations in the field of public administration. It is worth noting that this area of law is characterized by constant and rapid changes that are associated with political, social and societal changes.

Administrative law can be considered derived primarily from French and German administrative law. It is a product of European continental legal development. Tracing the historical path of the principles of administrative law and noting the main trends, we can see that management relations are one of the primary components of the structure of society [1, p. 15].

Administrative law begins its development with chamber science, which originated in Austria and Germany and which at the time of its development was still called police science. The formation of chamberlainism as a science was due to the growing need for finance to support the state, bureaucracy, the army and more. With the development of government in an important legal field, chamberlainism gradually became the police, and later administrative law.

The impetus for the emergence of administrative law was the adoption in 1789 of the Declaration of the Rights of Man and of the Citizen. The peculiarity of this period was the establishment of new legislation, changing approaches to its application. It was important that the process of restricting the rights of the administration began by granting citizens the right to go to court in case of claims against government agencies and their officials [4, p. 38].

Gradually, administrative law became a component in the development of the concept of the rule of law and acquired the qualities of a tool to restrict the free discretion of administrative institutions. The period from 1965 to the 1980s of the twentieth century can be called more fruitful in the formation of administrative law of Ukraine. At this time, laws and a number of bylaws related to state building and governance were adopted [2, p. 124].

It is now well known that administrative law is a branch of public law, a system of legal norms that regulate public relations arising in the field of public power, ensuring the rights and freedoms of citizens for the effective functioning of civil society and the state.

The main feature of the existence of modern administrative law is the existence of a well-functioning system of public administration and management.

It should be noted that administrative law, which today in Ukraine is at the stage of serious reform, is a leading branch of public law, in which the imperative method is organically combined with the use of essential features and elements of the dispositive method of regulating public relations [3, p. 45].

Conclusion. Thus, from the above we can conclude that administrative law originated in antiquity and continues its rapid and intensive development to this day. Administrative law is a public law that regulates the relationship between the state and the citizen in the exercise of public power. In order to emerge as an independent branch of law, it was necessary to go a long way of its formation, passing the era of industrial revolutions, to the formation of a free, independent and democratic state.

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ADMINISTRATIVE RESPOSIBILITY OF THE JUVENILE

Introduction. The issue of regulating the administrative liability of minors is extremely important. On the one hand, the legislation should be as humane as possible for juvenile offenders, and on the other hand it ought to use the most effective methods to combat them as it gives the constant growth of offenses committed by this group of subjects of administrative law. In our opinion, peculiarities of attraction to administrative responsibility of minors as subjects of administrative responsibility should be reflected in the laws.

Objectives. The main task is to consider the features of administrative responsibility of minors and to find out what measures are taken against them.

Methods. According to Article 92 of the Constitution of Ukraine, administrative responsibility is defined as one of the main types of legal responsibility in Ukraine. It is a consequence of non-fulfillment or improper fulfillment by a person of the norms of administrative legislation, which entails the inevitability of the state's reaction to administrative offenses and is established exclusively by its laws [1, c. 56-57].

Upon reaching the age of sixteen, a minor is personally liable for administrative damage caused by his illegal actions. The existence of the need to separate special norms of administrative responsibility of children is dependent by the principles of fairness and humanity.

According to biological, social and psychological characteristic of minors, the law provides for a number of features of involvement them to administrative responsibility.

According to Article 241 of the Code of Ukraine on Administrative Offenses, for making of administrative offenses the following corrective actions can be applied to minors aged from sixteen up to eighteen: 1) obligations publicly or in other form to ask apology for the victim; 2) prevention; 3) reprimand or serious reprimand; 4) transfer of the minor under supervision to the parents or persons replacing them or under supervision to pedagogical or labor collective from their consent, and also to certain citizens at their request [2].

In general, all offenses committed by minors and for which they can be held administratively liable can be divided into three groups.

The first group includes those forced actions of educational influence that are provided by Article 241 of the Code of Ukraine on Administrative Offenses and which apply to minors for committing administrative offenses. These actions are used in order to develop rules of behavior of law observance in a juvenile offender.

The second group includes such actions of responsibility as administrative punishments applied to minors for committing administrative offenses that have legally significant consequences. These measures are no longer so much educational as punitive.

The third group includes such measures as administrative detention, delivery to the duty unit or to the police, referral to the reception-distributor, referral to specialized institutions, etc. [3, p. 16-17].

Administrative-tort status of minors as special subjects of administrative responsibility is characterized by the following features: less serious responsibility compared to minors; impossibility to apply certain types of punishments, in particular administrative detention; liability is only judicial in nature; in the vast majority of cases, juveniles are subjects to measures of influence, which are aimed at educational and preventive nature; they are subjects to the administrative responsibility in accordance with general practice only in the cases provided by the law; persons who did not reach sixteen by the time of making of administrative offense are not subjects to the administrative responsibility.

Conclusion. To sum up, the administrative responsibility of minors is the application of corrective actions or administrative punishment provided by the current legislation to persons aged from sixteen to eighteen who have made administrative offenses.

In order to prevent the commission of administrative offenses by minors, it is necessary to carry out crime prevention, to form the right needs and interests of adolescents, to increase their legal awareness.

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CORRUPT SOCIAL FACTORS IN UKRAINE: ADMINISTRATIVE AND LEGAL ASPECT

Introduction. Corruption is a widespread problem in Ukraine and has extremely negative consequences for Ukrainian society and the state as a whole. This social phenomenon seriously complicates the normal functioning of a number of social mechanisms, creates distrust in state institutions, hinders economic development, and, most importantly, causes alarm in society and distorts Ukraine's image in the international arena, hindering our country's European integration. That is why determining the causes of corruption and ways to overcome it is one of the most pressing issues today.

Objectives. The main tasks are to identify corruption-causing social factors in Ukraine and to consider administrative and legal means of combating corruption.

Methods. In the process of writing the article, methods of observation, research of documents, as well as the method of analysis and logical construction were used.

The peculiarity of modern corruption in our country is its institutional nature, the formation of corruption "chains" and networks, penetration into all areas of public administration (judiciary, law enforcement, police, education, medicine, etc.), which jeopardizes the activities of state institutions and ensuring national security [1, p. 42]. There are many corruption-causing factors in Ukraine, among which the most important ones should be singled out. In particular, it is weak state control over anti-corruption, imperfection of legislation (existence of legal conflicts, legislative gaps, many bylaws, etc.), absence or ineffective actions of anti-corruption bodies, mass replacement of civil servants through personal connections, non-transparency of public administration, insufficient regulation of liability for various acts of corruption, low civic consciousness [2]. These reasons necessitate the development of anti-corruption policy in Ukraine and the definition of strategy, tactics and specific measures of anti-corruption activities. The basis of such a policy should be the development and adoption of anti-corruption legislation, which, first of all, defines administrative and legal measures aimed at identifying corruption risks as a prerequisite for corrupt practices.

After analyzing the causes of corruption and current legislation, it is possible to identify certain measures aimed at administrative and legal support for the prevention of corruption. Namely, these measures should identify signs of corruption offenses, prevent and resolve conflicts of interest, conduct anti-corruption expertise of draft regulations. Equally important is the normative definition of the rules of professional ethics of conduct of a person authorized to perform the tasks and functions of the state or local government and the provision of adequate measures of responsibility for committing corruption offenses [3].

Conclusion. Thus, to create a truly effective mechanism for implementing administrative and legal means to prevent and stop corruption in state bodies of Ukraine, it is necessary to use historical and positive international experience in combating corruption, use the recommendations of international organizations and experts in lawmaking and ensure effective law enforcement.

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SPECYFIKA FUNKCJONOWANIA APARATU PAŃSTWOWEGO W OKRESIE UKRAIŃSKIEJ CENTRALNEJ RADY

Wprowadzenie. Prawidłowo zorganizowany aparat państwowy jest integralną cechą zarówno powstania, jak i funkcjonowania państwa. Potwierdza to okres Rady Centralnej, który charakteryzuje się niestabilnością polityczną oraz trudną sytuacją międzynarodową i wewnętrzną. Wielu współczesnych uczonych bada kwestię aparatu władzy Centralnej Rady, która decyduje o aktualności tego tematu.

Cele. Głównym zadaniem jest analiza specyfiki funkcjonowania aparatu państwowego podczas Centralnej Rady Ukrainy.

Metody. W trakcie napisania artykułu zostały wykorzystane metody obserwacyjne, metody badania dokumentów, jak również metoda analizy i konstrukcji logicznej.

Aparat państwowy Rady Centralnej został podzielony zgodnie z zasadą podziału władzy na ustawodawczą, wykonawczą i sądowniczą. Organem ustawodawczym Ukraińskiej Centralnej Rady była powołana w kwietniu 1917 r. Mała Rada, działająca między sesjami plenarnymi, która początkowo istniała jako Komitet Wykonawczy UCR. Mała Rada miała pełnić funkcje przygotowawcze i w pewnym stopniu legislacyjne między sesjami UCR.

Konstytucja Ukraińskiej Republiki Ludowej z 1918 r.(uchwalona w ostatnim dniu rządów UCR - 29 kwietnia 1918 r.) przewidywała skupienie władzy ustawodawczej w rękach Zgromadzenia Narodowego, a inicjatywę ustawodawczą posiadały Prezydium Zgromadzenia Narodowego, frakcje i inne stowarzyszenia, władze, samorządy lokalne, instytucje oraz bezpośrednio obywatele Ukrainy, którzy mogliby wnieść petycję/projekt ustawy zbierając pod nią/nim 100 000 podpisów [3].

26 czerwca 1917 r. na V posiedzeniu Rady Centralnej uchwalono, że Sekretariat Generalny jest „najwyższym organem prawnym narodu ukraińskiego i jego najwyższą władzą”. Rada Centralna skupiła się bardziej na ustawodawstwie strategicznym, stała się bardziej instytucją parlamentarną, a Sekretariat Generalny przejął funkcje organu wykonawczego i stopniowo przekształcił się w prawdziwy Rząd ukraiński. Wkrótce potem, 27 czerwca 1917 r., w swojej pierwszej deklaracji Sekretariat Generalny zapowiedlał, że jest on organem wykonawczym Rady Centralnej i postawił sobie za cel „przekształcenie władzy moralnej na władze publiczno-prawną, posiadającą wszystkie właściwe dla niej kompetencje, funkcje i aparaty ” [2].

Priorytetowa rola przypadła samorządom jako ucieleśnieniu idei prawdziwej demokracji, która potrzebowała delegowania władzy w terenach. Rząd URL (Ukraińskiej Republiki Ludowej) wiązał duże nadzieje z demokratycznymi zasadami budowy organów samorządów, komitetów ds. ziemi i żywności, traktując je jako aparat już przygotowany do realizacji własnej polityki w terenach [1]. Jednak samorządy nie stały się realnym wsparciem dla władz ze względu na przewagę rosyjskich partii politycznych wrogich wobec ukraińskiej państwowości.

Wniosek. Podsumowując, ewolucja statusu i struktury organów przedstawicielskich i wykonawczych Ukraińskiej Centralnej Rady jest wyraźnym przykładem rozwiązywania problemów procesu budowania państwowości. Wszechstronna analiza działalności Rady Centralnej wskazuje, że Rada Centralna stopniowo, ale celowo przekształcała się z ośrodka koordynującego działalność partii politycznych w organ przedstawicielski narodu ukraińskiego.

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THE SYSTEM OF CRIMES AGAINST MORALITY UNDER COSSACK CUSTOMARY LAW

Introduction. The Zaporizhian Cossacks were a unique socio-political phenomenon, which undoubtedly had features of exclusivity and was the creator of a new form of Ukrainian statehood. Among the multiple historical and legal phenomena the study of the system of criminal offenses and penalties should be considered very important for jurisprudence. The existing researches do not sufficiently reflect the formation and development of crimes against morality in Zaporizhzhya Sich. As a rule, scientific studies highlight these issues as fragments.

Objectives. The main tasks are to determine the types of crimes against morality which were regulated by Cossack customary law; to establish the reasons of recognition of the system of wrongful acts as crimes in Zaporizhzhya Sich; to identify the types of punishment which were established for committing these crimes in Zaporizhzhya Sich.

Methods. The dialectical method, comparative-historical method, and historical-legal method were used to identify historical patterns of formation and building a system of crimes against morality under the norms of customary law of Zaporizhzhya Sich.

The system of rules of criminal law, which was public, protected the internal order in Sich from criminals, and helped to establish strict discipline and subordination in the Cossack Army. Much attention in the criminal law of Zaporizhzhya Sich was given to offenses against morality and the system of penalties for their commission.

Under the Cossack customary law sexual violence towards women was a serious criminal offense against morality. It involved extremely severe punishments, «because to insult a woman means disgrace to the whole army» [2, p. 131]. Penalties, which were immediately brought into action, depended on the severity of the guilt. The status of women in the culture of the Cossacks superimposed many taboos. According to the custom, as D.Yavornytskyy admits, Cossacks did not allow women to come to Sich, and «bringing to the fortress of Zaporizhzhya Sich women, not excluding his mother, sister or daughter, the Cossacks considered a criminal offense leading to the most severe punishment» [5, p. 342] This veto was supported by the high position of religion. The existence of his glorious mother – Sich – and protection of the holy Orthodox faith were the most important things for the Cossacks.

Drinking during the campaign was another type of offenses against morality according to the norms of Cossack law [4]. In this context it should be noted that the rampant alcoholism among Ukrainian Cossacks is a contemporary myth. Such researchers as D. Yavornytskyy and J. Novytskyy noted the prevalence of Sich Cossacks' asceticism. Cossacks did not drink alcohol, did not smoke tobacco, did not know women, kept to celibate, and at their old age they often became monks in Trakhtemyriv monastery [5], [1]. During the campaign any alcohol was strictly forbidden, but some vodka stock was taken to treat the wounded Cossacks. If any of the Cossacks violated this prohibition he was pretty severely punished and thrown overboard a ship if it was a voyage. Drunkenness was not approved by the «Chief persons»: if koshovyy Sich starshyna noticed this flaw in someone from the officials, they warned him by way of special orders, ordering him to comply strictly with them.

To the crimes against morality in Zaporizhzhya Sich were also related adultery, fornication and the sin of Sodom. Zaporizhzhya Sich has always been considered a carrier of high moral values, especially on family foundations.

The most popular punishment for offenses against morality in the Cossack society was «beating with sticks» [3]. A Cossack was tied to a pole or cannon, a stick was put next to him and anyone from the free Cossack troops could «teach» the negligent companion. After the executions, which often lasted all day, the Cossack bowed and thanked the community for the «teaching».

Also, for offenses against morality a sentence of death by hanging was often inflicted. This type of death penalty was carried out in several ways: the criminal, on horseback, was brought to under the gallows or tree and throwing a loop on his neck, the horse was taken out, and the offender remained on the gallows; the criminal was hung by the feet, upside down. In addition, there was also a qualified form of hanging – for the rib on the hook.

Conclusion. To sum up, the criminal law of Zaporizhzhya Sich involved rather a curious system of offenses against morality whose fixing was explained by a number of reasons: the need to maintain high morale among the Cossacks, the importance of following strict discipline during military campaigns and others.

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LEGAL REGULATION OF STRIKES

Ukraine is democratic state and citizens do everything which is not forbidden by law. Our legislation allow workers to strike. Nowadays this action is the official civilized way to protect their social and economic interests. Offcourse the degree of realization of this right in a state is accordingly evaluated on the scale of democracy. Thus we will research the right to strike in Ukrainian legislation and how it is implemented de jure and de facto.

The right to strike is a fundamental measure of democratic values of a society. There is no real democracy without this right. The right to strike is governed by international legal instruments (acts) of the UN, the International Labour Organization, the European Union [3].

The most important international legal act in this sphere are The Universal Declaration of Human Rights. This document does not directly mention the right to strike, but this right derives indirectly from the right of "everyone to peaceful assembly and association“. Another legal instrument of UN that regulate right to strike is the International Covenant on Economic, Social and Cultural Rights. Article 8 of the Covenant states that States Parties are obliged to provide "the right to strike if exercised according to the laws of each particular state"

Also exist ILO - organization of the United Nations, that shaping the labor internatonally. It adopted The Convention no. 98 which indirectly discusses the right to strike. It states that "workers should use adequate protection (strike as a method of protection) against all acts of discrimination in employment, which could be detrimental to union freedom".

Ukrainian legislation enshrined the right to strike in Constitution of Ukraine. According to Part. 1, Art. 44 "those who are employed have the right to strike to protect their economic and social interests". Additionaly, we have The Labour Code that state right to strike in Art 2. Also exist The Law of Ukraine "On the Procedure for Resolving Collective Labor Disputes (Conflicts) ", which has a whole section devoted to strikes. The Art. 17 of this legal document consist definition os strike: "A strike is a temporary collective voluntary termination of work by employees (absence from work, non-performance of their duties) of an enterprise, institution, organization (structural unit) in order to resolve a collective labor dispute (conflict)" [1].

In accordance with these constitutional and international legal norms, the state undertakes to ensure the right of workers to collective action in cases of conflict of interest, including the right to strike to protect their economic and social interests.

Art. 24 of the Law of Ukraine " On the Procedure for Resolving Collective Labor Disputes (Conflicts)" prohibits a strike if the workers are suspended threatens human life and health, the environment or interferes the prevention of natural disasters, accidents, catastrophes, epidemics and epizootics or liquidation of their consequences. Beside this, it is prohibited to hold a strike of employees of the prosecutor's office, court, the Armed Forces of Ukraine, public authorities, security and law enforcement (except for technical and service staff) [1].

Although workers have the right to strike, many conditions and procedures must be met in order for strike to be legal. A strike cannot be declared until all possibilities for resolving the labor dispute have been exhausted through conciliation procedures. This norm contains in Art. 22 of the Law of Ukraine " On the Procedure for Resolving Collective Labor Disputes (Conflicts)". Only after all stages of conciliation procedures have been completed and no agreement has been reached, after the general meeting (conference), employees have the right to decide to declare a strike, and not to start a strike. Workers must notify the employer in writing no later than seven days before the start of the strike(in fifteen days if it permanent factory). So, such a long procedure before the strike can be the reason for its ineffectiveness.

Strikes also require additional financial support from the business owner, which is often disrupted. For example, a strike is possible if the employees are provided with communication, transport and meeting facilities by the employer [2].

In conclusion, international norms on the right to strike are declared by Ukrainian law. However, in practice there are many conflicts and incompatibility of what is written in the law with the realities of life. Therefore, labor legislation requires a more detailed study of this issue and filling gaps. All this is necessary to ensure better protection of employees' rights and interests.

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SECTION 4
COMPUTER INFORMATION TECHNOLOGIES

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METHODS OF ARTIFICIAL INTELLIGENCE IN THE FIELD OF HEALTHCARE

Introduction. The vital activity and adequate functioning of society directly depends on the protection of the population health of any state. The most important area in this direction is health care, because health in general is a key aspect of the existence of any living organism, including humans. For this reason, countries around the world are making significant efforts to improve the quality of health care, using the latest advances in science and technology. Such achievements undoubtedly include developments in the field of information technology (IT), as this industry in the modern world is one of the most promising in terms of the number of achieved results of human activity. Thus, today investments are made in the development of software for health care, because the development of high quality and effective health care is impossible without the use of modern means of medical information processing, implementation of intellectual management methodology and advanced communication technology.

Objectives. The main task is to research and highlight the current state of use of artificial intelligence in healthcare, its relevance, prospects and opportunities at this stage of development.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

Today all the artificial intelligence systems that exist are called weak AI, because they can’t learn or think the way people do. It can do only one thing, such as searching the Internet for queries, recognizing objects in images, diagnosing a specific disease. Besides at the moment the efficiency of all existing solutions in the field of healthcare is not high enough. However the AI field is still growing, for example over the past four years, annual investment in artificial intelligence increases by more than $4.25 billion (in 2019, startups specializing in AI technologies have attracted record investments $ 26.6 billion, with more than 2,200 deals worldwide) In addition, according to IDC analysts, the spread of coronavirus COVID-19 will lead to an explosive increase costs on artificial intelligence in the world. Such an interest in the development of AI in medicine is quite justified, because these technologies will help solve a wide range of different problems in different fields of medicine, such as:

– recognition of medical images (MRI images, ultrasound findings, cardiograms, results computed tomography);

– development of the optimal diet taking into account the personal characteristics of the organism;

– development of drugs (microscopic analysis, study of the effectiveness of drugs, virus research and search for effective vaccines) and comfortable prostheses taking into account anatomical features of the person;

– remote patient care;

– treatment of cancer (analysis of the clinical picture of the patient and providing effective treatment regimens).

Already today, the world's largest IT companies such as IBM, Microsoft, Google, Intel and others have their own artificial intelligence-based developments that help solve similar problems. So IBM uses its supercomputer equipped with an artificial intelligence system .The IBM Watson for Oncology program works like this: a health care provider enters a medical history of the patient into the program, she compares it to her vast library of scientific articles and clinical recommendations and after clicking the "Ask Watson" button, it issues its clinical recommendations based on the best modern ones clinical practices, the latest advances in evidence-based medicine.

Another program to help treat cancer is owned by Microsoft and is called Hanover. The essence of her work is to process all the documents on currently available cancer drugs and to predict which drugs and which combinations are most effective.

Alphabet Holding also has a project that uses AI technology in medicine, this project is called DeepMind Health and is used in London hospitals for the diagnosis of eye diseases and for reference in the treatment of certain cancers.

Conclusion. Based on the processed information, the following conclusions can be drawn. At this stage of development, although artificial intelligence cannot learn as a human being, it is still a powerful tool for some tasks and promising for others. That is why every year the field of artificial intelligence and the number of companies in it is growing significantly. The lack of a large amount of data for training is one of the main obstacles in the development of AI, which in turn somewhat slows down the development of the relevant field. Existing healthcare solutions are only evolving and cannot yet significantly improve existing treatments or create new ones, but they can help a person monitor their health, provide recommendations for improvement, and accelerate drug development. In addition, they can optimize some aspects of the doctor's work and make high-quality medicine more affordable.

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HUMANITY IN AN AUTOMATED FUTURE

Introduction. For the last few years, Artificial Intelligence (AI) and automation have begun to develop quite rapidly. These technologies are changing professions and cause challenges in areas from health to law. For example, machine-learning algorithms can diagnose certain types of cancers more accurately than doctors can do it. Lawyers are going up against legal AIs that can spot issues in contracts better. Google ran an experiment with an AI that trained neural networks, and they found out that the AI-trained neural networks were more accurate than the human programmers had coded. As a result, many professions will disappear some will change. That is why it is very important to understand how automation and AI will transform professions in future.

Objectives. The aim of the article is to consider how AI and automation can affect work and the value of human work in an automated future.

Methods. For years, the conventional wisdom has been that if technology is the future, that we need to get as close to the technology as possible. We told people to learn to code and to study hard skills like data science, engineering and math, because all those soft skills people, those artist and writers and philosophers, they were just going to end up serving coffee to over robot overlords. But what I learned was that essentially the opposite is true [1].

Rather than trying to compete with machines, we should be trying to improve our human skills, the kinds of things that people can do, things involving compassion and critical thinking and moral courage. And when we do our jobs, we should be trying to do them as humanely as possible. For me, that meant putting more of myself in my work. And I found that this new human approach to my job made me feel more optimistic about my own future, because you can teach a robot to summarize the news or to write a headline that's going to get a lot of clicks from Google or Facebook, but you can't automate making someone laugh with a dumb limerick about the bond market or explaining what a collateralized debt obligation is to them without making them fall asleep.

And as I researched more, I found so many examples of people who had succeeded this way by refusing to compete with machines and instead making themselves more human.

Rus Garofalo is an accountant. He helps people with their taxes every year. However, Rus is not a traditional accountant. He's a former standup comedian and he brings his comedic sensibility to his work. People have more fun to talk with Rus about itemized deductions than to watch an actual comedy shows that they've paid real money to see.

Another example is Mitsuru Kawai. Sixty years ago, Mitsuru started as a junior trainee at a Toyota factory in Japan. He made car parts by hand. And this was the 1960s, an era where the auto industry was undergoing a huge technological transformation. The first factory robots had started coming onto the assembly lines, and a lot of people were worried that auto workers were going to become obsolete. Mitsuru decided to focus on what, in Japanese, is called "monozukuri", basically, human craftsmanship. He studied all the nuanced, intricate details of auto design, and he developed these kind of sixty-sense skills that few of his other colleagues had. He could listen to a machine and tell when it was about to break and other. Eventually, Mitsuru's bosses noticed that he had all these skills that his coworkers didn't, and they made him really valuable, because he could work alongside the robots filling in the gaps, doing the things that they couldn't do [2].

Conclusion. AI and automation will inevitably affect work in future and cause workforce changes. Companies and individuals have to consider options how to solve these problems. Some will try to compete with the machines. Others will work long hours and turn into an efficient productive machine or will focus on humanity and do the things that machines can't do.

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WEBSITES: CONCEPT AND NECESSITY

Introduction. With the rapid development of the Internet, it is very important to develop a website for any business entity or individuals in order to ensure their success. First of all, websites are very convenient because they are fast and accessible to everyone. This is also a good opportunity for both parties, the first part receives money and the other part receives his product. Therefore, the main reasons of the development websites are the dissemination of information, effective advertising, a platform for communication and marketing.

Objectives. The purpose of the research is to improve theoretical and practical knowledge in website development.

Methods. In the process of research the following methods were used: comparison, theoretical generalization, dialectical and systemic approaches, synthesis - during the research of the theoretical foundations of websites.

Research results. Nowadays, surfing in the Internet has become a daily occurrence for many people. One of the main components of the Internet space are websites (from the English. Website, place, site on the Internet), it is important how they were created, because it depends on their ability to satisfy a large number of human needs. The website is a certain means of communication between creator and user, and, given this feature, S.A. Matveeva gives a definition of a website: "Modern website is a set of web pages arranged in a certain order, the content of which is designed as combinations of speech works, elements of graphics, video, sound, dynamic image, animation, etc. "[2, p.107].

According to Felechko O., a website is “a set of software and hardware with a unique address on the Internet together with information resources that are available to a particular entity and provide access to legal entities and individuals to these information resources and other information services through the Internet "[4].

The term "website" is also interpreted as a set of dozens, hundreds and even thousands of web pages linked by a single theme, general design and link [1].

In our opinion, a website is a collection of web pages which grouped by subject under a single domain name, has a common web design and available on the Internet.

In each website you can highlight its functional and aesthetic side [2]. The functional side is the service which provided by the site, and the aesthetic - its appearance. The effectiveness of a website depends on functional convenience and its aesthetic design.

It is important to note that the classification of websites provides for their division into types, types of access and types of services (Table 1).

Table 1

Website classification *

Website classification	Website names
Types of websites	Static, dynamic, flash sites.
Types of access	Open, semi-open, closed.
Types of services	Business card sites, online stores, information, search, social networks, etc.

** Independently compiled by the author on the basis of [1; 3].*

Conclusion. It is an important necessity to have a website today. According to statistical research, on average, everyone spends at least three hours online, if it is not related to professional activities. Analyzing the data, we can say that businesses and individuals have started operating online. Consequently, websites are designed to disseminate a variety of information, including text, graphics, multimedia elements, and hyperlinks to other Web or Internet resources.

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EFFECTIVE USING OF QUANTUM COMPUTERS

Introduction. Modern technologies for calculating various tasks and operations are developing every day, they are improving, and they are being made compact to meet simple human needs. Now scientists are creating quantum computers that will quickly calculate certain processes. But despite the simple tasks for ordinary people, scientists, doctors, engineers, biologists need equipment to instantly solve certain tasks. That is why the development of quantum technologies is so important now, for the research and development of technologies in biomechanics, genetics, and other areas where something will be calculated. It will also be useful for improving artificial intelligence, which can further develop and help people solve various problems.

Objective. The main task of the research is to consider general methods of developing and solving problems of quantum technologies, and the possibility of improving quantum computers for easy use by humans.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

Now, quantum computers are presenting by computing devices that use the phenomena of quantum superposition and quantum entanglement to transmit and process data. These methods are used by scientists to solve rather complex and confusing problems that will help improve a person's life in the future. And what is quantum superposition? Usually, quantum particles behave as we need them to when we control them, but if they are not controlled, they will immediately move from one state to several others. Since an electron can be located at four or more points in space at the same time. Simply put, an ordinary computer creates and selects all the algorithms to find the answer, and a quantum computer already has programmed answers that it instantly searches for. This is why quantum computers have more features than a simple home computer. To improve the use and development of quantum computers, it is necessary to attract the interest of the Ministry of science, so that they start allocating places for building quantum systems, as well as sponsor these tenologies, which will provide new opportunities for the country and not only.

Here are some examples where quantum computers can be used.

– Artificial intelligence, which is based on the principles of learning in the process of extracting experience, and becomes more accurate as feedback is received, until it acquires its own "intelligence", albeit computer-based. In other words, it learns to solve problems on its own.

– Modeling of molecular interactions, search for optimal configurations for chemical reactions. Such "quantum chemistry" is so complex that only the simplest molecules can be analyzed using modern digital computers. Thus, create new medicines and vaccines against viruses, etc.

– Creation of new cryptography methods, thereby improving the protection of various information that will be protected from quantum hacking and simple.

A deep study of physics using quantum computers can lead... to the study of new physics, which is still unknown to modern scientists. Models of particle physics are often extremely complex, require lengthy solutions, and require a lot of computational time for numerical modeling. They are ideal for quantum computers, and scientists have already set their sights on them.

But quantum computers have system flaws:

The result of quantum computing is probabilistic in nature.

– The inability to implement a quantum system in a normal home environment. In order for a qubit to exist in a superposition state indefinitely, extremely specific conditions are required: a complete vacuum (no other particles), a temperature as close as possible to zero

Kelvin (for superconductivity), and a complete absence of electromagnetic radiation (for no effect on the quantum system) [1].

– Forcing qubits to interact with each other – when interacting, their lifetime decreases catastrophically. As a result, the maximum for a given day is quantum computers with several dozen qubits [2].

Conclusion. In my opinion, we need to focus on improving quantum computers and put them in the hands of scientists only for good purposes and in no case to the detriment of people. Quantum computers should make it possible to solve the problems of humanity, to find a cure for incurable diseases that affect a very large number of people on Earth. Quantum computers are significantly more powerful than conventional PCs, which can be considered a breakthrough.

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INVESTIGATING MOBILE OPERATING SYSTEMS

Introduction. The presence of an operating system (OS) is the main feature that distinguishes a smartphone from a regular mobile phone. When choosing a specific model of smartphone or communicator, the operating system often becomes a determining factor [1]. Therefore, the study of the characteristics, properties, advantages and disadvantages of modern mobile operating systems is an urgent task, the solution of which has practical value.

The aim of the work is to study mobile operating systems, identify their main advantages and disadvantages from the point of view of the programmer and user.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

Today, the Android operating system is quite popular and widespread - one of the new operating systems based on the Linux operating system and developed by the Open Handset Alliance with the support of Google. The source code is publicly available, so any developer can create their own version of this mobile OS. Application developers have a small number of restrictions, so there are many both paid and free applications that can be easily downloaded from the Android Market [1]. Modern smartphones Samsung Galaxy A52, Motorola G9 Power, Realme 7 Pro, Huawei P Smart run on Android. Its advantages include flexibility, open source, the availability of a large number of programs, high speed, easy interaction with services from "Google", multitasking. At the same time, the following shortcomings should be noted: many current versions (for many devices the new version is included too late or does not appear at all, so developers have to develop applications based on previous versions); high risk of hacker attacks due to open code. The iOS operating system (until June 24, 2010 - iPhone OS) is a mobile operating system developed and manufactured by the American company "Apple". It was developed in 2007, first for the iPhone and iPod Touch, and later for devices such as the iPad and Apple TV. Unlike Windows Phone and Google Android, this OS is available exclusively for devices manufactured by Apple. Among the important advantages of IOS should be noted its ease of use, quality support, regular updates that eliminate many problems, the ability to buy in the App Store many different programs. At the same time, the study made it possible to identify significant shortcomings: the blocked nature of the OS, the lack of and built-in document editor [2]. Windows Phone is a mobile operating system developed by Microsoft, which is the successor to Windows Mobile, although incompatible with it, with a completely new interface and with the integration of Microsoft services. Studies of this OS give grounds to point out a number of its advantages: similarity with the desktop version, convenient synchronization, available office programs, multitasking. It should be noted and the disadvantages are the high requirements for equipment, the presence today of a large number of viruses, instability.

Conclusions. The paper examines the three most common and popular mobile operating systems from "Google", "Microsoft" and "Apple", analyzes their characteristics, properties, system requirements, identifies and substantiates their main advantages and significant disadvantages from the point of view of programmers and users.

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COMPUTER GENERATIONS

Introduction. Generation in computer terminology is a change in technology a computer is/was being used. Initially, the generation term was used to distinguish between varying hardware technologies. Nowadays, generation includes both hardware and software, which together make up an entire computer system.

Objectives. The aim of our article is to present the prerequisites of the dividing computers into generations and suppose the perspectives of further computer development.

Methods. The computers of the first generation used vacuum tubes as the basic components for memory and circuitry for CPU (Central Processing Unit). These tubes, like electric bulbs, produced a lot of heat and the installations used to fuse frequently. Therefore, they were very expensive and only large organizations were able to afford it. In the second generation, mainly batch processing operating system was used. Punch cards, paper tape, and magnetic tape was used as input and output devices. The computers in this generation used machine code as the programming language, were used cheaper transistors that consumed less power, more compact in size, more reliable and faster than the first generation machines made of vacuum tubes. In this generation, magnetic cores were used as the primary memory and magnetic tape and magnetic disks as secondary storage devices. In this generation, assembly language and high-level programming languages like FORTRAN, COBOL were used. The computers used batch processing and multiprogramming operating system [1].

The computers of the third generation used Integrated Circuits (ICs) in place of transistors. A single IC has many transistors, resistors, and capacitors along with the associated circuitry. The IC was invented by Jack Kilby. This development made computers smaller in size, reliable, and efficient. In this generation remote processing, time-sharing, multiprogramming operating system were used. High-level languages (FORTRAN-II TO IV, COBOL, PASCAL PL/1, BASIC, ALGOL-68 etc.) were used during this generation. Computers of fourth generation used Very Large Scale Integrated (VLSI) circuits. VLSI circuits having about 5000 transistors and other circuit elements with their associated circuits on a single chip made it possible to have microcomputers of fourth generation.

Fourth generation computers became more powerful, compact, reliable, and affordable. As a result, it gave rise to Personal Computer (PC) revolution. In this generation, time sharing, real time networks, distributed operating system were used. All the high-level languages like C, C++, DBASE etc., were used in this generation.

In the fifth generation, VLSI technology became ULSI (Ultra Large Scale Integration) technology, resulting in the production of microprocessor chips having ten million electronic components. All the high-level languages like C and C++, Java, .Net etc., are used in this generation [1]. This generation is based on parallel processing hardware and AI (Artificial Intelligence) software. AI is an emerging branch in computer science, which interprets the means and method of making computers think like human beings. Artificial intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions [2]. The ideal characteristic of artificial intelligence is its ability to rationalize and take actions that have the best chance of achieving a specific goal. Artificial intelligence is based on the principle that human intelligence can be defined in a way that a machine can easily mimic it and execute tasks, from the most simple to those that are even more complex.

Conclusions. To sum up all the studied materials we may conclude that computer development looks incessant and it is only the mankind responsibility to control its safe implementing and usage.

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ADVANTAGES AND DISADVANTAGES OF THE MOST POPULAR PROGRAMMING LANGUAGES

Introduction. From the moment, when first computer was developed, to this time, there were many programming languages (PL) created. Some of them are already forgotten, some are used within small amount of people in certain companies. However, there are many PL`s which are free to use for everyone: from actual program developers to beginners.

Therefore, it is important to understand which language will be more appropriate for programmers, what their advantages and disadvantages.

Objectives. The main task of this work is to rewiev the most popular PL`s to help an average user to understand which PL will be better to work with.

Methods. Inductive and deductive approaches allow to focus on pros and cons of the most popular PL`s: JavaScript (18,4%), Java (15,4%), C# (13,7%) [1].

Advantages (A) and disadvantages (D) of:

1. JavaScript:

– (A) Speed. Client-side JavaScript is very fast because it can be run immediately within the client-side browser. Unless outside resources are required, JavaScript in unhindered by network calls to a backend server.

– Simplicity. JavaScript is relatively simple to learn and implement.

– Interoperability. JavaScript plays nicely with other languages and can be used in a huge variety of applications.

– Server Load. Being client-side reduces the demand on the website server.

– (D) Client-side security. Because the code executes on the users' computer, in some cases it can be exploited for malicious purposes. This is one reason some people choose to disable JavaScript.

– Browser support. JavaScript is sometimes interpreted differently by different browsers. This makes it somewhat difficult to write cross-browser code [2].

2. Java:

– (A) Simple. The syntax of Java is straightforward, easy to write, learn, maintain, and understand, the code is easily debuggable.

– Secure Language. Java reduces security threats and risks by avoiding the use of explicit pointers.

– Platform-independent. Java offers very effective boon to its' users by providing the feature of platform independence that is Write Once Run Anywhere (WORA) feature.

– Stable. Java programs are more stable as compared to programs of other languages.

– Portability. As the Java code can be run on any platform, it is portable, can be taken to any platform, and can be executed on them.

– (D) Slow. Java is memory-consuming and significantly slower than native languages such as C or C++.

– No backup Facility. Java mainly works on storage and not focused on the backup of data.

– Requires memory space. Java requires a significant or major amount of memory space as compared to other languages like C and C++.

– Complex codes. Java codes are verbose, meaning that there are many words in it and there are many long and complex sentences that are difficult to read and understand [3].

3. C#:

– (A) Purely object-oriented and type-safe.

– A programmer does not need to pay much concentration to problems such as memory loss.

– The assembly concept revolves the issue of version control well.

– Easy to develop, the rich class library makes many functions east to implement.

– Cross-platform. An application will run fine only if the machine installed the NET Framework.

– Support for the distributed system.

– (D) A programmer cannot do low-level things like interacting directly with hardware through drivers and firmware.

– It does not come with an independent compiler that can straightforwardly interpret the maximum levels of language to the underlying hardware architecture of a pure assembler [4].

Conclusion. To sum up, it's worth to stress that every program has its advantages and disadvantages. Users can choose any language depending on their preferences and start a journey in programming.

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SECURITY AND PRIVACY ON THE INTERNET

Introduction. Have you ever wondered why you see ads on Google about the same topic you just sent a Facebook message to your friend about? Have you ever wondered why some advertisers know more about you than you think they should? As technology becomes ever encompassing, you should understand how your actions affect what people and companies know about you, as well as know how to protect your privacy. Remember, any information that you post online, stays online forever. Also, be careful where you enter your information and who you provide it to, as advertisers like to share information, and the thing that you are getting for free, isn't actually free, it's costing you your privacy.

Objectives. The aim of the paper is to consider the main approaches to maintaining your security on the Internet and identify the best methods of protecting personal data.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

Internet privacy involves the right or mandate personal privacy concerning the storing, repurposing, provision to third parties, and displaying of information pertaining to oneself via the Internet. Internet privacy is a subset of data privacy. Privacy concerns have been articulated from the beginnings of large-scale computer sharing.

Privacy can entail either *personally identifiable information* (PII) or non-PII information such as a site visitor's behaviour on a website. PII refers to any information that can be used to identify an individual. For example, age and physical address alone could identify who an individual is without explicitly disclosing their name, as these two factors are unique enough to identify a specific person typically. Other forms of PII may soon include GPS tracking data used by apps, as the daily commute and routine information can be enough to identify an individual [2].

As the Internet permeates almost every aspect of our daily lives, some argue that the benefits of its use are diminished by threats to personal privacy. Privacy concern is a desire to keep personal information out of the hands of others. Online privacy is becoming an increasingly important policy issue as consumer groups rally to protect what they perceive to be basic privacy rights whereas others argue for freedom of information [3].

So how do we protect ourselves from online attackers?

Use incognito / private mode in your browser

– This will help prevent websites from sharing information with each other, and showing you ads about topics you just discussed with your friends.

Encrypt when on wi-fi

– Wi-Fi is comparable to speaking out loud, and anyone close enough, can eavesdrop and see what you are doing online, unless you use a VPN or ensure that you only visit HTTPS encrypted sites.

Be aware of personal information that should be protected: your name address, social security number, email address, birthday

– Limit where you provide this information

Keep multiple email addresses: use one email address for important communications and keep it clean of spam.

– Use another email address when sending to unknown parties

– Use another email address when filling out online forms that seem shady

– Use email suffixes with a Gmail address: http://www.wikihow.com/use-plus-addressing-in-gmail

– Make sure all your accounts have a strong password and multi-factor authentication

Social media: it is important to know what information you are sharing not just with your friends but also with the social media sites themselves (e.g., facebook, twitter, instagram, snapchat, etc.).

– Check your privacy settings on your social media sites

– Limit your profiles to only your friends

– Limit granting strangers access to your sites

– When talking to people you just met limit personal information

– Try to refrain from disclosing your location

Phone privacy: locking your phone is important but don’t forget to check what apps have access to personal data on your phone.

– Lock your phone with a pin longer than 4 numbers or a pattern

– If you use a fingerprint scanner to access your phone and its apps, be aware that other users with finger print permissions to your phone may also be ab le to access those apps [1].

Conclusion. In conclusion, I want to add that everyone should know the rules of secure Internet use. This is necessary to protect yourself against malware and from stealing personal data.

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CLOUD STORAGE TECHNOLOGY

Introduction. In this era of technological advancements, Cloud storage has played a very vital role in changing the way of storing information. Now, Almost Everything is hosted on a “Cloud”. Cloud storage provides you the facility of accessing the data from anywhere in the world and allows different people and groups to collaborate.

Objectives. The main task of the paper is to analyze cloud storage technology, the different types of cloud storage and some of the benefits of using it.

Methods. Cloud storage is a hot topic in recent research and applications. Cloud storage is the lower layer of cloud computing system which supports the service of the other layers above it. In addition, it is an effective way to save and manage heavy data. So, the analysis is the main method of our research.

What is Cloud Storage? Cloud storage is a remote platform that uses a highly virtualized, multi-tenant infrastructure to provide enterprises with scalable storage resources that can be provisioned dynamically as required by the organization. This service is offered by a wide array of cloud storage providers.

Traditionally, IT departments managing capacity-strained data centers would “throw boxes at the problem” which meant continuously adding physical storage devices, but that proved to be both expensive and difficult to manage as the amount of data continued to grow exponentially. Unlike dedicated physical devices, clouds provide: Elasticity, Scalability, Multi-tenancy, Metered resources.

Cloud based storage has several unique attributes that make it attractive. For example:

– The resources are distributed to enable dynamic elasticity and availability.

– The resources are replicated for disaster recovery and fault tolerance.

– Data replication is eventually consistent to ensure availability.

How Does Cloud Storage Work? Cloud storage involves at least one data server that a user connects to via the internet. The user sends files manually or in an automated fashion over the Internet to the data server which forwards the information to multiple servers. The stored data is then accessible through a web-based interface.

Cloud storage systems involve vast numbers of data servers to ensure their availability. That way, if one server requires maintenance or fails, the user can rest assured that the data has been replicated elsewhere to ensure availability. For example, the Amazon AWS Cloud spans 55 availability zones in 18 geographic regions at the present time.

Cloud storage management trends continue to unfold with more companies extending out to the cloud. Public clouds are managed by public cloud service providers. Their infrastructure and services include: Servers, Storage, Networking, Data center operations [2].

Types of Cloud Storage:

Public Cloud. This type of cloud infrastructure is available to the public on a commercial basis, provided by the cloud storage provider. This service required very little financial outlay as compared to the expenditure requirements of the other storage models of cloud computing.

Private Cloud. A private cloud is deployed and maintained for a specific organization or company by the service provider. The operations could be in house or with a third party on the premises.

Hybrid Cloud. Hybrid Cloud infrastructure consists of several clouds of different types and provides the ability to transfer data from one cloud to another through its interface abilities. Depending on the needs and requirements of the organization, the combination could be of private and public clouds.

Community Cloud. This type of cloud infrastructure shares similar storage among the different organizations and companies that have the same requirements and interests. As the cost is shared among the organization, capital expenditure can be limited. The operation could be with the third party on-premises or inhouse[3].

Conclusion. Cloud storage is an emerging technology and has a great changing impact on the way businesses and organizations manage their information and data. Cloud storage provides massive scalability, high performance, data resiliency, and readability. There are four different types of deployment models of cloud storage provided by cloud services provider according to the requirements of the clients. Cloud storage has become hugely popular precisely because of its ease of use, low cost and overall convenience. It allows you to access your files and folders whenever you want, from wherever you want, while also keeping them protected against data loss. You’re also reducing the amount of disk space you’re using, freeing up room for videos, games and more instead.

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MACHINE LEARNING

Introduction. Machine learning (ML) is a subset of artificial intelligence, which allow machines to learn, using variety of test data and special self-improving algorithms. Nowadays, machine learning is one of the most perspective and fast improving part of information technologies. In addition, every year more and more companies introduce new methods of solving problems using ML. For example, such IT giant as Google introduces new algorithms based on ML to minimize time spent for processing of search query, and to increase results of search using history of previous queries.

Objectives. The main task is to describe the most common methods of realization machine learning and explore its influence on people`s daily lives.

Methods. Machine learning involves computers discovering how they can perform tasks without being explicitly programmed to do so. It involves computers learning from data provided so that they carry out certain tasks. For simple tasks assigned to computers, it is possible to program algorithms telling the machine how to execute all steps required to solve the problem at hand; on the computer's part, no learning is needed. For more advanced tasks, it can be challenging for a human to manually create the needed algorithms. In practice, it can turn out to be more effective to help the machine develop its own algorithm, rather than having human programmers specify every needed step [1].

There are three main components of machine learning:

– Data is a large selection of examples used to train machine. For example, in order to detect spam using ML we should have examples of spam-letters. Data is needed as much as possible, tens of thousands is a minimum value. Data can be collected in two ways: the manual method is slow, but provides high quality of data, and the method of automatic data collection is much faster, but quality of collected data is lower.

– Features. Anything that can characterize data called feature, even frequency of words in text, can be used by machine to solve the problem.

– Algorithm. One task can be performed in different ways. Accuracy and speed of performing task depend on othe choice of algorithm. However, there is one nuance: execution of algorithm is impossible without freely selected data.

This list includes main components that affect machine learning quality, although there are many other which need thorough analysis.

Traditionally ML is divided into four main branches: classical learning, reinforcement learning, ensembles, neural links and deep learning. The most popular, and fast improving branch is neural links. They are usually used in identifying objects on photo and video, speech-recognition systems, machine translation.

Conclusion. Machine learning is a promising field of information technology, which helps solve business problems and analyze data. In addition, it helps peoples in face-recognition, processing of big data, and even in selection of recommendations in online store.

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BLOCKCHAIN TECHNOLOGY

Introduction. In our modern world, we can see a very rapid development of technology. A striking example is the development of cryptography, namely the creation based on its function of such technology as blockchain

Blockchain is a database consisting of a sequential block in which each subsequent block is included as hashed information of the value of the hash function from the previous block. The chain itself is constantly lengthening, which provides data against forgery and distortion.

This type of database was based on the cryptocurrency Bitcoin.

Objectives. The main task of the paper is to consider the basis of the environment of application of blockchain technology and its level of security.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

Blockchain technology is used to organize transaction logs, and the transaction can be understood as anything: a financial transaction (transfers of funds between accounts), recording of authentication and authorization events, records of performed car maintenance. In this case, the event is considered to have happened if the record of it is included in the log.

A feature of such logs is to ensure that it is impossible to make changes or delete the transaction after it is added to the log.

In order to understand how to implement the ban on modification, you need to deal with the following issues:

– How to make sure that information cannot be changed inside the unit?

– How does the system ensure that an existing blockchain cannot be restored, thereby changing the information in it?

The answer is quite simple: you need to provide each block with a hash sum of its contents. And include this hash sum as additional useful information (also hashed) in the next block. Then, in order to change something in the block without destroying the customer`s confidence in it, you will need to do it so that the amount of hashes from the block does not change. And this is almost impossible if we use a cryptographically stable hash function or changes including the hash sum of the block. But then you have to change the value of this hash sum in the next block. And this will require changes, in turn, in the hash sum of the entire second block, and then the third, and so on. It turns out that in order to change the information in one of the blocks, you will need to regenerate the entire chain of blocks, starting with the modified. Can this be done?

Here it is necessary to find out how in such systems protection against regeneration of a certain chain of blocks is realized.

In centralized systems, it uses a trusted center that gives the unit not only a hash amount, but also your electronic signature. This is done so that customers can verify that their unit is generated by a trusted center and not anyone else.

In decentralized systems, blocks are created by the users themselves, but in such systems you cannot just create a new block faster than the allotted time. This is provided by a special mechanism the function of which is to prove the work done.

Conclusion. Summing up, we can say that the blockchain is a focused, but reliable and secure technology for both centralized and decentralized systems.

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FEATURES OF HANDWRITING RECOGNITION

Introduction. Handwriting recognition has been one of the active and complex areas of research in the field of image processing and pattern recognition. It has numerous programs that include reading aid for the blind, bank checks and the conversion of a handwritten document into a structured text form. Nowadays, there is a problem of handwriting recognition because in order to analyze the text, people tend to search for words in a dictionary, rather than analyzing individual characters from the text, as it is much easier and more efficient. Also, clear images, such as scanned printed documents, are required to recognize some characters in printed text, otherwise the characters may not be recognized correctly. Therefore, it is necessary to develop the topic of handwriting recognition, because it is especially necessary for historical documents, archives or mass digitization of manually completed forms.

Objectives. The main task is to consider the main approaches to handwriting recognition and the possibility of achieving high quality recognition.

Methods. Handwriting recognition is the ability of a computer to receive and understand intelligible handwriting input from sources such as photographs, paper documents, touch screens, and other devices. The text can be recognized by "online" or "offline" methods. The "online" method is a method in which the movements of the pen tip are read on a special computer desk, and the "offline" method is a scan of the text already written on paper [1].

The main approaches to text recognition can be divided into two groups:

– approaches based on binarization of the original image. The original image of the symbol is converted into a binary matrix of fixed dimensions, in which the units denote the points that correspond to the entered symbol. The constructed matrix is a template of the entered symbol, which is transmitted to the neural network for analysis and recognition. The advantages of this approach are high accuracy and speed of image recognition when using significant computing resources and memory;

– approaches to the analysis of the original image by opening it into geometric primitives. On the basis of the found primitives the template of the entered character is constructed. This template is then passed to the neural network for analysis and recognition.

There are following advantages of this approach:

– independence of the analyzer from the interface - the algorithm analyzes the the same image, regardless of the size of the touch screen or the program interface;

– pattern independence from character size or position - as the same character will contain the same set of primitives, its template will not depend on the character size or position on the screen [2].

The recognition system is implemented as a classifier. There are three types of classifiers:

– template (raster). The comparison criterion determines which of the templates to choose from the database. The simplest criterion is the minimum points that distinguish the template from the studied image;

– indicative. The analysis is carried out only on a set of numbers or signs calculated on the image. Thus, there is a recognition not of the symbol itself, but of a set of its features, i.e., derived data from the studied symbol;

– structural. Move the shape of the symbol in its topological representation, which reflects information about the relative position of the structural elements of the symbol. These data can be presented in graph form [3].

To date, there are many options for the implementation of neural networks, which have different characteristics for solving problems in different areas of human activity [4-5]. To solve the problem of handwriting recognition, four popular neural network implementations are most often used: the inverse error propagation neural network, the Hebb neural network, the Hopfield neural network, and the Hemming neural network [4].

Conclusion. The ultimate goal of handwriting recognition is machines that can read any text with the same recognition accuracy as humans, but faster. In fact, we hope that in the nearest future, writing will not only serve for communication between people, but will also serve for communication between man and machine.

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THE IMPACT OF CORONAVIRUS ON INFORMATION COMPUTER TECHNOLOGIES

Introduction. The COVID-19 pandemic has had a huge impact on our lives. It has generated a rapid demand for the use of innovative technologies in our lives. Online work and education have become essential to help society slow the spread of the coronavirus. Digital technology is a key component of our collective effort to tackle the virus and support our new ways of living and working reality during this exceptional time.

Objectives. The main task is to consider the impact of coronavirus on information technology and explore ICT tools to reduce the spread of coronavirus.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

Recent statistics indicate that almost every country on the planet is affected by the disease now. The worldwide spread of the coronavirus, designated COVID-19, is a disaster in many respects. It has affected not only the personal lives of many across the world, but also entire economies, industries, and nations.

One of the main strategies to deal with the spread of COVID-19 has been to confine people to their homes with very limited opportunity to leave, except for essential activities. People confined to their flats and houses have been forced to adopt new behaviors. Such a change has created new opportunities for digital technologies. These technologies related to the treatment of coronavirus and to adapt to life during the crisis are as follows:

– 3D printing:

Because the virus spreads through tiny droplets in the air, it is important for health professionals to wear appropriate face masks to protect themselves. However, not every surgical mask is suitable—health professionals require N95 masks with a very close facial fit and very efficient filtration of airborne particles. In this context, 3D technology has come into use. In late March 2020, Copper 3D, a manufacturer of 3D printing materials, published an open-source file for an N95 respirator that could be 3D-printed [4].

– Big Data Analytics:

It can be used to identify people that need quarantine based on their travel history, predict the COVID-19 curve, speed up the development of antiviral drugs and vaccines, and advance the understanding of the COVID-19 spread across both time and space. Big data analytics has been successfully applied to help identify COVID-19 cases and generate real-time alerts through analyzing clinical visits, travel history, and clinical symptoms [2].

– Distance learning:

It use similar online learning tools, but are actually different in practice and goals. Online learning students can be in the classroom with a professor and only go online to work through their lessons and assessments. With distance learning, students work online at home while the teacher presents lectures and assigns work digitally and remotely.

– Distance work:

A large number of people started working from home. to do this, entrepreneurs provide employees with access to remote databases. Also, a large percentage switched to permanent online in social networks, in particular: personal blog, online store, social media marketing(SMM).

– Online banking and delivery:

NBU advises using online banking - an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website [3]. To reduce the risk of contracting coronavirus it is also recommended to order home delivery of food.

Conclusion. The COVID-19 pandemic has produced significant impacts on people, businesses, and society. The pandemic also has implications for the design, development, and use of technologies [1]. Technologies can be useful for reducing the severity of the coronavirus pandemic's impact on people, organizations, and society. However, the use of technologies to combat the pandemic raises challenges such as security, privacy, biases, ethics, and the digital divide.

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COMPUTER VIRUS

Introduction. A computer virus, much like a flu virus, is designed to spread from host to host and has the ability to replicate itself. Similarly, in the same way that flu viruses cannot reproduce without a host cell, computer viruses cannot reproduce and spread without programming such as a file or document.

In more technical terms, a computer virus is a type of malicious code or program written to alter the way a computer operates and is designed to spread from one computer to another. A virus operates by inserting or attaching itself to a legitimate program or document that supports macros in order to execute its code. In the process, a virus has the potential to cause unexpected or damaging effects, such as harming the system software by corrupting or destroying data.

Objectives. The main tasks of the paper are: to consider how computer viruses attack and spread to computers, to define symptoms of viruses and how to protect a computer from viruses, and finally remove and destroy them.

Methods. To get rid of a computer virus it is necessary to use antivirus software programs. For instance, Norton AntiVirus Basic can remove many infections that are on computers. The product can also help protect devices from future threats. The word virus comes from Latin and means "poison" or "slime." The origins of the computer virus can be traced back to Fred Cohen, an American who programmed the first PC virus in 1983. It could penetrate other applications and programs almost unnoticed and then spread to other machines. While today Fred Cohen is not a hacker, but a researcher and professor of computer security at the University of New Haven in West Haven, the viral code he developed laid the foundation for many dangerous computer viruses known today.

Technically, a computer virus is a self-propagating computer program. What is special about viruses, compared with other forms of malware, is that they can spread to you PC without your consent. A computer virus infiltrates other computer programs and spreads to infect other systems, and it can cause changes to the operating system or damage to other programs. In the process, the end user often suffers data loss or even damage to the hardware. Unlike so-called computer worms, a computer virus usually only spreads locally, much more slowly and therefore causes less damage overall. Viruses can be spread through email and text message attachments, Internet file downloads, and social media scam links. Mobile devices and smartphones can become infected with mobile viruses through shady app downloads. Viruses can hide disguised as attachments of socially shareable content such as funny images, greeting cards, or audio and video files.

To avoid contact with a virus, it's important to exercise caution when surfing the web, downloading files, and opening links or attachments. A computer virus attack can produce a variety of symptoms. Here are some of them: frequent pop-up windows, changes to a homepage, mass emails being sent from an email account, frequent crashes, unusually slow computer performance, unknown programs that start up when we turn on a computer and unusual activities like password changes.

It is important to take the following steps to safeguard PC and become less vulnerable: to use antivirus protection and a firewall, to get antispyware software, and always keep antivirus protection and antispyware software up-to-date, to update operating system regularly, to increase browser security settings, to avoid questionable Websites, to download software from sites you trust, to evaluate carefully free software and file-sharing applications before downloading them, not to open messages from unknown senders and delete dangerous messages immediately.

Conclusion. Computer viruses are extremely harmful for electronic devices. First and most essential protection is to install an antivirus software program. Second, to update operating systems occasionally. Next, to check for antivirus programs every period of time. Fourth, to avoid websites that are not secure. Finally, to visit only those websites for downloading that are reliable and worthy. In addition, for email, it is important to avoid messages from unknown senders and delete spam messages inbox. Thus, by following the above proposed measures we can avoid computer viruses completely.

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VIRTUAL REALITY AS TECHNOLOGY OF FUTURE

Introduction. Nowadays the technologies that allow immersing a person in a virtual reality, which excited the minds of science fiction writers half a century ago, have applied in many areas like science, education and entertainment. Virtual Reality (VR) is a technologically created world perceived by a person through sight and hearing. Modern technologies with the help of special equipment and high-quality computer graphics are able to create a reliable reality in which everyone can immerse himself [1, p.2].

Objectives. The main task is to review potential of virtual reality and to summarize the consequences of its development.

Methods. Innovative solutions and scientific developments constantly open up new opportunities for us, allowing us to approach the creation of new business opportunities. Perhaps, today we are in the midst of such a change, driven by VR technologies.

VR technologies do more than just influence on the development of a particular industry or research area. They are able to affect all aspects of society, from medicine to space flights. Here are some of the main potential functions of VR people can approach:

– New methods of imaging the human body. VR technologies open up the opportunity for medical professionals to look at the human body in a completely different way, allowing the results of medical screenings to be converted into interactive 3D programs [2, p.146].

– Improvement of safety and productivity of employees in enterprises. VR technologies can provide real-time information to specialists on factory to improve their efficiency and safety. Industrial wear such as smart gloves, helmets, goggles, watches helps engineers interact with machines through sensors connected to the Internet, which improves work efficiency, productivity and predictable results [2, p. 106]

– Cooperation in space. Space is so far away from us that it is difficult to imagine. However, it is there that the true potential of VR technologies revealed. Astronauts aboard the International Space Station (ISS) are testing a new generation of technology – virtual reality glasses made by Microsoft HoloLens. These glasses are designed to improve the interaction of astronauts with the control center on Earth. Once in outer space, professionals no longer need to rely solely on voice commands from Houston. Now they have an expert who gives real-time advice on how to fix problems or conduct a specific experiment. This helps to reduce the risk of errors in the process [3, p.345].

– Education system improvements. VR contributes to the gamification of the learning process. Most of the information can be presented in a playful way and in the same way to consolidate the material, conduct practical exercises and much more. Thus, dry theory becomes clear, understandable and much more interesting, engaging students and increasing the effectiveness of education [4].

Thus, VR has already become something more than just entertainment or technology for new computer games. VR allows you to be acquainted with complex processes and algorithms to simulate various situations and gain experience through trials and errors.

Conclusions. VR technologies are changing the ways people work, study and entertain shaping new environments, creating new experiences and opening the opportunities, which will have an impact on industry and improve the quality of our life.

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SOCIAL ENGINEERING AS A METHOD OF FRAUDULENCY

Introduction. In today's world with the development of the Internet and mobile communications, social engineering has become one of the most widely used techniques for exploiting people’s vulnerability. Its victims can be both children and adults.

Social engineering is a special method of manipulation that helps to force a person to give criminals the necessary data, using human weaknesses - that is, the emotions and natural behavior of the victim. The main purpose of social engineering is to gain access to confidential information, passwords, banking data, and other security systems.

Objectives. The main task is to consider the most common methods of illegal attacks using social engineering.

Methods. Social engineering attacks come in many different forms and can be performed anywhere where human interaction is involved. Manipulations are based on human fears, interests, or trust. You can fall victim to social engineering, either in-person or over the phone, or with digital devices. Most social engineering methods do not require special technical knowledge from offenders, so anyone can use these methods - from petty thieves to experienced cybercriminals.

The most common methods of social engineering include the following:

– Spam. It is one of the most common techniques. Mostly spam can be a letter, which is sent immediately to a large number of addresses, but it can also be delivered through instant messaging, SMS, and social networks. Although spam is not even social engineering, some campaigns use its types, such as phishing, spear phishing, vishing, smishing, and the distribution of malicious attachments or links.

– Phishing. This type of fraud is based on sending a letter, allegedly from your bank or other institution that contains a link that requires a password or other sensitive information required scams. To obtain data, attackers also create a sense of urgency or use intimidation tactics.

– Vishing. The purpose of telephone fraud is to obtain details of bank cards or any other confidential information. This may also include forcing the victim to transfer money to the offender's bank account.

– Pretexting. This is when an attacker calls an individual and lies to them in an attempt to gain access to privileged data. An example involves an attacker who pretends to need personal or financial data in order to confirm the identity of the recipient.

– Something for Something (Quid pro quo). This is when an attacker requests personal information from a party in exchange for something, like a gift.

– "Road Apple" attack. In a Road Apple attack, a hacker commonly takes numerous devices and taints them with malware, usually Trojan-horse-type rootkits. They then diffuse the tainted disks/drives to their targeted audience.

– A reverse social engineering attack. This is a person-to-person attack in which an attacker convinces the target that he or she has a problem or might have a certain problem in the future and that he, the attacker, is ready to help solve the problem.

Conclusion. Thus, it is necessary to learn how to distinguish common methods of social engineering attacks, in order not to fall victim to them. Also, it is important to keep in mind that representatives of official services never ask to provide them with any personal data or a one-time SMS code.

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NEW DEVELOPMENTS IN ARTIFICIAL INTELLIGENCE

Introduction. Nowadays artificial intelligence (AI) attracts more and more attention and if you believe Bill Gates, among all modern innovations, this one has the greatest potential to change our lives.

Objectives. The main task is to reveal the the main issues of AI, its risks, opportunities, and impact on our daily lives.

Methods. In the process of research the following methods were used: analysis, comparison, generalization.

Artificial intelligence is intelligence demonstrated by machines, unlike the natural intelligence displayed by humans and animals, which involves consciousness and emotionality. Modern AI can win even the most powerful grandmaster in the world, a lot of companies operate chat bots that automate and speed up the processing of their customers' calls without the involvement of people-operators, but we have to understand that even the most modern applications of AI have some limitation:

– They can successfully do only one type of task (the one for whom these systems were designed from the beginning). For instance, AI recognizing faces, but cannot chat with you.

– Artificial intelligence does not have the ability to "switch the context" by switching from one type of task to another, as people can.

– In order to be able to perform tasks, artificial intelligence systems need some time to learn, as well as information about the "reference truth". That is, a certain amount of reference data is required, on which the system is trained before commissioning.

We know that all of AI have restriction, but can we think that in this case we cannot came across some risks?

This is not quite true, if we talk about working places. A recent McKinsey report warns that by 2030, from 400 to 800 million people worldwide could lose their jobs through automation. At risk - sellers, receptionists, security guards, etc. Currently, artificial intelligence is doing quite well in diagnosing diseases: researchers at John Radcliffe Hospital in Oxford have developed a diagnostic system that in 80% of cases detects heart disease better than doctors, and at Harvard University, scientists have taught a "smart microscope" to see dangerous infections in the blood. Besides, AI has shown the ability to determine the risk of developing age-related diseases such as cancer and heart disease. However, how Bill Gates said : “Artificial intelligence actually means a longer vacation.”

Do not forget that AI can make our life better and easier. For example, the chatbot Replika, which aims to become your best friend, in the process of "communication" studies his interlocutor, and then tries to help him improve his mood. As for me, it can help people to cope with loneliness and sometime save life. Another example is that companies such as Google, Amazon and Microsoft are already offering their home assistants to serve as housekeepers: through the sound control system, they can turn on lights, ventilation or music, as well as make your schedule, report congestion.

Conclusion. On the whole, AI has some disadvantages, but in the same time they can improve our lives. I think we have to be careful with this technology and explore this question more deeply.

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3D PRINTING

Introduction. The technology of 3D printing of three-dimensional objects was invented in the late 80's of last century, but, being imperfect, was considered a promising technology for the distant future. But 3D printing is already widely used in various spheres of human life and activity, from plastic chess pieces created at home to various 3D models of living and non-living objects created by the film industry (from dinosaurs to spaceships). And in the near future it will become as familiar as 3D movies.

Objectives. The main task is to consider the principleS of 3D printing, analyze the main types of 3D printers and the main areas of their application.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

3D printing is the creation of a three-dimensional and detailed product in a given graphic form, as a result of the transformation of a three-dimensional graphic image into a real physical object. The 3D product is formed by the method of layer-by-layer "building" of a monolithic object or creation of separate details of a prefabricated object. The three-dimensional model of the future product can be obtained using a 3D scanner or by creating a 3D shape - a designer [1].

Today, 3D printers differ in:

– printing method (the most common method - layer-by-layer "building" of a monolithic object, but there is also laser and powder baking of raw materials for printing);

– materials for 3D printing (petroleum plastic - ABS, vegetable plastics - PLA, PLE, nylon, gypsum, metal powder, concrete, etc.).

Printing on a 3D printer is used in the following areas:

– medicine. Scientists use 3D printers to create individual cells in the human body and test new drugs. Tissues and organs (insert jaws, prosthetic joints, artificial kidneys, liver, trachea, skin cells, blood vessels and even nerve tissue) are used. As well as some components of medical equipment [3].

– film industry. Objects printed for movie time look much more realistic than computer graphics and are cheaper than real scenery (cars, interior items, copies of antique or futuristic furniture and jewelry).

– architecture. Even today, architects are ready to use a 3D printer to build fantastic buildings from sand and a special connecting element not only on Earth, but also on other planets of our solar system;

– small production, marketing and advertising. Printing technology is used to make exclusive products, such as art objects, character figures for online role-playing games, prototypes and conceptual models of future consumer goods (toys, shoes, clothing, jewelry, textbooks) or their structural parts [2].

Among the advantages of 3D printing the following ones can be listed: speed (creating a real model by hand takes much more time, while 3D-printing technology will do it in one day); price (3D-printing will be an order of magnitude cheaper than manual or automatic production of 3D-model); functionality (the object made by the 3D printer can be used immediately after production, and also can be put on a stream small-scale production) [1].

Conclusion. Summing up the benefits of using 3D printers, it should be noted that thanks to the optimal ratio of price and quality, all the shortcomings of the model, identified at the stage of its creation, can be eliminated quickly and at little cost; as well as several variations of prototypes of the same product can be created. It is relevant and promising in all spheres of human activity and life. Equipment for 3D printing remains quite expensive, high-tech and requires special knowledge and skills.

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SEARCH ENGINE TECHNOLOGY

Introduction. The development of software and hardware technology designed to search on the Internet is considered to be one of the important achievements in the field of information technology. Since searching the Internet is one of the easiest ways to get convenient and accessible information to anyone and anywhere in the world, the development of quality search engines aimed at improving analysis, reading user queries and providing reliable information on request is one of most relevant topics.

Objectives. The main task is to consider the main approaches to search technology, to determine its main mechanisms, to analyze the functionality and concept of "search engine".

Methods. A search engine is a software system that is designed to carry out web searches (Internet searches), which means to search the World Wide Web in a systematic way for particular information specified in a textual web search query. The search results are generally presented in a line of results, often referred to as search engine results pages (SERPs) [2].

The most popular examples of search engines are Google, Yahoo!, and MSN Search.

Search engines utilize automated software applications (referred to as robots, bots, or spiders) that travel along the Web, following links from page to page, site to site. The information gathered by the spiders is used to create a searchable index of the Web [3].

The main task of search engines has been and remained to provide people with maximum comfort by creating algorithms capable of adapting to the styles of writing search queries:

– In 2012, Google officially launched the “webspam algorithm update,” which specifically targeted link spam and manipulative link building practices. The webspam algorithm later became known (officially) as the Penguin algorithm update via a tweet from Matt Cutts, who was then head of the Google webspam team. While Google officially named the algorithm Penguin, there is no official word where this name came from [1].

– Panda is the official name of a Google algorithm update developed to reduce the prevalence of low-quality, thin content in the search results, and to reward unique, compelling content [1].

– RankBrain is a system by which Google can better understand the likely user intent of a search query. It was rolled out in the spring of 2015, but not announced until October 26 of that year. At inception, RankBrain was applied to queries that Google had not previously encountered which accounted then and still does, for about 15% of all searches. It was expanded from there to impact all search results [1].

– Since the fall of 2013, the Google Hummingbird algorithm has been leaving its imprint on search results for billions of queries and providing end users with another small step toward a more intimate, personal search engine results page [1].

There are many other important Google algorithms such as Mobile friendly, Payday or Google Medic designed to improve the supply of reliable sources not only in the field of medicine but in many others.

It is also important to note that not only Google is developing improvements to its search engines. For example, in 2019, Yandex released its latest update at the moment - Vega - aimed at improving the speed of search and indexing of documents. The concept of expertise in assessors' assessments has also emerged to improve the quality of output where expert content is needed.

Conclusion. Over the past 12 years, leading companies have released at least 8-10 essential and comprehensive search algorithms aimed at gaining market leadership in search engines. Further development of search engines may bring saturation of information quality to the highest level of efficiency in the future.

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THE INTERNET OF THINGS

Introduction. High-tech companies and experts have been discussing the idea of The Internet of Things for decades. In essence, Internet of Things is experienced: it is about connecting devices over the Internet, allowing them to communicate with us and with each other. People are also already familiar with the devices from the concept of the Internet of Things primarily due to the devices they wear. Fitness bracelets, smart watches, smart glasses, and more. For many, these gadgets have become indispensable in the morning jogging or exercise.

Objectives. The main task of the paper is to analyze the concept of “The Internet of Things”, main advantages of using it.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

The term "Internet of Things" is a concept of a communication network of objects or things that have technology to interact with each other and with the environment. In addition, they are designed to perform certain actions without human intervention. That is, all devices in your home, in the car, process information on you, exchange it and are able to perform various actions depending on this information. The environment of such devices is not limited to a smart home, it can cover the entire city. A popular example, if not clear, is the smart fridge. how about your fridge being able to tell you that there is no milk by sending you a message that there is nothing left in its monitored internal chambers, or that the box in it is already is the date of use suitable? Or garbage cans will be able to notify the city services about the need to clean them from garbage. A smart air conditioner, in turn, will be able to track the location of its owner and turn on when he goes home.

The "smart home" system today is probably most associated with the Internet of Things. Common devices have become smarter: thermostats, video surveillance systems, fridges, TVs. Many such systems can already be found in homes and offices, new and new services are appearing - remote monitoring of your own home via a smartphone or automatic climate systems of buildings.

The Internet of Things significantly transforms the personal and social aspects of life, as well as business and even entire industries. Also, this technology has the potential to solve some of today's global problems. In people's lives there will be less room for everyday problems, which means - more time can be spent on family, creativity, hobbies. Internet-connected devices will also give people more opportunities to manage resources efficiently. Already today, they help to optimally spend heat, water, light and save on utilities. It is important to note that not only the lives of individuals but also entire industries will change. One of the most prone to change industries will probably be telecom, as mobile operators will gradually change their business models from network providers to providers of "smart" services and applications.

Conclusion. In conclusion, we can sum up that the future lies in the Internet of Things. Fortunately, the Internet of Things is one of those broad ideas that does not depend on a single project or product. Constantly evolving, it becomes better and more reliable. The market is growing. The Internet of Things has already shown its effectiveness. Many companies have started using tracking in their offices. Logistics companies have stopped losing valuable goods during transportation. Therefore, it is a promising decision to choose smarter, in the era of smart things.

So, in the near future, the world of IoT-innovations will surely make our lives even more computerized and simplify complex mechanical processes

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3D PRINTERS

Introduction. Invented by a scientist named Chuck Hull back in 1986, 3D printing is the process of reading a digital virtual 3D model, followed by building a physical object. While Hull founded the largest company in the world, his invention worked solely on a technology called stereolithography. Objects printed on a 3D printer are printed immediately in 3 planes. The 3D model is built up level by level. Therefore this process is called rapid prototyping or 3D printing. 3D printing can be carried out in different ways and use different materials, but any of them is based on the principle of layer-by-layer creation of a solid object.

Objectives. The objective of the paper is to explore and understand the concept of 3D printers.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

To really understand how a 3D printer works, it will be correct to disassemble the individual technologies involved in 3D printing. Just as car engines are similar, but some run on gasoline, diesel, and some even on solar energy, 3D printers use different technologies but end up performing the same functions. We need to understand the basic principles of transferring a virtual 3D model on a computer to a 3D printer. Computers communicate in their own language and therefore people create virtual three-dimensional models of the desired shape with the help of special programs for modeling and design. The shape of the virtual model is given by a grid, inside which is the volume of the body. The model file records the coordinates of each vertex of this shape (the intersection of the grid lines), so that the computer understands how far apart the points of the body are. A special 3D printer program called a slicer cuts three-dimensional models into individual flat layers, which will then be printed one after the other. The program indicates the speed and accuracy of printing, temperature and other parameters. The settings are transmitted by special commands in GCODE format, which are executed by a 3D printer. After preparing the 3D model, start the 3D printer, load the required type of plastic and start printing.

3D printers can make different types of items, from small figures to human organs. Nowadays, 3D printers are often used abroad to create implants, print bones, model human internal organs and create medical instruments for doctors. 3D printing allows you to accurately model and create dental implants, prostheses, prototypes of organs. Because the 3D printer prints the models in layers, each new layer requires support from the previous one, otherwise a new layer of plastic is detected in the air and bends. Sometimes the shape of the models is such that the overhanging parts of the model do not have sufficient support, in such cases, the printer program automatically adds a support design of the material, which dissolves in a special liquid. After printing, the support design is removed.

Conclusion. Analyzing all the information about 3D printers, we can conclude that, like most technical innovations, 3D printers were originally designed for large and medium-sized industries: factories, plants, research centers. Hence the cumbersome size and high price. But today, 3D technology is increasingly in demand by private buyers and small businesses, and the field of 3D printing is refocused on them. The main purpose of 3D printers is not entertainment, but work and study. It is safe to say that with the development of 3D printers 3D scanners will develop. By analogy with the development of conventional scanners and printers nearby. The scope of 3D-printing is constantly expanding, because printing methods are constantly improved, new materials are used, the quality, accuracy and durability of the resulting objects increases. And 3D printers, on the contrary, decrease in the sizes, become more accessible and simpler. It is likely that someday such a printer will be in every home, as now ordinary inkjet or laser images are printed on paper. Today, 3D printers no longer seem like science fiction or novel machines. They have become a reality and bring great benefits to humanity. The future of technology and science for 3D printers.

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INFORMATION STORAGE

Introduction. In today's world, information is considered to be one of the key elements of our society. It makes sense both globally and more localized. Thanks to information, humanity is developing and becoming richer in material and spiritual terms. But any information is accumulated quickly, and human memory simply cannot keep so much. There are different ways to store memorized information. Thanks to them fast reproduction and sorting of data, placed by categories is possible.

Objectives. The objectives of the paper are the following ones: to analyze storage devices, to compare the first and modern storage devices.

Methods. In the research the following methods were used: analysis, comparison, generalization.

Magnetic recording was invented in the 19th century and was originally used only for storing audio files. The magnetic type was replaced by the laser type of drawing information on a surface of the carrier. A quantum generator was invented, which was used to process information for recording. In the second half of the 1990s, universal digital DVDs appeared which increased the amount of recording.

Modern information technology has proposed a new method of storage, without media. As for digital memory, it can be of two types:

1. External. This one includes Winchester, memory card and CD. The latter is now practically not used; flash cards have become its alternative. Due to this replacement, the number of disk usages has sharply decreased, which has had a positive impact on the environment. As well as the code of information is often violated due to damage to disks, the flash format is more appropriate.

2. Internal. The given type includes online options and cache memory.

A flash drive is a storage medium that is used to store data and connects to a computer or other device using a USB port.

The basis of the USB flash drive is a flash memory such as NAND or NOR. In turn, the flash memory contains a silicon crystal on which are placed transistors with floating and control isolated gates. Transistors have a drain and a source. The floating gate of the transistor is able to hold a charge (electrons). When writing data to the control gate, a positive voltage is applied and some of the electrons are sent (moving) from the drain to the source, deviating to the floating gate. Some of the electrons overcome a thin layer of insulator and fall into the floating gate, where they remain for a long period of storage. Information retention time is measured in years, but it is limited in one way or another.

In 2000 there became popular portable devices called flash drives or as they are called USB flash drives, flash drive, and flash memory. The main advantage of a flash drive is its size, because flash drives are very small, and when using nanotechnology, the size becomes even smaller, compared to external devices such as Winchester (Hard Drive Device). When using a flash drive, it works completely silently, and it's a nice fact that nothing will distract you during operation.

The big advantage of flash drives is resistance to bumps and falls. Also, the advantages include the tolerance against scratches and dust, as well as there is no need for additional power when connected, as the flash drive is powered via a USB port. The disadvantage of a flash drive is that it often transmits viruses from one computer to another.

There are only three types of USB drives: 2.0, 3.0 and 3.1. Today, USB drives are designed for 32/64/128 / above GB, and if necessary, you can buy 2/4/8 GB. That is, today the maximum capacity of a flash drive is 2048 GB. Chips used in flash memory. Most often, a compromise is chosen between high-speed and expensive chips that have cells of the same level, and cheap flash chips that have few levels with multi-level (MLC) / three-level (TLC) cells at the normal speed.

Until the end of the 20th century, these types of storage were considered the only ones. Later, there was a better way to access data at any time and from any suitable digital device. A separate topic is devoted to the Internet in the reports on the topic of information storage. You can store any amount of data on the World Wide Web using a variety of cloud storage options.

In recent years, scientists have been actively working to create special disks that can store enough information. Used in all processes nanotechnologies work at the level of atoms and molecules. One data recorder created with this technology can replace thousands of disks, and there should be enough space on it to record every second of human life.

Although it sounds like a fragment of a fantasy film, in reality, humanity is moving rapidly to create a universal repository for all information.

The use of the Internet. The most comfortable and accessible way for everyone to store information, which provides free data storage, is used all over the world. One of information storage types on the Internet are cloud services. Cloud technology allows you to store data on a third-party server, which you can access only if you have a network connection. The most common cloud services are Google Drive, Apple iCloud, Amazon Cloud

Drive, and Microsoft OneDrive. Cloud technology allows you to store data on the network and access it from any device.

That is, even if your main device fails or is not at hand, you can download all the files you need from the cloud. Of course, it is possible if you have Internet access at the moment. The need to connect to the Internet is both a virtue and a limitation of cloud technology. On the one hand, you can store lots of different data as on your hard drive, only in cyberspace. On the other hand, you will not get them without the Internet. And large files can take a long time to download, depending on the speed of your Internet.

Conclusion. Therefore, with the development of data transmission technologies, cloud technologies are also improving and changing. They are no longer the future for data storage and transmission. They are our present day reality.

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AREAS OF USE OF MULTIMEDIA TECHNOLOGIES

Introduction. Multimedia technologies can be presented by a combination of technologies which allow you to integrate different types and methods of providing and using symbolic, audio and video information, and modern information systems with a wide variety of formats and hardware devices for input, processing, display and storage of multimedia information.

Objectives. The main task of the research is to explore the areas in which multimedia technologies are actively penetrating

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

A new impetus in the evolution of multimedia has been associated with the widespread development of the World Wide Web. New opportunities for the creation of electronic learning tools opened hypertext technology as a set of diverse information that can be located not only in different files but also on different computers The advent of network support protocols for software applications and standards for audio, image, and digital video compression has overcome a number of critical limitations. This, in particular, allowed to create forms of online electronic communication. At the moment, multimedia technologies are an integral part of our lives, they surround us almost always and have already penetrated into most areas of human activity

Some of the areas using multimedia technologies are:

– Education. Multimedia technologies open fundamentally new methodological approaches to the organization of the pedagogical process in the system of general education. The inclusion of information multimedia technologies makes the learning process more technological and more effective. The use of presentations and videos in the classroom is able to structure and visualize information, strengthening the motivation of students and enhancing their cognitive activity

– Advertising. With the development of computer technology, a new type of advertising presentation products appeared in the form of computer multimedia presentations with structured information recorded on them, accompanied by photos and videos, 3D graphics and soundtrack. Multimedia presentations can be made by a person on stage, shown through a projector or on another local playback device, and can also be made in the form of a dynamic video, cartoon or multimedia booklet.

– Games in which the player interacts with a virtual environment built by a computer. The state of the virtual environment is transmitted to the player through various methods of information transmission (audio, visual, tactile). Currently, all computer games are multimedia games. This type of game can be played alone on a local computer or console, and with other players via a local or global network

Conclusion. Multimedia technologies actively penetrate into all spheres of applied and professional activity of the person, become an integral attribute of professional suitability in a modern society.

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THE PSYCHOLOGICAL ADVANTAGES AND DISADVANTAGES OF VIDEO GAMES

Introduction. Video games have been notoriously popular for what seems like forever. But why? What is it about video games that makes them so compelling? The United States has the largest video game presence in the entire world, and in 2017, the video game industry earned an astounding $108.9 billion [1]. So, just exactly what is it about video games that have allowed the industry to entirely blow up?

Objectives. The main task is to consider the impact of videogames on our mental processes and physical body and explore advantages and disadvantages of video games.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

The most credible and sensible theory can be attributed to scientist Nick Yee. He proposes the three motivation components: achievement, social and immersion [1].

The achievement component reflects the gamer's desire to advance to higher and higher levels within the game as well as presents a desire to win the game. Also, this component includes an interest in the rules and with others who are also playing the game. The social component speaks for itself. It highlights the desire of gamers to communicate with one another and to form connections. The immersion component reveals the desire of the gamer to create a unique character which allows him or her to briefly escape from reality.

Thus, according to the motivation components, it is the desire to achieve, socialize and immerse that makes video games so intensely intriguing to all the gamers across the world. Yet, what may be even more interesting is the ongoing debate between the positive and negative aspects of video games.

First of all I would like to consider the negative consequences of video games.

For as long as we can probably remember, video games have had a negative stigma placed upon them as being a detrimental factor in the development on both the mental processes and the physical body of the gamer. Many argue against the violence found in video games, and suggest that this virtual violence directly correlates with aggression found in the real lives of these gamers.

Further, addiction is highly argued as a major issue that arises when one begins to play video games. Such an addiction may lead to isolation and anti-social habits as well as present the gamer with too much time trapped in a virtual world and away from the real world.

Lastly, long-term concentration has been said to take a hit when it comes to excessively playing video games because of a diminishment in the ability to concentrate for a long duration of time [2].

Nevertheless, despite these issues, when we begin to identify the positive aspects of video games, it quickly becomes obvious that these aspects can provide gamers with an extensive amount of psychological advantages.

For instance, video games are highly stimulating. This stimulation reaches nearly all parts of the human brain and leads to high level thinking as well as the development of fine motor skills. With the intensity and complexity of each game comes quick analysis, thinking, strategizing, learning to deal with stress and inductive reasoning followed by hypothesis testing [4]. In other words, playing video games forces the gamer to deeply stimulate multiple different areas of his or her brain which leads to the development of a large handful of various beneficial tasks and dimensions of thinking.

Also, it has been discovered that video games can help those who suffer from mental disorders such as anxiety, depression, antisocial personality disorder (APD), attention deficit hyperactivity disorder (ADHD), post-traumatic stress disorder (PTSD) and Alzheimer's disease.

Conclusion. It was found that video games can be very therapeutically useful in such instances due to the fact that playing video games can develop positive structural brain changes. This is due to the fact that mental disorders arise when brain regions experience a decrease in size. When someone suffering from such a deficit immerses themselves in a video game, they experience a volumetric brain increase thus suppressing the patient's disorder [5].

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SUPERCOMPUTERS AND THEIR USAGE

Introduction. Supercomputers play an important role in the field of computational science, and are used for a wide range of computationally intensive tasks in various fields, including quantum mechanics, weather forecasting, climate research, oil and gas exploration, molecular modeling (computing the structures and properties of chemical compounds, biological macromolecules, polymers, and crystals), and physical simulations (such as simulations of the early moments of the universe, airplane and spacecraft aerodynamics, the detonation of nuclear weapons, and nuclear fusion). They have been essential in the field of cryptanalysis.

Objectives. The main task is to analyze how important are supercomputers, to research the history of their development and their perspectives.

Methods. In the process of research the following methods were used: analysis, comparison, generalization.

A supercomputer is a computer with a high level of performance as compared to a general-purpose computer.

Such computers give a more competitive industry. Thanks to HPC-based simulation, the car industry has reduced the time for developing new vehicle platforms from 60 months to 24, while greatly improving safety and comfort. To explore the universe we need supercomputers. But the advantages of supercomputing are not confined to large research centers. Thanks to the cloud and to networking, every research center or even an innovative start-up can now access supercomputing as a service.

They also give a lot of the direct benefits to our health. For example, supercomputers can detect genetic changes responsible for the onset and mutation of tumors in a simple, quick and precise way, in a few hours. For new-borns affected with genetic disorders - the main cause of infant deaths in our modern societies - time is essential, as they do not demonstrate all of the classic disease symptoms that make diagnosis possible. In one case, one day of supercomputer time was all that was required to analyze 120 billion nucleotide sequences, narrowing down the cause of a baby's illness to two genetic variants. Thanks to this, effective treatment was possible and the baby is alive and well 5 years later.

We also receive better forecasting. Severe weather costs 150.000 lives and €270 billion in economic damage in Europe between 1970 and 2012. The more powerful the supercomputer, the more precisely and the further in advance climate scientists can predict the size and paths of storms and floods and help activate early warning systems. For example, HPC has helped climate scientists predict the size and path of St. Jude's Day storm in October 2013 four days before it formed, helping to take preventive measures and reducing damage.

Making possible more scientific advances – it`s also a big benefit of supercomputers. HPC has revolutionized the way science is performed. Supercomputing is needed for processing sophisticated computational models able to simulate the cellular structure and functionalities of the brain. This should enable us to better understand how our brain works and how we can cope with diseases such as those linked to ageing. These scientific advances are in turn pushing the frontiers of ICT research: the new data-driven science requires more data capacity and computing power, as well as an "open" environment where researchers can easily access and use this wealth of data and computing resources.

Supercomputers give us more reliable decision-making too. The world faces an increasing number of challenges – at the local level as well as at the planetary scale. The convergence of HPC, Big Data and Cloud technologies will allow new applications and services in an increasingly complex scenario where decision-making processes have to be fast and precise to avoid catastrophes. Supercomputers are in the front line for developing essential public policies, from homeland security to climate action. This is why HPC has become a national priority in U.S.A., Japan or China.

Petaflop computer is something new in this sphere. It`s the most powerful computing system today, with its help the most global predictions, forecasts and researches are made. Special cloud systems on the base of supercomputers are also being used more and more. It means that you need only internet connection to get an access to the fastest and the most powerful computers in the world, what makes the usage of supercomputers much more convenient.

Conclusion. To sum up, nowadays this sphere has been improved a lot, so we can make our life much easier and safer with the help of supercomputers. Developing an researching supercomputers – that`s a big step in the future, it is a strategic tool for science, industry, and society. It is very important and potential thing for all global researches and predictions. We should definitely devote a big part of our energies and developments to this sphere.

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AUGMENTED REALITY (AR) TECHNOLOGY

Introduction. Augmented Reality (AR) technology is a technology that combines virtual information with the real world. In recent years, the rapid development of augmented reality technology has aroused people's high attention. The technical means it uses include Multimedia, 3D-Modelling, Real-time Tracking and Registration, Intelligent Interaction, Sensing and more. Its principle is to apply computer-generated virtual information, such as text, images, 3D models, music, video, etc., to the real world after simulation. In this way, the two kinds of information complement each other, thus achieving the enhancement of the real world [3].

Objectives. The objectives of the paper are: firstly, to analyse the history of development of augmented reality, secondly, to introduce the key technologies and application of augmented reality in some fields.

Methods. Augmented reality is a view of the real, physical world in which elements are enhanced by computer-generated input. These inputs may range from sound to video, graphics, GPS overlays and more [1].

One of the objectives of the article is to give a short overview of the development of AR. To begin with, in 1975, a cinematographer Morton Heilig invented the Sensorama which delivered visuals, sounds, vibration and smell to the viewer. Of course, it wasn't computer controlled but it was the first example of an attempt at adding additional data to an experience.

Then in 1968, Ivan Sutherland the American computer scientist, invented the head-mounted display as a kind of window into a virtual world, but the technology used at the time made the invention impractical for mass usage. Later on, in 1975, the American computer artist, Myron Krueger, developed the first "virtual reality" interface in the form of "Videoplace". This technology allowed its users to manipulate and interact with virtual objects and to do so in real-time.

Boeing researcher Thomas Caudell was the first, who introduced the term "augmented reality" in 1990. It is thought, that the first properly functioning AR system (Virtual Fixtures) was the one developed at USAF Armstrong's Research Lab by Louis Rosenberg in 1992. It was a complex robotic system which was designed to compensate for the lack of high-speed 3D graphics processing power in the early 90s. It enabled the overlay of sensory information on a workspace to improve human productivity. In 1996, Hans Kaufmann and Stig developed the first united and combined augmented reality system in which multiple users could share virtual objects in the same space.

In addition, there were many other breakthroughs in augmented reality, which are worth mentioning.

– In 1998, Bruce Thomas and Wayne Piekarski developed "this is not map in the hat", a platform for AR that delivered first outdoor AR game Quake.

– In 1999, Kato and Mark Billings released AR toolkit the first open source software platform for augmented reality.

– In 2003, Daniel Wagner and Shmuel Stig presented the first AR system running on personalizedl digital assistant.

– In 2015, Microsoft developed augmented reality support and their augmented reality headset HoloLens [1], [2].

In our paper we would like to focus on key technologies of augmented reality which are widely used nowadays. They are: intelligent display technology, 3d registration technology and intelligent interaction technology.

– intelligent display technology (with the development of intelligent display technology, augmented reality becomes a possibility, which is pushed to a new height by the various kinds of display devices generated based on intelligent display technology);

– 3D registration technology (as one of the most critical technologies in the augmented reality system, 3d registration technology enables virtual images to be superimposed accurately in the real environment);

– intelligent interaction technology (with the development of intelligent interaction technology, augmented reality not only superimposes virtual information to real scenes, but also realizes the interaction between people and virtual objects in real scenes).

It was proved, that AR technology has been applied in many fields, including tourism, art, archaeology, industrial manufacturing, restoration, commerce, emergency management, entertainment, leisure, education, and medical treatment [3].

Conclusion. To sum up, augmented reality combines real and virtual worlds, supplementing the real world with computer-generated virtual objects in real-time. It is an advanced technology that improves users view of interactivity with the present reality by adding virtual objects in it. Futhermore, it is regarded to be a natural way to interface with the digital world. In addition, the above mentioned in the paper technologies constitute the core technology circle of augmented reality and play an important role in the development of AR.

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VIRTUAL REALITY TECHNOLOGIES

Introduction. Modern technologies surprise with their achievements. Such a big breakthrough has been made that everyone can plunge into an extremely wonderful and magical world. In addition, virtual reality has gained popularity in many areas and has become the leading technology of the future. At the moment, this is a very advanced technology that is available to every user for entertainment or something else. You need a VR-enabled phone or computer to immerse yourself in virtual reality. You connect VR goggles to these devices and put them on. You can also attach devices to your whole body to feel the same in virtual reality as in real life.

Objectives.The main task of the paper is to consider the main areas of activity where virtual reality technology is used and how it affects people's modern life.

Methods. In the process of research the following methods were used: analysis, comparison, generalization.

Virtual reality (VR) today is a kind of reality in the form of the identity of the material and the ideal, which is created and exists due to another reality. In a narrower sense, it is the illusion of reality created by computer systems that provides visual, auditory, and other sensations. The concept of virtual reality comes from "virtuality", which originally meant in scholasticism the connection between realities belonging to different levels, mainly between divine and earthly reality. In the end, its main value was the imitation of reality with the help of a computer and various devices that act on the senses [3].

Currently, virtual reality is used in video games. It should be noted that VR was created for video games, and this has created a real revolution in the gaming industry. In the test, players did not initially perceive this technology due to shortcomings, but it changed quickly, and now everyone wants to get points for virtual reality.

The method of training also bears fruit. When students read something, they often want to experience it. With VR, they are not limited to descriptions of words or illustrations to books; they can explore the topic and see how it all comes together. Thanks to the sense of presence provided by VR, students can learn about the subject by living it. It's easy to forget that the VR experience is not real - the body actually believes that it is in a new place[1].

In industry, virtual reality technologies can be used at all stages of the product life cycle: from ordering, continuing to the design phase and ending with sales and after-sales service. The product can be delivered to the customer before it is made. Production products, thanks to the use of VR, can be effectively and efficiently demonstrated at exhibitions, sales offices and just in crowded places [4].

Ford uses VR projects at the design stage of the car. The company's design center, located in Cologne, Germany, is equipped with a studio where design engineers can comprehensively evaluate a car without a physical prototype. Also in late 2017, Nvidia announced the development of a virtual reality designed for collaboration between engineers and designers.A VR system called Holodeck allows multiple participants from engineering centers located in different cities or different countries to come together in a shared virtual space. 3D objects are displayed in it with a high degree of detail and can be presented in full size [2].

In virtual reality medicine is used to treat drug addicts. People are shown realistic scenes of drug use and their consequences. In addition, VR glasses are offered for the diagnosis of mental disorders [3].

Conclusion. Virtual reality in education is on the horizon, and without a doubt, it’ll change the world as we know it. Twenty-first century classrooms will be technologically advanced places of learning, with VR technology significantly increasing students' engagement and learning. VR experiences will inspire a whole new generation of young and bright students, ready to innovate and change the world.

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OPERATING SYSTEMS

Introduction. The 21st century is characterized by a pronounced phenomenon of globalization and the transition from an industrial society to an information society. Under the influence of scientific and technological progress, new information technologies (IT) are being introduced everywhere, which provide unique opportunities for the rapid and effective development of mankind as a whole. At the moment, a very important aspect for most people is the ability to use industrial information technology. Computers have penetrated into all spheres of human life. The culture of communication with the computer has become a common human culture. Getting to know a personal computer (PC) should start with getting to know the operating system, so without it, working on a PC is unthinkable for most users. The relevance of this topic is that the operating system (OS) Windows company Microsoft is currently considered the most common system on a PC. When you turn on the computer, OS is loaded into memory earlier than other programs and then serves as a platform and environment for their work. Without the OS, it is impossible to imagine working with a computer. Knowledge of the OS is necessary for the successful use of modern computers.

Objectives. The main task of the article is to analyze the OS, their classification and purpose

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

An operating system is a set of well-functioning control programs that manage computer resources, run applications, interact with peripherals, and provide user-computer dialogue. Operating systems are the main system software packages. The services of the operating system are used by any program, so the work can be carried out only under the control of a particular OS. Only at performance of this condition it is possible to count on coordinated activity of the computer.

By the number of programs running simultaneously operating systems are divided into:

1) Single-task operating systems can run the next program only after the current active task is completed;

2) Multitasking operating systems, in contrast to single-task, provide the ability to run multiple programs simultaneously, allocating resources between the computer system: CPU time, memory, peripheral.

Operating systems can be also distinguished as:

– single-user and multi-user operating systems;

– with support for networking (network operating systems) and without support for networking.

– operating system to perform the functions of a network server or workstation (network client).

– Desktop (DeskTop) is the most common class of operating systems designed to perform a fairly wide class of tasks, from home use to a network workstation.

Network operating systems. Local area networks combine dozens and even hundreds of computers. They provide network users with access to information stored on the network, sharing computing resources and peripherals. LAN consists of separate workstations connected to powerful network servers by means of the special communication equipment.

The most popular network operating systems are **Windows NT** and versions of **UNIX** systems, in particular, the freely distributed Linux operating system is becoming increasingly used.

Conclusion. Operating system is a complex set of software that provides the user not only standardized input-output information and program management, but also simplifies the work with the computer. The software interface of operating systems allows you to reduce the size of a particular program, simplify its operation with all components of the computer system. Each operating system uniquely defines a set of functions that provide different options.

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THE INTERNET OF THINGS

Introduction. The Internet of Things is the concept of connecting any device (so long as it has an on/off switch) to the Internet and to other connected devices. The IoT is a giant network of connected things and people – all of which collect and share data about the way they are used and about the environment around them.

Objectives. The main task of our article is to consider the phenomenon of the Internet of things and present its suggested possible future prospects.

Methods. The Internet of Things, or IoT, refers to the billions of physical devices around the world that are now connected to the internet, all collecting and sharing data. Thanks to the arrival of super-cheap computer chips and the ubiquity of wireless networks, it's possible to turn anything, from something as small as a pill to something as big as an airplane, into a part of the IoT. Connecting up all these different objects and adding sensors to them adds a level of digital intelligence to devices that would be otherwise dumb, enabling them to communicate real-time data without involving a human being. The Internet of Things is making the fabric of the world around us smarter and more responsive, merging the digital and physical universes [1].

IoT encourages companies to rethink the ways they approach their businesses and gives them the tools to improve their business strategies. Generally, IoT is most abundant in manufacturing, transportation and utility organizations, making use of sensors and other IoT devices; however, it has also found use cases for organizations within the agriculture, infrastructure and home automation industries, leading some organizations toward digital transformation [3]. IoT can benefit farmers in agriculture by making their job easier. This brings benefits with it, such as cost saving, saved time, quality-of-life workflow changes and paperless workflow. A home automation business can utilize IoT to monitor and manipulate mechanical and electrical systems in a building. On a broader scale, smart cities can help citizens reduce waste and energy consumption [2].

IoT touches every industry, including businesses within healthcare, finance, retail and manufacturing. The internet of things helps people live and work smarter, as well as gain complete control over their lives. In addition to offering smart devices to automate homes, IoT is essential to business. IoT provides businesses with a real-time look into how their systems really work, delivering insights into everything from the performance of machines to supply chain and logistics operations. IoT enables companies to automate processes and reduce labor costs. It also cuts down on waste and improves service delivery, making it less expensive to manufacture and deliver goods, as well as offering transparency into customer transactions. IoT is considered one of the most important technologies of everyday life, and it will continue to pick up steam as more businesses realize the potential of connected devices to keep them competitive [4].

Conclusions. So, having studied the materials on the topic, we may suggest that the future of IoT has the potential to be limitless. Advances to the industrial internet will be accelerated through increased network agility, integrated artificial intelligence (AI) and the capacity to deploy, automate, orchestrate and secure diverse use cases at hyperscale.

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ARTIFICIAL INTELLIGENCE: APPLICATIONS AND DEVELOPMENT PROSPECTS

Introduction. The British AI encyclopedia defines it as "the ability of a computer to perform tasks that intelligent beings can perform." To a large extent, AI developers are trying to teach the computer intellectual abilities. Today, the leader in artificial intelligence is the United States. Every year, about 3,000 doctoral dissertations are defended in the country and about 1,400 AI startups are opened. The United States currently allocates about $ 1 billion a year to the development of artificial intelligence, but it is noted that much more substantial support is needed to maintain a competitive advantage in the AI business.

70 years ago, interplanetary travel and human landings on the moon seemed crazy ideas. Same with creating a strong AI now. In the current

environment, this doesn’t seem possible, but the development of semiconductor technology, quantum computing and the interest of scientists in the study of this topic promise us good prospects for the creation of computer intelligence.

Objectives. The main task of our article is to consider the phenomenon of Artificial Intelligence from the point of view of its present application and the perspectives of usage.

Methods. Artificial Intelligence is now widely used in almost all spheres of human life: industry, soldiery, judicial system, transport, making it safer and more comfortable, cybersecurity, online shopping and advertising; medicine, helping nowadays recognize covid-19 from computerized tomography lung scans and providing data to track the spread of the disease [2].

In Paris, Istanbul and Dubai, unmanned subway cars have been introduced, which move independently without the control of drivers. Stockholm uses shuttle buses based on connected technologies. Transport is managed by the Connected Urban Transport platform from Ericsson. Thanks to it the bus interacts with technologies of the smart city: stops, traffic lights and sensors. Thanks to the intelligent transport system (ITS) it is possible to regulate traffic flows, which makes highways safer. Today, such ITS manage traffic in major cities around the world, including Munich, London, Bristol, Brussels and Lyon. The systems regulate the movement of cars, monitor parking and traffic lights.

Detection based on relatively simple and fast calculations is sometimes used to find small areas in the already mentioned image, which are then analyzed using more resource-intensive techniques to obtain a correct interpretation [3].

A striking and interesting example is the acquisition of the Ukrainian startup Looksery for $ 150 million. Looksery is one of the first cases of AI use in social networks for the end user. This is a technology that allows you to "edit" your own face in real time during video chat or photo sharing. The media reported that the entire Ukrainian program development team had moved from Odessa to the United States [1].

Conclusions. Considering how much time a person spends in gadgets - the world is already enslaved by technology. But, some scientists are seriously discussing the possibility of a machine uprising and the emergence of artificial intelligence, which will set foot on the path of war with humans. So far, unfortunately or fortunately, the computer loses to humans in most areas, and the fact that we have taught neural networks to instantly perform specific but complex tasks and learn from them does not mean that such systems are smarter than humans. Primitive AI, which today is implemented in the form of intelligent voice assistants, machine translation from one language to another, text creation or definition of objects in the photo - is still very weak, makes many mistakes and cannot do without human help.

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WIRELESS CHARGING: CURRENT STATE AND PERSPECTIVE IN DEVELOPMENT

Introduction. Leave the time when we had to use physical cables to charge your smartphone or batteries with annoying power supplies which takes a lot of place on desktop and gives you possibility to charge only one thing. However, you can charge two things but in that way you need a special power supply with two or more usb power outs. Is that comfortable? I guess no. Let’s take a look around the wireless charging technology and find out all of benefits and shortcomings.

Objectives. The main task of the paper is to analyze the state of wireless charging now and promising directions of its development.

Methods.In the process of the research the following methods were used: analysis, comparison, generalization.

What does wireless charging mean? The simplest explanation is charging without any cables which means that you don’t really need them. So you can setup your work space much better than before while using wireless chargers because if you have a powerful one you just can build it into a desktop and it give you more space again. Almost each modern smartphone has wireless inductor coil which allow you to charge battery from wireless charging supply. How does it work?

With a wireless charger, the battery inside any battery-powered appliance can be charged by simply placing the appliance close to a wireless power transmitter or a designated charging station. As a result, the appliance casing can be made completely sealed, even waterproof. Besides the inherent convenience it offers, wireless charging can also greatly enhance reliability, since the charging plug on the side of an appliance can suffer mechanical damage easily, or simply by someone inadvertently plugging in the wrong adapter. The underlying principle behind wireless charging is the well-known Faraday’s law of induced voltage, commonly used in motors and transformers [1].

Today, we can charge a lot of things like this, and it's really impressive, but this technology has a number of nuances that you need to know. First one - your device must be close to the charging station up to one centimeter otherwise the device will not charge. Often wireless charging stations are low in power so the time to fully charge the battery increases.

I think that the future lies in the new generation of chargers that will charge our devices through the air and the radius of their coverage will be much larger than in wireless inductive charging. This way we will be able to be connected to the charger almost every time. This is especially useful for electric cars because there is a constant need to update the charge level. So we can cover longer distances.

Conclusions. Wireless charging is a great technology that has replaced wire charging, but not without drawbacks. However, the world's most famous technology companies are engaged in its improvement and development of a new type of wireless charging for our devices. I think in the near future the need for cables to power the devices will disappear completely.

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3D MODELING TECHNOLOGY

Introduction. Ever since 3D modeling came into the limelight over 40 years ago, the technology has evolved in a massive way. The future of 3D development looks bright, with 3D printing and virtual reality taking center stage in the modeling arena. Although virtual reality is still a young technology, it is set to change the way we interact with 3D models forever. That is why, nowadays 3D modeling technology, as process of developing a mathematical representation of any three-dimensional surface of an object via specialized software, is one of the most relevant topic.

Objectives. The main task is to analyze the information about 3D modeling and highlight the main areas of its use.

Methods. Nowadays, modern three-dimensional computer graphics allows you to create the most realistic models of objects that are difficult to distinguish from ordinary images. A professionally modeled presentation allows you to demonstrate a product or service at a high level to potential customers, partners, investors. 3D modeling is the design of a three-dimensional model based on a pre-designed drawing or sketch. To build a three-dimensional model of the subject, special visualization software products and hardware devices in the form of computers, tablets and office equipment are used [1].

Almost all 3D models can be divided into two categories.

– Solid - these models define the volume of the object they represent (like a rock). These are more realistic, but more difficult to build. Solid models are mostly used for nonvisual simulations such as medical and engineering simulations, for CAD and specialized visual applications such as ray tracing and constructive solid geometry;

– Shell/boundary - these models represent the surface, e.g. the boundary of the object, not its volume (like an infinitesimally thin eggshell). These are easier to work with than solid models. Almost all visual models used in games and film are shell models [2, p.304].

Today 3D models are used in a wide variety of fields. With the help of three-dimensional graphics, the most realistic modeling of urban architecture and landscapes is achieved - with minimal costs. Visualization of building architecture and landscape design allows investors and architects to feel the effect of being in the designed space.

It is impossible to imagine modern production without pre-production modeling of products. With the advent of 3D technologies, manufacturers have been able to significantly save materials and reduce financial costs for engineering design.

The entire modern film industry is focused on 3D cinema. For such filming, special cameras are used that can shoot in 3D. In addition, with the help of 3D graphics for the film industry, individual objects and full-fledged landscapes are created.

3D models can also be the basis for physical devices that are built with 3D printers or CNC machines [3, p.78].

Conclusion. To sum up, 3D modeling is one of the most contributing sphere for modern technologies. Like any new technology, it simplifies the realization of the creative abilities of any person, regardless of his/her inclinations.

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QR CODES: A SAFE WAY TO TRANSMIT INFORMATION OR A THREAT TO THE DEVICE?

Introduction. Today, there are many ways to exchange information between devices. Each of the methods has certain characteristics, such as speed, ease of use, ease of implementation, efficiency, etc. Currently, the most popular method is QR-codes. As more businesses start using them, they become more recognizable, and many smartphones now have built-in QR readers. But what exactly are these so-called QR codes and do they pose a threat to devices?

Objectives. The main task is to consider the main advantages of QR-codes, what information they may contain, whether they are safe for devices and how to protect them against harmful QR-codes.

Methods. QR codes (Quick Response) are two-dimensional images that consist of black and white squares. It was designed to improve the design of the barcode. Licenses are not required to create or scan codes, i.e., they can be freely used by people around the world for free and without restrictions. The code scanner reads the location of black and white pixels, called modules, in columns and rows and converts them into information where each black and white pixel is 1 or 0 [1].

The main advantages of these modules are:

– High scanning speed and the ability to scan them in any direction within three hundred and sixty degrees;

– Storage of large capacity data with a small module area;

– Correction of errors, damage, deformation or contamination of modules;

– Support for different types of data;

– Ability to fragment and structure codes [2, p.17].

Like a barcode, a QR code stores data. This information may include website URLs, phone numbers, account authentication forms, Wi-Fi access, or text up to 4,000 characters long. During the coronavirus epidemic, they were also used for contactless payments, menu coverage in restaurants, and other services to reduce close contact between employees and customers.

QR codes contain a lot of data, so they may hide phishing information. Clever hackers can also use QR codes to direct users to disguised malware downloads. And in the case of QR codes that point to URLs, there is a chance that the domain to which they are directing users may be hacked. Therefore, it is important to choose a QR scanner that will instantly check the security of the scanned link before providing you with any information [3].

Conclusion. To sum up, QR code is a convenient, fast and intuitive way to exchange information between devices. Despite its small size, it contains a large amount of different information, from the composition of the product to access to a Wi-Fi network. Unfortunately, QR codes are not always secure, but if you install a verified QR scanner and read only verified codes, this information transfer option will not pose a threat to your gadget.

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GRAPHIC DESIGN AS THE CREATION AND VISUALIZATION OF GRAPHIC OBJECTS

Introduction. In modern conditions, design plays an important role in creating a product. In all areas of our life, you can see the work of designers such as web pages, banners, advertisements, logos, interiors, exteriors, etc. Today, a popular trend in IT is graphic design, which creates and visualizes graphic objects. To perform the work, digital technologies are used that simplify the design process.

Objectives. The main task is to reveal the essence and define the main aspects of "graphic design" and to consider the editors that are used in the process of working with graphic objects.

Methods. In the process of the research the following methods were used: analysis, comparison, generalization.

Graphic design is an art form that implements aesthetic and informative functions. The product of graphic design must satisfy the viewer in specific needs. It should be emphasized that artistic taste and aesthetics play a big role in graphic design. The person who designs and creates the look of the object relies on the following parameters: color scheme, composition, style, mentality, shape, texture. The designer must have a theory of design, aesthetic taste and have a creative approach to solving the problem. The main task of a designer is the ability to express an idea in graphics to make the viewer think [1, p. 148].

Graphic designers adhere to important following principles that create stability:

– contrast;
– movement;
– balance;
– proportion;
– accent.

Technology is evolving further and further every year, so graphic design can be used in many industries, from prepress to animation. Every day many institutions, firms, shops, etc. are opened, which need their own website, to develop a logo or advertising, etc. Therefore, the most popular positions today are:

– web designer, graphic designer;

– UI \ UX designer;

– creative director;

– art director.

However, at the beginning of work graphic designers use a sketchbook, where they sketch ideas on paper before moving to the computer [6].

Designers must be able to solve problems with any media, as each stage of development requires the preservation of style and support the basic concept. Brand design is the creation of an individual visual environment of the brand, which shows the main characteristics of product in the images. To visualize the brand, graphic designer uses elements that create the face of the brand and show the corporate identity. Working with the brand includes: logo development, brand book, brand design system and mokap [3].

Consider a few graphic editors that are used to work:

– Adobe Photoshop;

– Adobe Illustrator;

– Adobe InDesign.

Adobe Photoshop is designed to work with bitmap images and is quite popular among users, because there are many features and functions for working with photography. The peculiarity of using the editor is the high quality of processing and ease of location of tools. The software includes tools that allow you to apply filters, make color adjustments, change the tone and saturation, add sharpness, overlay text, crop images, select and create adjustment layers, and many other features. Importantly is that the program supports the full operation of graphics tablets and can be expanded through plug-ins. Photoshop supports the following color models: RGB, CMYK, LAB, HSL, HSB, Duotone, Grayscale, Bitmap [4].

Adobe Illustrator is designed to process vector graphics that allow you to create objects, namely: various illustrations, logos on T-shirts, mugs and other items, graphics for mobile applications, advertising for billboards, etc. A feature of this software is that the images will remain clear when scaled. Ability to trace raster graphics, which is a great advantage, as well as creating multi-page files with information on the layers. Every year, new opportunities can be observed so that the user can work in a balanced and productive way. It should be noted that the company Adobe, has developed an environment in which all programs can interact freely with each other, i.e. images from the illustrator can be moved to Photoshop and vice versa. Supports such formats as: SVG, GIF, PNG, JPEG, FXG, PDG and others [2].

Adobe InDesign is the leading package for creating layouts and page design used for printing is also a program from Adobe. It can be argued that InDesign is the best programm for creating typographic designs. The advantages are that there is management of any elements is simple and the ability to quickly change the look of the page. For the convenience of layout, you can create a grid that helps correctly and stylishly to place text and images; you can add templates. It should be emphasized that there is a professional preparation of the file for printing and the possibility of high-quality prepress. Many tools make the program multitasking, which allows you to create not only layouts for magazines and newspapers, but also site design. Many useful plug-ins have been written for Adobe InDesign to automate the process. Updates are often released for the program, which eliminate shortcomings and detected errors in operation [5].

Conclusion. Summarizing everything mentioned above, graphic design is the most promising and sought-after profession in the 21st century. This industry is based on the creation of visual information that is disseminated through the media. The main task of a graphic designer is the aesthetic design of the environment by means of graphics and the ability to use computer programs, which were mentioned above: Adobe Photoshop, Adobe Illustrator, Adobe InDesign and others.

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COMPUTER SYSTEM INPUT

Introduction. Computer completely changed the way we perform all daily tasks. In order to further maximize its potential, we must understand the core components of a computer system in detail – input unit. Computer needs to receive data and instruction in order to solve any problem. Therefore we need to input the data and instructions into the computers. The input unit consists of one or more input devices.

Objectives. The task of the paper is to consider the main devices for entering information into computer.

Methods. Someone used the analogy of a human central nervous system and a computerized information system. Further insight can be gained by considering input as part of such an information system: input devices are then viewed as some of the sense organs of a computer system.

Our input sense organs for sight, sound, touch, taste, and smell convey information to our central nervous system. Along the way, this information is encoded into a pattern that the brain can process. In an analogous way, keyboards, disk drives, scanners, sensors, cameras, and microphones are some of the ways computer systems receive information that is then encoded for processing.

Generally, an information system is activated by the input of data or information. Input can also deactivate processing, just as a light switch can turn off a light as well as turn it on. Thus the primary role of input is to activate or deactivate information processing.

Input is a process that involves the use of a device to encode or transform data into digital codes that the computer can process.For example, if you press the letter A on the keyboard of a terminal or personal computer, you activate an information processing cycle. The key is simply a switch that senses a finger touch and triggers a cycle to accomplish the following:

1) the keystroke is encoded, or converted into a machine-readable code;

2) the encoded piece of data is stored in a memory location for later processing;

3) output is provided by displaying the letter A on the computer's monitor screen. Input devices help users enter data and commands into a computer system.

Data can be in the form of numbers, words, actions, commands, etc. The main function of input devices is to direct commands and data into computers. Computers then use their CPU to process this data and produce output.

For example, a laptop’s keyboard is an input unit that enters numbers and characters. Similarly, even a mouse can be an input unit for entering directions and commands. Other examples include barcode readers, Magnetic Ink Character Readers (MICR), Optical Character Readers (OCR), etc.

Another example of input devices is touch-screens. Users can simply touch these screens without using any other device to enter commands.

Conclusion. In order to see the results of the computer, you need to submit commands in the form of information to the computer. Input devices are designed for this purpose. Input devices convert various types of information into electrical signals, translated into computer language. Nowadays, due to the large amount of information you enter into your computer, input devices are improving, from smartphones to ATM machines, these input devices are becoming very popular these days.

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INFORMATIZATION OF EDUCATION

Introduction. Currently, informatization of education is the main factor in the existence and development of a modern higher education, because its primary objective is the development and growth of the potential of each individual. Informatization of education is a set of interrelated organizational and legal, socio-economic, educational, methodological, scientific-technical, industrial and management processes. These processes are aimed at providing information, computing and telecommunication needs of participants of the educational process, as well as those who manage and maintain this process. Informatization of education increases the efficiency and intensification of the educational process by using information technologies and implementation of new methodological developments in learning process. Informatization of education envisions and catalyzes the general processes of development of society and education [1].

Objectives. Therefore, the aim of our article is to present some points of view on the notion of education informatization and its features.

Methods. The informatization of education is commonly understood as a purposefully organized process of providing the education sector with methodology, technology and practice for the development and optimal use of information and communication technologies used in comfortable and health-saving conditions, focused on the implementation of the goals of learning and development of the individual [4, p.21]. Informational education provides two strategic goals. The first of them is to increase the efficiency of all types of educational activities through the use of ICT. The other is in elevation the quality of training specialists with a new type of thinking that meets the requirements of the information society [5]. Special attention is to be paid to the didactic power of ICT which creates prerequisites for intensifying the processes of education:

– immediate feedback between the user and ICT tools;

– computer visualization of information;

– interactivity;

– usage of different types of information and the ease of its transfering;

– simple access to information resources, including the global Internet;

– automation of all processes of computing information;

– possibility of demonstration and laboratory experiments [3];

– information and methodical support;

– organizational management of educational activities and control of learning outcomes [4,25].

Informatization of education is aimed not only at the formation of knowledge, but centered on the person who can apply the acquired knowledge and skills to work with information resources for successful activity in any sphere of public life and for the innovative development of society. The level of innovation development of society directly depends on the level of informatization of education[1].

Conclusions. As we may conclude, educational activity affects the development of self-education through the use of information learning resources, thereby gaining experience in the use of ICT both in everyday life and future professional activity. The widespread introduction and application of ICT in the educational sector is a pillar of the development of scientific research and development.

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SECTION 5
HUMANITIES: PEDAGOGY, PSYCHOLOGY, POLITICAL SCIENCES, PHILOLOGY, SOCIOLOGY

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HOW TO BE A GOOD PSYCHOLOGIST

Introduction. Psychologists play an important role in today's modern world. Their work and efforts have a great impact on many aspects of the lives of individuals. To excel in the field of psychology, one must have some noticeable qualities that compel their patients to visit them on a regular basis. People need to get aware of the importance of the best psychologist and the therapies to settle down their life problems.

Objectives. The main task is to consider the main approach to becoming a psychologist as a highly skilled worker and the possibility of developing their professional skills.

Methods. Communication is clearly critical for any career, but it's especially important when studying human behavior. The ability to communicate with clients is imperative for clinical psychologists to help them, while research psychologists need to be able to effectively describe observations and portray their findings well [1].

Although it may not seem intuitive, psychologists must have a facility with numbers. Researchers, especially those involved in quantitative information, look at large amounts of data that have to be interpreted [2]. A good psychologist understands how to summarize these numbers with the use of statistical tests and equations. Without these abilities, researchers could not begin to understand what they are observing and whether it is significant to the wider human population, and clinical psychologists would not be able to understand the data and how to apply it to their practice.

No matter what your role in psychology, research will play a critical part. Whether you are conducting your own experiments and want to see if they have been performed before or are trying to help a patient by seeing what other psychologists have experienced, knowing how and where to find the information you need is critical.

As with any profession that takes care of people, psychologists have an enormous responsibility [3]. They have the ability to change people's lives and are frequently dealing with people at their most vulnerable. Having a strong ethical code is important to ensure the safety and well-being of your patients. And as a researcher, basing experiments on a strong ethical foundation is critical to ensure you get unbiased, useful results without harming anyone.

Results in psychology can often take years to see, whether in pure research or when working directly with patients. But for true progress to be made, patience is imperative. You must be able to keep yourself motivated, even when results aren't immediately apparent.

Just as in every career, things in psychology do not always work as planned. Problems will arise and they need to be solved. Good psychologists have to have alternative strategies available and be able to implement them quickly. Well written research plans actually account for common issues that may hinder work. Sometimes unexpected things happen, and you will have to step in and make a change to save your work [4].

Conclusion. Out of all the qualities showed above, we conclude that an efficient psychologist must have command over his work. Clients should be assured of the confidentiality of their deepest secrets. A psychologist must have patience and be able to communicate skillfully. Hoping for the improvement of the patient motivates both the psychologist as well as the patient. A psychologist should have the ability to solve the problems of his patients. Problems and their solutions vary from patient to patient. Similarly, a competent therapist must not be biased and accept the diversity of the cultures, religions, and sects.

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PSYCHOLOGY FOR TEENAGERS

Introduction. The teenage years is a period of great change and transition for adolescents. They are growing out of childhood and into adulthood, and often must cope with the pressures of family, friends, school and thinking about their future (i.e. what career they are interested to pursue, whether to go to university etc). Research has also shown that adolescents struggle with problems such as depression, bullying or peer pressure, drug and alcohol use (including binging habits) sexual activity and sexually transmitted diseases, self-harming behaviors, and problems associated with social media.

Objectives. This article seeks is to consider the main approaches to adolescent psychology: and how can psychology help.

Methods. *What Psychology involves***.** Once a referral is made for a teenager to see a psychologist, the first stage of therapy is usually for the therapist to collect information about the individual's personal history (including developmental progress), medical background, gain an understanding of their current level of functioning and main reasons for seeking psychological input. Once the person's needs are ascertained, goals for therapy are formulated [2]. Psychologists can also diagnose certain conditions such as mental illness or developmental delays.

The psychologist will then decide what type of therapy is best suited for their client, and it is not uncommon for therapists to draw on more than one type of psychotherapy. Common therapy types include behaviour therapy, cognitive therapy, humanistic therapy or psychoanalysis. Psychology is often referred to as “talk therapy”, as for the most part, the psychologist and client engage in conversation and try to work through the major issues. While therapy is often delivered in one-to-one sessions, the teenager’s parents or other carers or family members may also be involved, where group or family therapy is employed.

How Psychology can help teenagers. As a social science, psychology designs to learn about the human mind to better understand what factors shape and affect it, and how our feelings and behaviours all interrelate and direct how we identify as individuals, engage and connect with others and our environment. Psychologists are health professionals who work with people who have problems coping with difficulties in their lives. Psychologists often help teenagers to deal with problems such as relationship issues, family breakdown, grief, trauma, stress, depression or anxiety. In Australia, it is estimated that approximately 13.9% of children and adolescents between 4 and 17 years old have a mental health issue, with 2.8% of the same age group experiencing a mood disorder such as depression or anxiety[1].

Conclusion. While it is apparent that psychologist can be a source of support and offer counselling to adolescents in need, it is important to note that the role of the psychologist is not to take over the individual’s problems and solve it for them. Instead, psychologists aim to evolve the person’s skills to better cope with difficulties in their lives, so that they may find solutions to their own problems and promote resilience in the young person. This may include the psychologist helping the person develop more self-esteem or change how they might view themselves or exploring the reasons behind one’s behaviour to find healthier and more useful ways to deal with his/her distress.

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THE ART OF GOOD MANAGEMENT

Introduction. Manager is a person who is responsible for everything in the organization. A good manager motivates the employees. Employees need to be motivated in order to retain them. Good and successful managers should ensure that each employee knows duties. Manager organizes and directs a management team. An effective management team is necessary for the growth and success of an organization. The job of manager entails planning and advising employees on the work that they should do. Also, a successful manager should present goal oriented feedback that relates to their work to help them improve their abilities. That is why, nowadays it is important to be a successful manager.

Objectives. The main tasks of our research are to consider the key principles and habits of successful manager.

Methods. Nowadays, successful manager is important part in the organization. He/she works alongside their employees. To be successful manager it is important to reach the goals. By accepting this promotion, you assumed three essential and overlapping responsibilities:

1. To become a professional manager.
2. To get people of diverse global and technological backgrounds and skills their individual and department activities.
3. To create a spirit of professionalism and teamwork within your department.

The most common manager`s methods include:

1. Strive to create a departmental culture that enables people under your influence to be productive and to grow, wherever they are located.
2. Surround yourself with people who are trustworthy and whom you respect, both personally and professionally.
3. Establish and employ interpersonal and technological communication protocols that are effective for each member of your staff [2, p.1].

As you probably realize, achieving the objectives of a successful manager is an arduous job. Managing a department effectively is an ongoing process that consists of developing mutually rewarding relationships with each of the people influence. The basic ingredience of all such committed relationships are the same: mutual respect and trust spiced with genuine caring attitudes. You will know you have successfully created healthy manager staff member relationships when your employees feel the department belongs to them as well as to you. As the manager, you need to enable the formation of such partnerships. To achieve the status of successful manager, take the following actions: assume responsibility for creating a forcible workplace culture, make it safe for your staff to communicate openly and create a structure that fosters personal development.

Being a successful manager begins with being a good person. A mensch is a respectful person who is sensitive and responsive to other feelings. You must try to understand other people and listen attentively to what people say. In short, being considerate, righteous in all dealings with people.

There are fourteen habits of a successful manager:

1. They set smart goals
2. They manage their time
3. They invest in others
4. They take risk
5. They communicate effectively
6. They are disciplined
7. They are brave
8. They are strategic
9. They seek advice
10. They are creative
11. They ask for feedback
12. They build a network
13. They manage conflict
14. They support others

Conclusion: To sum up, a successful manager is important part in the organization. Successful managers strive to create a departmental culture, surround themselves with good people and establish interpersonal, technological communication protocols.

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PECULIARITIES OF MANAGEMENT IN EDUCATIONAL INSTITUTIONS

Introduction. In modern world of rapid changes in all spheres of activity, the need for competent and highly qualified educators has become a problem, as the level of future specialists (professional and especially ethical) who will develop the country's economy depends on them.

Objectives. The main task is to study the issue of professional ethics as an extremely important part in the management of educational institutions, to analyze its peculiarities and properties.

Methods. Staff training depends on the professionals who work with them. Therefore, educational institutions should pay a special attention when choosing specialists. After all, nowadays, professional ethics is extremely important not only for communication, but also for the prosperity of the state. The issue of professional ethics in the management of educational institutions is of particular note, as it affects the entire education system.

First of all, professional ethics is considered to be the theory of professional morality, which reveals a person's attitude to his professional duty. As for the management ethics, these are rules based on knowledge and skills of ethics, characterized by a leader’s respectful attitude to subordinates, as well as to the surrounding. Scientists believe that management is an activity aimed at the solutions developing and their compliance according to the purpose, analysis and conclusions on the basis of reliable information [1, p. 119-121]. It is worth noting that a sustainable and prosperous sphere requires a system which scientists call as management. In a broad sense, the educational management is a set of principles, methods, management decisions, and management techniques of educational, learning and cognitive, self-training process in the institution in order to ensure its functioning and development.

Like every sphere of life, the management of educational institution has its own characteristics, such as:

1. Professional peculiarities: the knowledge in the field of education, the ability to plan and coordinate actions, to analyze situation for making decision, etc.;
2. Individual peculiarities: the organizational skills of a person, critical thinking, competence, loyalty, etc.;
3. Specific peculiarities: the analytical thinking, observation, responsibility, professionalism, personal values and etc. [2, p.86]

We can identify certain properties of educational process while observing and comparing it with other areas:

– the continuous training and improvement of employees;

– focusing on quality;

– applying of foreign management methods in practice [3, p.38-39].

Conclusion. Thus, after researching this issue, it should be noted that the professional ethics of educational institutions management are techniques, methods, rules that ensure the stability and improvement of both the educational sphere and the whole state.

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ARTIFICIAL INTELLIGENCE: PROS AND CONS

Introduction. Artificial intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. The ideal characteristic of artificial intelligence is its ability to rationalize and take actions that have the best chance of achieving a specific goal. Artificial intelligence based on the principle that human intelligence can be defined in a way that machine can easily mimic it and execute tasks, from the most simple to those that are even more complex.

Objectives. The main task of our article is to consider the main points of view on the topic of advantages and threats of AL in human life.

Methods. As technology advances, previous benchmarks that defined artificial intelligence become outdated. For example, machines that calculate basic functions or recognize text through optical character recognition are no longer considered to embody artificial intelligence, since this function is now taken for granted as an inherent computer function [1].

Artificial intelligence can be divided into two different categories: weak and strong. Weak artificial intelligence embodies a system designed to carry out one particular job. Strong artificial intelligence systems are systems that carry on the tasks considered to be human-like. These tend to be more complex and complicated systems.

AI is continuously evolving to benefit many different industries. The applications for artificial intelligence are endless. The technology can be applied to many different sectors and industries. AI is being tested and used in the healthcare industry for dosing drugs and different treatment in patients, and for surgical procedures in the operating room. Other examples of machines with artificial intelligence include computers that play chess and self-driving cars. Artificial intelligence also has applications in the financial industry [1].

Since its beginning, artificial intelligence has come under scrutiny from scientists and the public alike because of the idea that machines will become so highly developed that humans will not be able to keep up and they will take off on their own. Some believe that innovators may soon be able to develop systems that exceed the capacity of humans to learn or reason out any subject. Another idea is that machines can hack into people's privacy and even be weaponized. Other arguments debate the ethics of artificial intelligence and whether intelligent systems such as robots should be treated with the same rights as humans.

Self-driving cars have been fairly controversial as their machines tend to be designed for the lowest possible risk and the least casualties. But they may remove the need for taxis and car-share programs, while manufacturers may easily replace human labor with machines, making people's skills more obsolete. This is how it may affect human employment. With many industries looking to automate certain jobs through the use of intelligent machinery, there is a concern that people would be pushed out of the workforce [2].

Conclusions. To sum up the factual and theoretical studied materials we may presuppose the following rapid growth of AL technology, but consider it a general responsibility of the mankind to take care of its safe implementing and usage.

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EDUCATION TRENDS WORLWIDE

Introduction. The main principle of teaching, imparting knowledge to students in order to prepare them for an independent and rewarding career and life, is the same across the world. But in many countries of the world the principles and teaching practices can vary vastly.

Objectives. The aim of our article is to present peculiarities and main trends in education of certain countries of the world.

Methods. A reputation for their innovative and successful education system that enables children to flourish in more natural and less exam-focused way is gained by the Scandinavians. Students of all abilities are taught together and it's suggested that this may contribute to the smallest gap between the highest achieving students and the lowest. Nordic schools are big on gamification, technology and coding with brand-new technology a familiar sight all over schools. Teaching doesn't just take place in a traditional classroom, teachers are encouraged to use the outside in their lessons and many schools feature flexible learning spaces [1]. The Chinese' teacher-led methodology nurtures some of the best mathematicians in the world with a heavy focus on learning the concepts and logic behind problems. There's also a completely different attitude towards teaching and learning and educational success rests almost entirely on passing the College Entrance Exam. Lessons are mainly teacher-led and Western teachers might be surprised by the discipline shown in classes by even the youngest pupils – the lecture style of the majority is hard to visualise working in any other culture. In the UK in classrooms, learning is a mixture of discussion games, practical work and projects [2].

Australian schools are moving away from the traditional teaching-led teaching model to a more pupil-led classroom. Curriculums are based around children learning best when active, with a significant move towards utilising technology in the classroom and a particular focus on ‘gamification’, applying elements of gaming such as quests, levels to the learning process. Schools are also tailoring learning opportunities to individuals’ preferred learning styles, such as creating visual opportunities for visual learners [1].

The Canadian education system places the responsibility for deciding curriculum and testing on individual states. This means that education systems can vary widely across the country. The new curriculum prizes concept-based learning with a focus on literacy and numeracy whilst supporting deeper understanding of problem-solving. Classrooms across Canada have been moving towards a more flexible and holistic approach to learning – taking their cues from more modern teaching methods being implemented across the world.

Popular teaching methods vary widely across Europe. In France, for example, there’s a growing movement of technology-centric learning and more discussion, projects and pupil-led teaching. Significant investment in the education sector across most EU countries has led to further research and trials around teaching methods, with European school-leavers considered among the best educated in the world and many schools offering students a combination of teaching methods with a focus on the pupil as an individual [2].

Conclusions. Thus, as we have defined, the majority of developed countries have seen a significant shift towards a more pupil-centric, tech-led system of imparting knowledge. Across the world, traditional teaching methods are being cast aside in favour of more modern and effective strategies with a view to developing deeper understanding and critical thinking abilities in pupils. As teaching methods evolve and new research is published, education professionals make their own judgements on the most effective methods to implement in their own teaching.

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WAYS OF OVERCOMING CROSS-CULTURAL COMMUNICATION BARRIERS

Introduction. Problems of cross-cultural communication arise every time people from different cultures communicate with each other. The rapid development of globalization, tourism, international business, increasing the number of students studying abroad - this provides opportunities to improve communication between different cultures.

Objectives. The main task is to consider cross-cultural communication and describe the main ways of overcoming cross-cultural communication barriers.

Methods. Knowledge is the way to effective cross-cultural communication. First, people need to understand the problems of cross-cultural communication and how important it is to try to overcome them. Second, you need to always control your behavior in cross-cultural communication [2].

Cross-cultural communication is a verbal and non-verbal interaction of representatives of different moral systems, worldviews and religions [1].

Successful and effective cross-cultural management can be a difficult task and even more so for teams with members scattered across the globe. Cross-cultural barriers to communication can take the following forms: language, behavior, values, style and group orientation [3]. There are many ways to overcome cross-cultural barriers to communication. The main ones are:

– *Polite and clear communication.* Taking into account cultural differences and traditions will make it possible to reduce negative emotions, wrong thoughts about a person [2].

– *Study the traditions of communication of other cultures.* During cross-cultural communication, it is important to ask whether one's own thoughts coincide with the interpretation of the situation by an interlocutor from another culture [4].

– *Exchange of knowledge*. When people from different cultures communicate, certain gestures may mean one thing to one partner and the opposite to the other. Therefore, in cross-cultural communication it is necessary to exchange views, traditions and opinions [4].

– *Uniting around a common problem.* Joining a team on a common problem can make team members work in one direction. Different cultural visions of the problem will make it possible to find different solutions [3].

– *Cultural introspection.* We will be able to overcome cross-cultural barriers to communication if we learn to understand the impact our behavior has on others [4].

– *Body language in cross - cultural communication.* To better understand your collocutor, you need to understand, learn and use the right body language [2].

Conclusion. When communicating with a person with other cultural values, it is necessary to make certain efforts to overcome cross-cultural barriers. Otherwise, such misunderstandings and conflicts lead to ineffective communication between people and create serious obstacles to further cooperation. A person may not speak the language well, but if he understands cultural traditions and respects the values of his interlocutor, it will help to communicate effectively and avoid cross-cultural barriers to communication.

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SCENARIUSZ OCENY DZIAŁAŃ COCA-COLA W ZAKRESIE CSR

Wprowadzenie. Przedsiębiorstwo Coca-Cola realizuje wiele projektów związanych z działalnością CSR. Jako lider rynku napojów bezalkoholowych, od lat starają się wyznaczać kierunek działań na rzecz prowadzenia biznesu w sposób zrównoważony i odpowiedzialny. Wybraliśmy firmę Coca-cola, dlatego że z roku na rok wprowadza kolejne projekty, które poprawiają stan ludzi i środowiska, co oznacza, że firma jest odpowiedzialna społecznie. Troszczą się o swoich pracowników zapewniając im: równe traktowanie, rozwój osobisty oraz wzrost kariery, bezpieczne warunki pracy, doceniają swoich pracowników i także zapewniają pracownikom udział w podejmowaniu decyzji dotyczących działalności firmy. Nie można nie wspomnieć o celach i priorytetach firmy związanych ze wpływem jej produktów i działalności na środowisko naturalne: oni zarządzają zużyciem energii i ochroną klimatu, ograniczają emisję CO2, ich opakowanie poddaje się recyklingu, także podejmują działania na rzecz ochrony zasobów wodnych.

Cele. Oceny działań COCA-COLA w zakresie CSR.

Metody. Jak można ocenić, czy działania przynoszą spodziewane rezultaty? Najpopularniejszy sposób oceny, czy działania przynoszą spodziewane rezultaty to przeprowadzenie ankiety wśród klientów oraz pracowników. Z ankiety tej można dowiedzieć się, czy pracownicy oraz konsumenci są zadowoleni z jakości firmy. Kolejnym sposobem może być wspomniana wcześniej analiza raportów z poprzednich lat i porównanie ich do najnowszego raportu. Dzięki temu możemy sprawdzić czy działania przynoszą rezultat. Niektóre z wyników działań CSR możemy również zauważyć poprzez wzrost sprzedaży.

Pytania, które zadalibyśmy:

1. Jaka wartość dla firmy jest najważniejsza? 2. W jaki sposób firma sprawdza samopoczucie swoich pracowników na danym stanowisku? 3. Jakie cele i strategię firma wyznaczyła na 2021 rok? 4. Czemu zdaniem

firmy, oni w ciągu kilku lat są liderami bezalkoholowych napojów na rynku w całym świecie? 5. Co odróżnia Coca-colę spośród konkurentów? 6. Jakie działania firma podejmuje, żeby utrzymywać wysoką pozycję konkurencyjną? 7. Jak firma sobie radzi w sytuacjach kryzysowych? 8. W jaki sposób firma może się rozwijać w przyszłości? 9. Jak firma dba o bezpieczeństwo swoich pracowników i klientów w dobie walki z wirusem COVID-19? 10. Co zdaniem firmy jest najważniejsze w działaniach CSR? 11. Jakie działanie firmy wpływa w negatywny sposób na środowisko? 12. W jaki sposób firma dba o środowisko? 13. Jakie działania są podejmowane w zakresie PR? 14. Jakie korzyści (wewnętrzne i zewnętrzne) odniesie firma w wyniku podejmowania działań w zakresie CSR? 15. Na czym polega współpraca firmy z organizacjami pozarządowymi?

Mierniki i punkty odniesienia

Punktami odniesienia byłyby raporty dotyczące działań w zakresie CSR, zarówno firmy Coca-Cola, jak i jej konkurentów z rynku napojów bezalkoholowych. Raporty te firma wydaje co roku. Są również łatwo dostępne, gdyż udostępniane są na stronie internetowej: https://raportcsr-cchellenic.pl/pl/, gdzie znajdziemy raporty, już od 2012 roku. Miernikami, których możemy użyć w naszej analizie, są:

– Przestrzeganie prawa, etyka i uczciwość

– Jakość relacji z klientami

– Jakość transakcji

– Zapewnienie bezpieczeństwa

– Wizerunek i kreowanie marki przedsiębiorstwa

– Jakość relacji z konkurencją

– Jakość relacji ze społeczeństwem

– Ocena relacji przedsiębiorstwo-klient dokonywana przez organizacje konsumenckie

– Postrzeganie przedsiębiorstwa przez zewnętrzne podmioty oceniające

– Postrzeganie przedsiębiorstwa w mediach

Mierniki te możemy zastosować do analizy raportów, porównując je z raportami za poprzednie lata. Możemy wykorzystać raporty niezależnych agencji które przeprowadzają badania na ten temat, oraz możemy skorzystać z analiz CSR w firmie Coca-Cola, przeprowadzanych przez niezależnych badaczy.

Konkluzja. Konsumenci mogą wyrażać swoje opinie nie tylko poprzez kontakt w social mediach, ale również przez kontakt z Coca-Colą na ich stronie internetowej. Pracownicy mają zapewnione godne i dobre warunki pracy, oraz mogą w każdym momencie zgłosić pracodawcy swoje zażalenia czy pomysły, które rozpatrują. Sprzedawcy sprzedający ich produkty dostają specjalne wytyczne i programy partnerskie, dzięki którym mogą lepiej zarabiać na ich produktach. Dzięki akcji #WCIĄŻZMIENIAMY dbają o środowisko naturalne i angażują społeczność Warszawy do zmieniania się na lepsze. Influenserzy zaangażowani do akcji promocyjnych nie tylko zapewniają ich konsumentom świetną zabawę, a im samym dobrą reklamę, ale również pomagają w ich projektach dotyczących ochrony środowiska czy aktywizacji kobiet i młodych. Coca-Cola zachęca właśnie ich, kobiety i młodych do aktywizacji zawodowej, jak również do wspierania Polskiej społeczności.

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DAS HOCHSCHULSYSTEM IN DEUTSCHLAND ALLGEMEIN

Einführung. Deutschland gehört eines der besten Bildungssysteme der Welt, dessen Anfänge noch im Mittelalter liegen. Im Jahre 2021 setzt die BRD die Traditionen der vergangenen Jahre fort, als sie in Bezug auf Bildung zuversichtlich einen führenden Platz in der Topliste der Welt einnahm. Dies macht deutsches Bildungssystem zu einem Vorbild für andere Länder und zeigt großes Interesse der Regierung an einer Steigerung dessen Ansehens auf allen Ebenen.

Aufgabe. In unserem Artikel möchten wir besondere Aufmerksamkeit deutschem Hochschulsystem widmen, was dessen Haupttypen, Richtlinien sowie Vor-und Nachteile allgemein anbetrifft.

Forschungsmethoden. In diesem Artikel haben wir die theoretische Analyse der wissenschaftlichen Literatur und die Prognosemethode gebraucht.

Heutzutage sind mehr als 400 staatlich anerkannte Hochschulen an vielen verschiedenen Orten in der ganzen Bundesrepublik zu finden. Zusammen bieten sie rund 20.000 verschiedene Studiengänge an. Abhängig vom Interesse und beruflichen Plänen kann man unter Universitäten, Fachhochschulen sowie Kunst-, Film- und Musikhochschulen auswählen [4].

Universitäten vermitteln vorwiegend theoretisches Wissen. Einige von ihnen sind auf bestimmte Fachgebiete spezialisiert und nennen sich z.B. Technische Universitäten oder Pädagogische Hochschulen.

Die Philosophie des Studiums an einer deutschen Universität lässt sich mit einem Satz beschreiben: "Lernen ist das Ergebnis, das in Zukunft Früchte tragen wird" [1].

Nach dem Erwerb eines Bachelor-Abschlusses können Sie Ihr Wissen über das gewählte Fach vertiefen und innerhalb von 2 bis 4 Semestern einen Master-Abschluss erwerben. Dies ist ein notwendiger Weg zu einer erfolgreichen Karriere in der Zukunft.

Es lässt sich aber unterstreichen, dass es in Deutschland viele Stipendienprogramme von der Regierung und verschiedenen internationalen Organisationen existieren. Begabte Studenten haben die Möglichkeit, eine finanzielle Belohnung für ihr Studium zu erhalten, deren Höhe die Kosten für Unterkunft und Verpflegung abdeckt.

Im Unterschied zu Universitäten ist das Studium an Fachhochschulen und Hochschulen für angewandte Wissenschaften sehr praxisorientiert. Die Ausbildung ist den Aufforderungen im Berufsleben angepasst. Während der Praxisphasen, die je nach Studiengang ein oder mehrere Semester dauern, sind Praktika und längere Projektphasen bei Unternehmen im In- und Ausland zu absolvieren [2].

Die Voraussetzung für das Studium an Kunst-, Film- und Musikhochschulen ist besonderes Talent, das sich noch in einer Aufnahmeprüfung nachweisen lässt. Zum Fächerangebot gehören u.a. Architektur, Musik, Bildende Kunst, Schauspiel, Tanzen sowie Mode-Design.

Nach der Analyse der Hochschulbildung in Deutschland allgemein möchten wir noch deren wichtige Vor- und Nachteile in Betracht nehmen.

Die Vorteile:

– Verbesserung der Fremdsprachenkenntnisse;

– Karrierevorsprung nach dem Studium;

– (Auslands-)Erfahrung sammeln (für´s Leben und den Lebenslauf);

– Neue Leute, neues Land sowie neue Kultur kennenlernen;

– Bessere Studienbedingungen;

– Förderung für Selbstständigkeit, Unabhängigkeit und Flexibilität;

– Anerkennung der Abschlüsse (innerhalb Europas).

Die Nachteile:

– Doppelbelastung von Studium und Fremdsprache;

– Heimweh;

– Hoher Planungsaufwand;

– Kulturelle Unterschiede [3].

Zussamenfassung. Zusammenfassend betonen wir, dass deutsche Hochschulen einen guten Ruf haben, aber nicht für jeden geeignet sind. Es ist jedoch wirklich relevant, seinen Beruf für das ganze Leben zu wählen. Dabei muss man seine Talente und Fähigkeiten sowie seine Interessen und Neigungen beachten. Aber ein Studienplatz z.B. an einer der renommierten deutschen Universitäten ist zweifellos einer der Hauptschritte dafür.

Wer sein ganzes Studium im Ausland absolviert (und nicht nur ein Auslandssemester macht), hat eine große Chance, seine Sprach- und Fachkenntnisse zu vervollkommnen sowie einen guten Job zu finden.

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FORMATION OF INTERCULTURAL MANAGERIAL COMPETENCE OF THE FUTURE EDUCATOR OF HIGHER EDUCATION INSTITUTION

Introduction. The creation of global communication space has a significant impact on the all aspects of life of both individual and society as a whole and enriches meaningfully the diversity of local cultures, expanding and deepening the scope of subjective interaction. Given the widespread predominance of integrative language trends, national cultures are "involved" in a single communicative community, which serves as an independent force that encourages participants to a dialogue at the level of new attitudes, including the management.

Objectives. The main task is to consider the ways of intercultural managerial competence formation of the future educator of higher education institution in the system of professional education.

Methods. The intercultural competence formation of future specialist in management of educational institutions will be successful if it is carried out on the basis of an axiological approach. Under this approach, the intercultural managerial competence of a student is understood as an important component of modern university education, which provides the students targeted training to obtain a certain set of knowledge, skills and also management skills in higher education. These personal and professional qualities allow the future educators producing the professional competencies in multicultural interaction.

It is also important that all the opportunities for building prospects of future specialist’s professional self-determination on the basis of expanding its value knowledge could be fully realized in the educational process of university. The educational process, which is built in accordance with the principles of integrativeness, creativity, problems, complementarities and development in the following sequence:

intercultural value orientation, intercultural value self-determination and intercultural value interaction is very important for the formation of intercultural competence [2, p. 153−156].

Conclusion. The intercultural managerial competence of the future educator of higher education institution in the system of professional education is formed through his active involvement in the various management forms of international university cooperation and participation in intercultural interaction based on virtual and real communications. It provides the managerial self-realization in professional activities, ensures the formation of intercultural competence of university students. Further direction of our research will be the outlining of pedagogical conditions for intercultural managerial competence formation of the future educator of higher education institution.

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INTERCULTURAL COMMUNICATION IN THE CONTEXT OF GLOBALISATION

Introduction. Without a doubt, modern governments, organizations and companies are dealing more and more in a global scenario. We are no longer constrained by borders or distance. It is obvious that the trends of globalization and informatization have important implications at the foundational level for intercultural communication theory, namely, our very understanding of culture, society, and communication. The global relations are based on intercultural communication, because the need of peoples for cultural understanding, the desire to know each other's spiritual world leads to intensification of communicative processes that acquire a systemic nature. However global changes in politics, economics, culture, which are accompanied at the same time rapprochement and separation of cultures and peoples, led to the emergence of numerous different conflicts and sharply posed to the world community the task of ensuring further sustainable development. The need for effective and clear intercultural communication is becoming vital in securing success in today's globalized world.

Objectives. The main task is to consider intercultural communication as a basis for overcoming problems that arise during the process of interaction of cultures in the context of globalization.

Methods. Intercultural communication is a social phenomenon, the essence of which is constructive or destructive interactions between representatives of different cultures (national and ethnic). In the center of intercultural interactions is a person as a carrier of common universals and cultural features. Interaction of cultures - is a special kind of direct relations and connections established between the two or several cultures, as well as those influences, mutual changes that are manifested in the course of this relationship. Decisive importance in the processes of interaction of cultures acquire a change of spheres of activity, values of one or another culture, the generation of new forms of cultural activity, spiritual landmarks and signs of people's way of life under the influence of external impulses. The process of globalization leads to the emergence of cultural forms, new values, patterns of behavior and activities, averaging world needs. By strengthening the interdependence of business processes of organizations and globalization competition in world markets, local cultures enter into a kind interaction, as a result of which the boundaries between their own and other people's cultures are blurred [1]. It is worth to mention that many reasons that complicate the process of rapprochement of cultures can be noted perception of another culture as "foreign"; numerous stereotypes that exist in our consciousness; the pernicious influence of ethnocentrism, etc [3, p. 16].

As a result of modern history, many peoples and ethnic groups are trying formulate their self-identification in terms of culture, which further stimulates interest in scientific analysis of global changes and processes in modern culture. Scientific researches allow us to move from the socio-philosophical understanding of cultural globalization processes to specific generalizations and explanations that will assess changes in the value-normative systems of culture of each nation and coordinate intercultural interactions as individuals and nations as a whole. [4, p. 30].

Furthermore, everyone will agree that the key to effective communication between people from different cultures is not just about improving governance foreign languages, but also knowledge of material and spiritual culture of others people, moral values, worldviews, which together determine model of communication partners' behavior.

The effective overcoming of complicates and obstacles caused by the event intercultural differences, communication partners need to identify steps to increase intercultural awareness. [3, p. 17-18].

We take for granted that the media, especially social media from 2000 onwards, have vastly accelerated the pace of globalization and transcultural exchange. It is seen that cultural exchanges are seen to be increasingly technology-driven and mediated, i.e. conveyed by and through the media [2, p. 4].

Conclusion. To sum up, intercultural communication objectives are to establish and understand how people from different cultures behave, think or do. Once this is appreciated then it is possible to help people overcome intercultural differences and improve our globalized world and working environment.

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THE IMPORTANCE OF PSYCHOLOGY IN EVERYONE'S LIFE

Introduction. Every day we communicate with dozens of people, share experiences, raise children, work with colleagues, build relationships. It seems like nothing complicated, each of us is doing it and everything is fine, but how often do we find ourselves in a situation where we are not able to manage our lives? Or can’t buildit the way we want? The life of each of us is a matter of psychology. The vast majority met with: violence in any form, with the wrong upbringing, with problems in personal life, with problems of professional choice, with self-acceptance, with psychological trauma.

Objectives. The most important task of a person is the basic study of psychology, so as not to be helpless. Each of us knows how to treat a cold, so each of us must know what to do in situations that require our competence and responsibility.

Methods. Apparently everyone has heard about the wheel of life balance, such a sections into which you can divide life, to be happy you need to have balance in all of them, so I demonstrate in each section how important it is to teach psychology.

1. *Health.* There is nothing without health, but do you know how often psychosomatics is the cause of illness? Our mental state directly affects our health, so it is very important to know how to deal with various negative emotions, the causes of their occurrence and in which case you need to go not to a doctor but to a psychologist.

2. *Work and money.* How to find a dream job where you can make great money? You need to know your career guidance, which will be shown by a personal questionnaire, which will help you understand in what area to work, so that going to work was not a horror but a pleasure.

3. *Surroundings and friends.* People are social beings, we always communicate, this is our need, we need to know what people should surround us, 1/3 more successful than us, 1/3 like us, 1/3 less successful than us, for optimal satisfaction of needs, also needed to know and recognize the hidden mechanisms of human behavior, you can be manipulated, and you do not even suspect it, because in order not to suffer and not to get frustrated, you need to read more psychology.

4. *Personal relationships and family.* To build a healthy relationship, you need to know what trust and personal boundaries are. 70% of people have met abusers in a relationship at least once in their life, so you need to know the first bells after which you need to run away from such people, because abusers are those people who do not know what trust and personal boundaries are, but know what manipulation and violence in any form. Psychology will help to ensure that family and marriage do not end in divorce, and that children grow up healthy through proper upbringing.

5. *Rest*. Did you know that not all people can relax? Yes, there are a lot of such people, they can't relax and have fun, because they feel guilty as if they are lazy, using all resources while exhausted in life, or on the contrary

people who can't stop resting and get down to business, it's not just a reason to deepen and study psychology.

6. *Self-development.* This is a wonderful niche in which you can place the study of psychology to develop and change the quality of your life.

7. *Self-realization.* This is a great field in which you pursue hobbies and realize talents, there are two reasons why you may not do it – the opinion of others, condem nation, or you just do not know your preferences. In both the first and the second case, we will find the answer with the help of psychology, why do you care about the opinion of others, maybe you are not confident? Study this question and maybe the situation will improve.

8. *Spirituality.* Deepening into the knowledge of the higher, meditation, religion, all this is not easy, if you delve into the knowledge of this through psychology, you will find many interesting things, such as the fact that faith in God is a very important component.

Conclusion. Be responsible for your life, this wonderful science will explain a lot of new things for you, will open the door to understanding many things that seemed strange. As a person must know his physique, so his inner world.

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DIE BEDEUTUNG VON FREMDSPRACHEN

Einleitung. Noch nie galt das Deutsche als eine so nützliche Sprache. Nach dem massiven Rückgang der Popularität erlebt die Sprache nun ein regelrechtes Comeback..

Nachdem das Deutsche nach dem Ersten, spätestens aber nach dem Zweiten Weltkrieg an Ansehen verlor, wird die Sprache heutzutage mit blühender Wirtschaft und Erfolg in Verbindung gebracht. Die Anzahl an Sprechern steigt seit Jahren kontinuierlich an. Wer Deutsch lernt, eignet sich fachliche Kompetenzen an und eröffnet sich dadurch neue Chancen.

Das Ziel des Artikels ist es, die Wichtigkeit und Bedeutung der Fremdsprachen zu zeigen.

Forschungsmethode. In diesem Artikel gebrauchten wir die theoretische Analyse der wissenschaftlichen Literatur.

Dadurch widmete man dem Spracherwerb, gerade in den letzten Jahren, mehr Aufmerksamkeit. Auch Goethe-Institute auf der ganzen Welt verzeichnen einen Zuwachs von 20-30 %. Aktuell gibt es etwa 104 Millionen Muttersprachler, weiterhin fast noch einmal genauso viele Sprecher und weitere 16 Millionen Menschen lernen die Sprache momentan. Auch wenn Englisch die unumstrittene Lingua Franca ist und bleiben wird, gewinnt die deutsche Sprache unumstritten an Bedeutung.

Der deutsche Wortschatz ist vielfältig und umfasst so viele Wörter wie kaum eine andere Sprache. Deutsch ist eine wachsende, dynamische Sprache. Täglich erweitert um neue Wörter, beispielsweise durch Zusammensetzung oder auch Fremdsprachen, profitiert die Sprache von einem konstanten Wachstum [2]. Man denke nur an die allseits beliebten Anglizismen. Deutsch ist eine komplexe Sprache. Sie ist präzise und exakt, und nicht weniger abwechslungsreich in Poesie und Literatur. Deutsch verschwindet als Wissenschaftssprache. Einst weit verbreitet in der Wissenschaft, hat das Deutsche seinen Status als Wissenschaftssprache verloren. Der Grund für den Bedeutungsverlust der deutschen Sprache ist der internationale Diskurs.

Die Politik hielt sich lange Zeit zurück und förderte die Sprache nicht aktiv. Ähnliches passierte in der Europäischen Union [3]. Zwar wurde das Deutsche als eine der offiziellen Arbeitssprachen in der Europäischen Union erklärt, praktisch sprechen kann sie jedoch fast niemand.

Viele Sprachwissenschaftler sehen eine direkte Verbindung zwischen einer Sprache und der Wirtschaft des Landes. Es ist deshalb interessant, sich das Bruttoinlandsprodukt, welches mit der Sprache verbunden wird, anzuschauen. Die deutsche Sprache liegt hier nach Englisch, Chinesisch und Spanisch auf dem vierten Platz. Das ökonomische Potential stellt also einen großen Faktor dafür dar, ob das Erlernen der Sprache für Menschen attraktiv ist. Viele assoziieren mit den Sprachemöglichkeiten. Das kann ein

Studium, die Arbeit oder ein Umzug in das Land sein. Auch in der Wirtschaft wird die deutsche Sprache immer wichtiger. Zwar werden die meisten Verträge auch in Deutsch abgeschlossen, doch der deutsche Markt in Österreich, der Schweiz und Deutschland wird immer attraktiver. Wer in diese nationalen Märkte vordringen möchte, hat mehr Erfolg, wenn er die Muttersprache des Landes beherrscht.

Für die weitere Verbreitung der deutschen Sprache setzt sich unter anderem das Goethe-Institut, die Zentralstelle für Auslandsschulwesen und der Deutsche Akademische Außendienst (DAAD) ein. 2008 wurde von diesen Institutionen das Programm "Schulen-Partner für die Zukunft" ins Leben gerufen. Das Projekt, welches unter anderem auch durch das Auswärtige Amt gefördert wird, vernetzt weltweit mehr als 1.800 Schulen, an denen die deutsche Sprache einen besonders hohen Stellenwert hat. In diesen sogenannten PASCH-Schulen werden nicht nur Lehrer aus- und fortgebildet, sondern ganze Sprachabteilungen aufgebaut [1]. Auch in der Ukraine gibt es solche Schulen. Solches Gymnasium ist auch in Ternopil. Einsprachigkeit ist immer eine kognitive Einschränkung. Deshalb sollte Mehrsprachigkeit gefördert werden, egal, ob dies die deutsche Sprache oder eine andere betrifft. Deutsch ist eine wichtige Sprache in der Welt.

Schlussfolgerungen. Also, das grundsätzliche Problem scheint zu sein, dass niemand wirklich sicher ist, in welchen Forschungsbereichen die Förderung fällt, weil die Sprachförderung, sowohl die Linguistik, als auch die Politikwissenschaft betrifft. Es bleibt abzuwarten, wie sich die Situation in den nächsten Jahren entwickelt.

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DIE DEUTSCHE SPRACHE IN EUROPA

Einleitung. Deutsch wird von mehr als 120 Millionen Menschen in Österreich, Deutschland, der Schweiz, Liechtenstein, Luxemburg, in Teilen Belgiens, Norditalien und Ostfrankreich gesprochen. Deutsch ist eine Schlüsselsprache in der Europäischen Union und in den auch wirtschaftlich immer mehr an Bedeutung gewinnenden Ländern Ost- und Zentraleuropas. Auch im Ausland scheint die deutsche Sprache voll im Trend zu sein. Im Jahr 2015 haben laut Studie des ZAF (Zentrum für Aus- und Fortbildung) etwa 15,4 Millionen Menschen an Schulen, Universitäten oder Sprachinstituten Deutschunterricht genommen.

Das Ziel des Artikels ist es, die Rolle der Deutschen Sprache in Europa zu zeigen.

Forschungsmethode. In diesem Artikel gebrauchten wir die theoretische Analyse der wissenschaftlichen Literatur.

Das sind laut Auswertungen rund eine halbe Million Deutschschüler mehr als noch vor 5 Jahren. Die deutsche Sprache gehört außerdem zu den 10 meistgesprochenen Sprachen weltweit, weshalb man ihr einen Platz im Guiness-Buch der Rekorde 2006 einräumte. Die deutsche Sprache besteht aus etwa 5,3 Millionen Wörtern, Tendenz steigend. Ein Drittel davon ist erst in den letzten 100 Jahren dazu gekommen. Das sind etwa 8-mal so viele Wörter, wie es im Englischen gibt. Im Alltag werden aber viel weniger Wörter tatsächlich verwendet. Nur etwa 12.000–16.000 gehören zum aktiven Wortschatz einer Person, die Deutsch spricht. Davon sind etwa 3.500 Wörter Fremdwörter. Der Duden, ein Nachschlagewerk, in dem seit dem Jahr 1880 Regeln der deutschen Grammatik und Orthografie festgehalten werden, listet 135.000 Wörter auf. Deutsch ist außerdem eine besonders reichhaltige Sprache. Durch die Möglichkeit, Wörter zusammenzusetzen, wie zum Beispiel „Wehrdienstverweigerer" oder "Weltmeisterschaftseröffnungsspiel", ist deutscher Wortschatz theoretisch unendlich groß. Aufgrund dieser Wortzusammensetzungen lassen sich auch Mehrdeutigkeiten hervorragend ausdrücken, wie zum Beispiel "Geisterfahrer" oder "Gedankenfreiheit". Deutsch und Englisch haben mehr gemeinsam, als man vielleicht denkt. Zum Beispiel, Wörter wie „Kindergarten“ oder „Strudel“. Sie bedeuten in beiden Sprachen dasselbe.

Aber es gibt auch Wörter, die gleich geschrieben werden und unterschiedliche Bedeutungen haben. Diese Wörter werden „Falsche Freunde“ genannt. Hier sind ein paar Beispiele: Das Wort**:** Kind Englische Bedeutung (und klein geschrieben): nett Deutsche Bedeutung: ein junger Mensch. Das Wort: still Englische Bedeutung: trotzdem, dennoch Deutsche Bedeutung: leise, lautlos. Das Wort**:** spring Englische Bedeutung: Frühling Deutsche Bedeutung: hüpfen. Also, aufgepasst, denn sogenannte „Falsche Freunde“ können dich schnell auf die falsche Fährte führen und dein Gesprächspartner und du könntet von ganz unterschiedlichen Dingen sprechen. Standarddeutsch ist nur eine Erfindung. Oft fragen uns Studenten, was es eigentlich mit dem Begriff „Standarddeutsch“ auf sich hat. Die Antwort ist ganz leicht, denn eigentlich ist Standarddeutsch nur eine andere Bezeichnung für Hochdeutsch und das wird an der ActiLingua Academy von qualifizierten Deutschlehrern unterrichtet. Hochdeutsch oder Standarddeutsch ist eine Mischung aus Mitteldeutsch und Oberdeutsch, worauf die meisten österreichischen Dialekte basieren. Auch wenn viele Österreicher darauf bestehen, eine eigene Sprache zu sprechen, sind die Unterschiede zwischen dem „österreichischen“ und dem „deutschen“. Deutsch ist so gut wie nicht vorhanden. Zwar gibt es ein paar wenige Wörter, bei denen wir uns noch nicht ganz einig geworden sind, wie zum Beispiel Paradeiser (in Deutschland: Tomate) oder Schlagobers (in Deutschland: Sahne), verstanden werden sie jedoch überall.

Schlussfolgerungen. Im weltweit größten und stärksten Wirtschaftsraum, der EU, ist Deutsch die mit Abstand meistgesprochene Muttersprache. Die österreichische Hauptstadt Wien gilt dabei als eine der internationalsten Städte und als begehrter Wirtschaftsstandort innerhalb Europas. Darüber hinaus wurde sie zum achten Mal in Folge zur Stadt mit der weltweit besten Lebensqualität ausgezeichnet und ist auch für junge Menschen ein attraktives Ziel. Wer, also, internationale Erfahrungen sammeln möchte und an seinen Deutschkenntnissen denken, ist hier in Deutschland und in anderen Ländern sehr gut aufgehoben.

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SECTION 6
TRANSLATION STUDIES

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TRANSLATION AND INTERPRETATION AS IMPORTANT MEANS OF ENRICHING NATIONAL LANGUAGES

Introduction. As can already be seen, translation and interpretation are effective ways of continuous enrichment of all national languages, which are the recipient languages of the lexical units of the original languages. Being a means of reproduction and transmission of lexical and semantic meanings of individual lexical and semantic units of speech, that are individual words and written or oral text (discourse), translation and interpretation always transfer all lexical and semantic units from the language of the original (LO) to the language of translation (LT), including, of course, the neologisms, which did not exist before in the LT [1, p.19]. Particularly we should emphasize the contribution of the creators of alphabets, due to the activities of which territorial boundaries of knowledge were expanded new elements of civilization and new spiritual values were brought in, and the ways to cultural, social and spiritual progress were open to the people. The nations are given an instrument for the development and awakening of collective self-awareness of ethno-language. Groups, laid down the foundations for the emergence of a national sense and national literatures, eliminated the illiteracy of the people and the beginning of democratization of education, enabled the preservation of the cultural heritage [2]. Translation is able to change the ratio of the language prestige in the cultural field, its authority among the linguistic community both at the level of state institutions and at a symbolic level, thereby allowing the present colloquial language to occupy a place of the culture language related to written and oral tradition, which provides preserving the values of society [3].

Objectives. Investigate the role of translation and interpretation as important means of enriching national languages.

Methods. To carry out the given research in order to provide appropriate conclusions the following methods were used: collecting data, data analysis, thematic analysis, content analysis

Thanks to the continuous political, economic, cultural relations, which almost never ceased between states and nations, it is characteristic for each national language to develop its specific vocabulary in every social epoch. The emergence of new word-names to denote scientific, social, political and other concepts in one language has never been limited to the framework of this language, but has always been borrowed (through translation) from other languages, creating a common international dictionary of different languages. Each layer of such vocabulary always unmistakably determines the historical period, often even the date of entry of the word into national lexicographic circulation. Thus, translation provides not only the introduction of new words and expressions denoting new concepts that have not yet existed in a particular (or all other) languages, as we have in the case of the words such as computer, Internet, ATM, audit and many others in the Ukrainian language. In addition, the translation marks the words brought by it, determines their field of operation, indicates the socio-political era of the borrowed word or phrase in each developed national language. Thus, thanks to interpretation and translation - professional or non-professional - its very important function is realized: to serve and enrich the national and international lexical layer of languages [1, p.21].

Conclusion. To sum up, the task of translators and interpreters was to replace a foreign language with their native one. That means that translators didn't create a new language, but they brought the dialect to the status of the national language and language of culture [5].

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PROBLEMS IN TRANSLATING OF INTERTEXTUAL UNITS

Introduction. Theoretical consideration of intertextual problems began in the 60s of the twentieth century, after which the problem of the intertext attracted considerable interest of many scholars from various fields. [3] Intertextuality as a phenomenon is closely related to the translation of a literary text. Some foreign professors confidently claim, including linguist V. Butov, that intertextuality is an ontological quality of any text, first of all, an artistic one. [2] It is intertextuality that determines the acceptance of an artistic text in the process of literary evolution. This means that written prose becomes a text only when its intertextuality is realized. [7] Thus, intertextuality is a quality of an artistic text, which is the ability to accumulate information not only directly from personal experience, but also indirectly from other texts [1]. Intertextuality translation is studied mostly in the light of culturological or semiotic strategies or is mentioned in the context of stylistic means of translation, and translation methods are distinguished on the basis of a linguistic approach. [10]

Objectives. The main goal is a detailed study of the problem of intertextuality, its application in the field of translation and possible shortcomings of its use.

Methods. To carry out the given research in order to provide appropriate conclusions the following methods were used: collecting data, data analysis, thematic analysis, content analysis.

Intertextuality, in general, can have some positive impact on the quality of text translation, but its incompetent use can lead to clichés instead of quality translation. Describing the ways of translating intertextuality, scholars usually adhere to one of two general culturological translation strategies: domestication (domestication) and phorenization (alienation). [9]

– Domestication involves directing the vector of translation activities to adapt the source text to the needs of the target culture in order to reduce cultural distance, create a "readable" text, reproduce a set of similar associations, and so on. [4] U. Eco calls for the domestication of national- and cultural-specific intertextual inclusions, recommending replacing them with references inherent in the recipient culture, which will contain similar emotional-associative components, that will allow readers to better perceive and better understand the text through associations. [6]

– If the knowledge of translators is not enough to grasp the reference and adapt it, it is either lost or becomes the object of creative search for "exemplary" readers. [5] Finnish researcher R. Leppigalm also does not advise to overindulge the strategy of phorenization (if the intertextual unit is not transcultural), as this may lead to the loss of culturally specific connotations. [8] From her point of view, the transfer of the linguistic form of the intertextual unit and ignoring the connotative and pragmatic meanings leads to cultural bumps - situations when readers of the target text do not understand the intertextual vocations of the source text. [10]

Conclusion. Intertextuality is a complex concept that can inconvenience translators precisely because of the subtleties of its use. It can be useful only if used carefully and in the context of the original text.

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TRANSLATION IN THE ANCIENT WORLD AND M. CICERO ON TRANSLATION

Introduction. The creation of a modern theory of translation is impossible without prior study of the history of translation and translation thought. Translation as a special phenomenon is one of the oldest forms of human activity that has a thousand-year history. Its formation is associated with the emergence of multilingual human tribes and, accordingly, the actualization of the need for people who could mediate various contacts between representatives of different tribes, according to Mona Baker, the author of “Routledge Encyclopedia of Translation Studies”. [1] In general, the translation took a long and difficult path of its formation, constantly clarifying and changing the interpreter and the content of its activities.

Reading national translation histories can lead to interesting penetration into such important issues as a general idea of written and oral translators in various historical periods, about the role of translators from the point of view of various communities, the factors that gave rise to a wide translation activity in certain times, an impressive variety of activities that were perceived as translation at different times, and types of contexts in which translators had to act, claim such Ukrainaian scholars O. Calnichenko and V. Podminin [5]. The task of the translator is also to provide skilled tips to determine the place and role of translators, translations and translation process in society in connection with which awareness of the place and role of translation in the history of culture seems to be extremely relevant, especially in view of the need to increasing the status of an interpreter in modern society, claims James S. Holmes [3].

Traditionally, the translation is defined as the process of achieving the best semantic correspondence between two texts in two different languages. For the first time such a view of the translation formulated Mark Tullii Cicero (106 - 43 years BC). In "De Oratori", "de Optimo Genere Oratorum" and other texts, Cicero distinguishes its translation practice from the surrounding method of translation of its predecessors, arguing that it is much more important, firstly, to master the target audience in the language that the audience feels freely feels. Secondly, to develop a oratorical vocabulary and argument skills in the target language than with a scrupulous accuracy to build source text. This theme has been explored by such scientist as D.Robinson and F.Rener [2], [4].

Objectives. The main task is to collect various translation data from the very first mention of them. Research on the issue of the history of the development of translation and translation activity in the ancient world, as well as the coverage of theoretical reflections of the city of Cycero on the theory of translation.

Methods. During the study, methods such as analysis, synthesis, description and comparison were used.

Conclusion. Summing up, we can confidently say that the translation showed itself as one of the most important cultural factors: a number of civilizations began to develop on the basis of knowledge borrowed from other states, and the translation played one of the key roles. The translation was also an extremely important factor in studying cultures of those civilizations which happened to develop in a rather insulated conditions, for example, in ancient Egypt. Literary, and therefore, cultural influence and interaction were carried out through intermediary translators in almost all civilized peoples of the Ancient World.

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VARIOUS COMPONENTS OF THE INTERPRETER’S/TRANSLATOR’S VOCABULARY

Introduction: It is clear to everyone that for a successful measured pace of speech during translation, it is necessary to have a lexical reserve, moreover, active, not in several thousand, but, depending on the subject of the material, and in several tens of thousands of lexical units.The vocabulary of each translator/interpreter depends heavily on the place (company/institution) where he works.Thus, the vocabulary of various industry translators / interpreters differs not only in quality by professional composition (field of activity), but also quantitatively.

Objectives: The main task is to consider other components of the vocabulary of the interpreter and translator.

Methods: To carry out the given research in order to provide appropriate conclusions the following methods were used: collecting data, data analysis, thematic analysis, content analysis.

The reserve also includes a considerable layer of terminological everyday vocabulary, which is part of the dictionary of each native language speaker, for example: heating, batteries, TV, player, refrigerator, etc. Together this ammounts to another one or two thousand units of the main lexical basis. It is impossible to bypass the units of background knowledge that have found their place in the main vocabulary of each national language. This is the realities of socio-political life type such as 'галушки, голубці, затірка, кваша, макітра', etc. The same realities are inherent in foreign languages. For example, English pint, sir, gentelman, boycot, bill, farthing and many others, which also must be familiar to a professional translator / interpreter of the relevant language. Problems may arise when an interpreter has to render terminological lexemes. If the terminology is translated into other languages, the interpreter has the opportunity to verify his proposed version with translations known in other languages.in its translation language. In daily translation practice, the established or usual new terminology is translated according to a one-way (sequential) model. And regardless of the number of languages that the translator/interpreter speaks (and works with).

Conclusion: Mandatory vocabulary of a professional translator / interpreter should cover at least 25-30 thousand words and established / idiomatic expressions, more than half of which the translator / interpreter must practise actively without thinking to reproduce them. This applies, of course, to realities of socio-political life, and terms that are sometimes found in the same text.

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SCIENTIFIC AND TECHNICAL LITERATURE TRANSLATOR'S WORK PECULIARITIES

Introduction. Every translator must be not only a specialist in philology, but also a specialist in the field of science, technology, national economy, etc., in which he constantly works. This is especially true for translators of "exact" fields – science and technology. The fact is that these areas need correctness, perfection, accuracy and top of the translation more than others. It is very important to be able to correctly translate terminology (that emotionally neutral words or combinations of words, which convey the names of the exactly defined concepts of certain field of science or technology), because terminological vocabulary allows you to clearly and economically state the meaning of a subject and provides a correct understanding of the problem, phenomenon, etc.

Objectives. The main task is to consider the main approaches to the classification of translators and translation technology of scientific and technical works.

Methods. To carry out the given research in order to provide appropriate conclusions the following methods were used: collecting data, data analysis, thematic analysis, content analysis.

Categorization of translators occupies an important place in the conclusion, organization and planning of translation activities in any field of science, public activity or national economy (especially scientific and technical fields). As it was stated in S.Terekhova's research, 'there are the following categories of translators:

1. Full-time translator – a translator who holds a full-time position as a translator at an enterprise or organization.

2. Freelance translator – a translator who is not included in the staff of the enterprise or institution.

3. Part-time translator – a specialist working in two or more institutions.

4. Translator-specialist – a specialist in a particular field of science or technology, who himself performs translations of relevant topics.

5. Translator-engineer – a specialist-engineer who performs translations of scientific and technical topics himself.

6. A non-specialist translator - a translator who translates literature from a field in which he has no special education.

7. A professional translator (translator-linguist, translator-philologist, translator-professional) is a certified translator who is constantly engaged in translation; this is a specialist for whom the main type of work is translation.

8. An independent translator – a translator who performs translations independently and is not a full-time employee or part-time translator' [1].

According to A.L. Pumpyansky, 'Translators of scientific and technical literature are engaged in the following types of work:

1) analytical-synthetic processing of the work in the original language (compilation of annotation, concise translation (extended and abbreviated), translation of article titles);

2) oral translation: a) translation of scientific and technical literature ("from a letter" without notes or with notes); b) consecutive translation (at negotiations and in commissions; at conferences and exhibitions); c) simultaneous translation of oral speech ("from a letter", reading a text translated in advance, translation by ear);

3) written translation: a) of oral speech (tape recording, dictation); b) of scientific and technical literature (full, abbreviated, selective, draft, working, publishing)' [3].

In scientific and technical works, the terms carry the main semantic load in comparison with other literary words of general meaning. Therefore, the terms are required to be unambiguous, namely to have a single meaning. Of course, it is difficult to adhere to the same terms in different languages. Often this can be done only by single-skilled experts. Therefore, the translator should always consult with specialists in the field of science or technology to which a particular text relates in the original language and its translation.

Conclusion. As a result of the study of the scientific and technical text, it can be concluded that the main stylistic feature of these texts is an accurate and clear presentation of the material. Translation of the scientific and technical literature must correctly convey the meaning of the source text in a form that is as close as possible to the form of the original.

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AUTHOR'S IDIOSYNCRASY AND TRANSLATION

Introduction. The study of the author's idiosyncrasy and stylistic features of the text, as well as their changes during translation are topical issues of modern text linguistics and translation studies. Research by Kolawole, S. O. and Salawu, Adewuni supports that language and culture are closely related and one is indispensable to the other. In fact, language acquires its meaning from the country's culture. A single language may cross several culture borders. There are generally problems in the translation of cultural words in a literary text unless there is a cultural overlap between the source language and the target language. It is not enough for a translator to know what words are used in the target language; he must also make the reader understand the sense as it is understood by the reader of the original [3].

Objectives. The main task is to consider that the text of the translation should evoke an identical reaction and equivalent associations in the reader, as well as the text of the original - in his reader.

Methods. To carry out the given research in order to provide appropriate conclusions the following methods were used: collecting data, data analysis, thematic analysis, content analysis.

The completeness of the reflection of the individual style of the author of a work of art depends on the quality of the translation. When translating a work of art, it is necessary, first of all, to determine the features of the author's idiosyncrasy, namely: the stylistic techniques he uses and the stylistic dominants of his work. If the vocabulary of scientific, official-business, spoken language is relatively limited thematically and stylistically, the vocabulary artistic style is fundamentally unlimited. According to research paper of Muratovas’, the author's choice of lexical units in an artistic text depends on the several factors. The following three can be considered the most important: reality, the specifics of the structure of language and the author's attitude to objects surrounding reality [4, p.3].

The writer's idiosyncrasy is not just a system of means he uses to express his ideas, but a way of reflecting reality as the author sees it. It is in the individual style that the speaker's position on certain problems of choice of means of expression, which are features of the author's linguistic individuality and reveal the author's picture of the world, finds its expression. Through the speech of his characters, the author tries to reliably recreate the pictures of people's lives and everyday life. In addition, any translation bears the imprint of the translator's individuality, which is influenced by literary traditions and currents that have developed over generations.

Therefore, translations of the same work by different translators show significant differences in the application of translation strategies and tactics, different approaches to studying the dominant features of the author's idiosyncrasy, as well as a subjective understanding of the specifics of the target audience. The modern norm of translation is quite strict in resolving the issue of expressing the creative freedom of the translator. It provides a minimum of interference of the translator in the source text, the maximum "depersonalization" of the translation. The minimum degree of expression of the style of the author of the translation indicates in favor of the translation itself, while the maximum degree - in favor of the translation on the grounds. As we can see, the reproduction of the stylistics of the work depends not only on the place of action and epoch, but also on the translator's ability to reproduce the original and the style of the work of art properly. In this case, the unity of form and content is of great importance in the reproduction of the original work.

Conclusion. Understanding style is very important for literary translation to properly convey the stylistic effects of one text in another. It depends on whether the translation is successful or not. It is also important to reproduce the dominant function of expression and maintain its communicativeness.

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Підписано до друку 12.04.2019.
Формат 60x 84/16. Гарнітура Times New Roman.
Папір офсетний 70 г/м^2. Друк електрографічний.
Умов.-друк. арк. 33,79. Обл.-вид. арк 23,04.
Тираж 300 примірників. Замовлення № 04/19/3-1.

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