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У матеріалах Міжнародної науково-практичної конференції «Загальні аспекти інноваційного розвитку освітньої галузі в контексті міжнародного співробітництва України», розглянуто різноманітні актуальні питання, пов'язані з професійною діяльністю майбутніх фахівців, проаналізовано досвід інших країн.

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Зміст

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Andrew Jogn Ness

STUDYING ENGLISH BEYOND THE CLASSROOM

Being the international language, learning English is one of the most sought after skills across the world. The curriculums of many schools in Europe and around the world prioritise the learning of English as much as mathematics, natural sciences and reading and writing in their native language. For many though, a poor experience at school, insufficient teaching methods or the passage of time mean that they find themselves, in adulthood, trying to acquire this skill. This can be a rather daunting task however, as the English idiom goes "you can't teach an old dog new tricks", certainly when people leave school, learning English can become more difficult. We now work busy jobs, have family commitments and any precious free time we would rather spend on a form of relaxation. Additionally, returning to the classroom, as a student can be a regressive experience.

In addition to all of the above points, the biggest news story of last year, the covid 19 pandemic, created even more disruption than usual, so even those who used to attend many of the adult English courses available, found their study moving to new platforms or cancelling altogether. So if attending English courses is not a preferable option what other methods are there, and what are their advantages and disadvantages. In this article I'll outline some of the most common methods for studying English, beyond the setting of a traditional classroom.

Online courses

The use of video conferencing software to give English lessons has been around for many years. In fact, I have been using skype for English lessons for many years, to expand my portfolio of students beyond Nikolaev. The pandemic last year introduced even more students and teachers to this way of learning, as government restrictions meant face to face lessons were prohibited. As previously mentioned, Skype, is one of the most well known programmes for this type of conferencing, to the extent that ‘to skype someone’ is regularly used as a verb in Great Britain, however there are many other variants including: zoom, which became popular since the start of quarantine restrictions last year, Google meets and Microsoft teams. The main advantage to conducting English lessons in this manner, is that it retains most of the advantages of visiting your teacher face to face. You can see and hear your teacher, who can give you instant feedback and features such as the “whiteboard” and “screenshare” enable teachers to demonstrate what they are teaching, similar to as if they were in the classroom. In addition to these benefits, which you would find in the live classroom, lessons can be conducted from your own home, removing that necessity to travel to a language school. However as with all technology it can come at a price. Firstly, it is necessary to have the required, and expensive equipment, such as a laptop, computer, microphone and webcam. In the majority of countries and especially for those in moderate income jobs, this isn’t such a big drawback, as most likely this equipment is necessary for other aspects of life, and the programmes themselves are free. However, many teachers will tell you that this technology is not a perfect substitute for teaching in the classroom. Technological problems can often occur making communication strained between participants, and even when it is working perfectly, especially with multiple students, the noise from everyone's microphones can be a cacophony. However for the individual student this is certainly no problem and many teachers as well as students were thankful for this technology in the time of the pandemic.

On-Demand courses

If struggling with online programmes such as Skype or zoom aren’t for you, another option that has recently come to popularity are on-demand courses. The market leader in this field is the website “Udemy”. In principle these sites work by other users, teachers, creating courses in the form of video and in some cases with accompanying worksheets. The number of courses is not limited to English either, you can study anything from other foreign languages, to programming, to mathematics and physics at any level. For English alone there are over 8’000 different course to choose from, for different levels and English for particular specialities, or purposes. The format of these courses is most suitable for those with very hectic schedules who can only dedicate a small fraction of their time to study. Because of the use of video lessons, they can be stopped and started as you please, you can repeat and replay that which you didn't understand to pick it up a second time, and you will always have the videos available. The biggest drawback is notably the price. Courses range from $20 - $200+, even face to face English courses can be cheaper, and these on-demand courses lack the personal interaction with an English teacher. However, often Udemy has promotions, that you can find from their website or on facebook, this will significantly reduce the cost.

Language Learning Apps

In recent years the development of mobile telecoms and smartphones has allowed us to use many programmes (apps) which have assisted us, taught us and entertained us. On google play or iOS there are many such apps that help to learn foreign languages, including English. The most well known are Babbel, Busuu, Memrise and Duolingo. The main advantage of such apps is the ability to learn at any time, in any place for as long as you want. On most apps the learning experience comprises of a few short exercises in the form of a quiz or a game which helps the user to memorise useful phrases. Some have the ability to talk with other users of the app, who are native speakers of your target language and do a language exchange. They are useful, convenient and in some cases fun, however the range of language that can be learned is limited. It might be useful for you if you are planning to go abroad for a holiday and wish to learn some new phrases but for more intense study they can often be found lacking.

Conclusion

Many of us are busy, and despite our best efforts finding the time and resources to learn and perfect a language can be difficult. However, I hope this article helps you realise that there are more options outside the traditional classroom. For those who want as much of the school experience as possible from the comfort of your home, you should consider finding an online teacher using video conferencing software such as Skype or Zoom. If you have more money to spend but less time to spend it, on-demand courses are available from sites such a Udemy, where you can learn the nuiances of English at your own pace. Finally for those who aren’t looking to speak fluently but just want to boost their vocabulary, try downloading an app such as duolingo or others, which will enable you to study casually in an entertaining way.

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Geir Spachmo

HOW TO COOPERATE WELL WITH THE SCHOOL DURING THE COVID-19 PANDEMIC

The new daily school routines, with home schooling via the internet, puts the cooperation between teachers and parents to a new test. Here are some good advices.

- Parents must answer calls from or get in touch with school and the teachers whenever necessary and attend meetings at school at any time they will open again.
- This is of great importance to be able to follow up your own child in a good way and to create good relations between parents, teachers and the student.

These are excerpts from the book “Good Parental Relations. School-Home-Cooperation in the Primary School” by Rector *Pernille Grepp Knutsen* and Associate Professor *Cecilie Pedersen Dalland* at the Norwegian Institute for Primary School and Specialist Teacher Education.

“***It is essential to construct a common platform between school and home, so that both students and parents are updated and confident about what is happening at school***” – *Cecilie Pedersen Dalland.*

The best homeschooling possible

In these days, with the corona virus affecting our world, tens of thousands of parents are placed in a very new and uncommon situation and are given a large part of the responsibility for the teaching of their children and youth.

- It is important that parents take part in making a structure and a framework for the home schooling. Get up at the right time in the morning, do the morning chores, eat breakfast and start the homeschooling, is the advice from *Dalland.*
- Make a plan for each day, including regular breaks. You may make the use of an alarm clock or similar to mark the beginning of each lesson and break. Make use of breaks if needed and if possible.
- Feel free to write down all the tasks on a sheet of paper and mark each task which is completed with a pen or marker. This may strengthen the motivation. Try to make the students work independently.
- This must of course be adjusted to fit the age and abilities of each individual child. Some may need more help than others.

Get in touch with the teacher

This new reality of home schooling puts the School-Home-Cooperation to a new test. If parents feel the need, they should get in touch with the teacher for help.

- Send an e-mail, but don’t overwhelm the teacher with enquiries and questions. The teachers have a lot to do for the time being and many of them are in regular touch with their students several times a week, Dalland indicates.

Teachers must listen to the parents

- The teachers are the ones who have the professional standing, and they are carrying the major responsibility for the successful cooperation with the parents. They must listen to the parents, because the parents know their children better, says Dalland.

- If he relation between teacher and parents is good, it is easier for the parent to get in touch with the teacher when handling some difficult social or educational subject.
- Striving to build a good relation between parents and teacher makes the communication easier. It will be less difficult to get in touch with the teacher.

The parents are an enormous resource

- It is crucial for the teacher to have the parents as a part of the team, because it gives the student the opportunity to learn more, says *Pernille Grepp Knutsen*, rector at Haslum School.
- The parents need to have confidence in the school. Teachers who are able to create a good cooperation with the parents will save some extra time for good teaching.
- Parents are an enormous resource. When parents get a feeling of being heard and listened to, they will also be more able to handle challenging situations.
- All parents ought to harbor the feeling, that if the school is on fire, their child is the first one to be rescued.

There is a magic in how the teachers express themselves. If they articulate something in a spirit of love and care and keep a good communication with the parents, the parents are able to tolerate more. In such a case the teacher may say almost anything.

Parental advices

- Follow up the schoolwork
- Attend parental meetings, conferences and other sessions you are summoned to at school.
- If you are not able to attend, let it be known and make a new appointment.
- Answer all enquiries from the school and teachers.
- Get involved in different school boards or committees.
- Volunteer as a PTA representative

- Take part in school excursions and journeys when possible.
- Let the teacher know when things are not working or if you have any worries.
- Speak well of learning and school in general.
- Prepare good and healthy routines for your child’s homework.
- Make good routines for home reading.

Invest in positive feedbacks

The authors appreciate that cooperation with the parents of a defiant child may be very demanding. Nevertheless, they emphasize that what you invest in the everyday home schooling, will reward you if something unexpected happens.

Dalland is occupied with the fact that the teachers also give positive feedbacks.

- The teachers should aspire to not only call the parents when they have a complaint against the child, but also get in touch when things are going well.
- Very often the call from a teacher who is making a complaint about a child, may start a downward spiral of conflict in the home, *Knutsen* remarks.

She suggests, for example, that the pupil may receive a note to put in the pocket and take home, or that the teachers are in touch with the parents twice a year via SMS or e-mail, or any other sort of electronic media they may agree upon.

Cooperation with parents is an important part of the education.

It is also important that the students who are training to become teachers, are well taught in the skills of communicating with parents.

- It is all about having and overall thinking around parental meetings, talks about progress and the daily work. A parental meeting ought to be an arena for discussion and reflection around the everyday life at school, finishes *Dalland*.

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Айзікова Л.В.

ПРОТОКОЛ ЕФЕКТИВНОСТІ РОБОТИ ВИКЛАДАЧА SIOP: КЛЮЧОВІ ЗАСАДИ

Публікація присвячена викладу та аналізу основних характеристик моделі професійного розвитку викладачів іноземних мов SIOP (Sheltered Instruction Observation Protocol). Методика SIOP передбачає розробку та застосування багаторівневого навчально-методичного комплексу матеріалів та стратегій для тих, хто вивчає академічний стандарт англійської мови в контексті професійної та академічної підготовки.

The publication is devoted to the presentation and analysis of the main characteristics of the model of professional development of foreign language teachers SIOP (Sheltered Instruction Observation Protocol). SIOP methodology is aimed at the development and application of a multilevel educational and methodological set of materials and strategies for those who study the academic standard of English in the context of professional and academic training.

Володіння іноземною мовою в процесі реалізації професійної діяльності є необхідною якістю для спеціалістів різних галузей. Однак, труднощі навчання лінгвістично та культурно різноманітних студентів залишаються викликом для системи вищої освіти України. Для того, щоб студенти досягли професійного успіху у майбутньому та стали продуктивними громадянами, вони повинні отримати якісну та продуктивну освітню підготовку.

Запозичення кращих досягнень у галузі мовної підготовки є ефективних засобом удосконалення освіти в Україні. Модель професійного розвитку викладачів іноземних мов, або протокол ефективності роботи викладача SIOP (Sheltered Instruction Observation Protocol), була розроблена американськими методистами вченими J. Echevarria, M. Vogt та D. Short.

Методика SIOP передбачає розробку та застосування багаторівневого навчально-методичного комплексу матеріалів для тих, хто вивчає академічний стандарт англійської мови в контексті професійної та академічної підготовки. Варіативно використовуючи освітні стратегії SIOP, педагоги можуть на його основі розробляти і проводити заняття, які відповідають академічним і лінгвістичним потребам студентів. На думку розробників методики, вона побудована не стільки на методичних засадах викладання англійської як іноземної мови, скільки на принципах білінгвізму, тобто володіння двома мовами.

Кожне заняття, що проводиться за моделлю SIOP, спрямоване на засвоєння предметних та мовних знань та навичок. Цілі навчання визначаються згідно зі стандартами освіти та навчальними програмами та включають оволодіння відповідним академічним словниковим запасом та мовними засобами, необхідними студентам. Мета викладачів – допомогти студентам набути важливого досвіду з ключовим змістом та навичками на відповідному рівні навчання і послідовно просуватися до вільного володіння академічною англійською мовою. Навчання супроводжується допоміжними матеріали (візуальними, мультимедіа, адаптованими або двомовними тексти та навчальними посібники). Адаптація ресурсів здійснюється різними способами, включаючи диференційовані тексти, допоміжні роздаткові матеріали та аудіовибірки, тощо. Крім того, у навчальний процес слід включати позанавчальні заходи, спрямовані на застосування студентами набутих знань у релевантному контексті.

На заняттях за моделлю SIOP викладачі допомагають студентам пов’язати нові мовні поняття зі своїм особистим та культурним досвідом та змістом попереднього навчанням, а також сформувати базові знання, що стосуються нових культурних чи наукових реалій. Разом з тим викладачі активізують попередні знання студентів, щоб виявити та заповнити прогалини. Модель SIOP робить акцент на формуванні розвиненого словникового запасу студентів, завдяки чому підвищується ефективність їх діяльності за всіма видами мовленнєвої діяльності.

Викладання за моделлю SIOP включає розвиток навчальних стратегій студентів та навичок мислення вищого порядку. Метою такого навчання є поступове підвищення самостійності студентів до досягнення повної незалежності. Серед видів навчальної діяльності, що пропонуються студентам, – проекти чи завдання, які вимагають від них критичного мислення та більш широкого застосування мовних навичок.

Студенти оволодівають академічною мовою завдяки взаємодії між собою та із викладачами. Саме активна мовна практика допомагає студентам розвивати та поглиблювати знання змісту дисципліни. У форматі парної та групової роботи студенти практикують нові граматичні структури та лексичні одиниці, а також функціональні мовні конструкції, що включають прохання про роз'яснення, підтвердження інтерпретацій, пояснення власної чи чужої ідеї, посилання на докази в тексті, оцінку думок тощо. Забезпечення умов для усної мовної практики особливо важливі, оскільки володіння усною мовою впливає на всі аспекти навчальних досягнень.

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Барбалат А.Ф.

Ганніченко Т.А.

PUBLIC SPEAKING

Стаття присвячена мистецтву говоріння на публіці. Автором вказано на психологічні перепони, що заважають вільно виступати, запропоновано методи подолання труднощів спілкування та публічного виступу.

Ключові слова: *публічний виступ, спілкування, вимова, мовець, техніка спілкування.*

The article is devoted to the art of public speaking. The author points out the psychological barriers that prevent free speech, proposed methods of overcoming difficulties in communication and public speaking.

Keywords: *public speech, communication, pronunciation, speaker, communication technique.*

Nowadays there are many professions, situations that require systematic public communication with other people.

The contact and mutual influence between the speaker and the audience takes place at a fairly deep psychological level. The article aims to research methods that help people to be confident, to boldly keep themselves in front of the audience, to know how to convince and properly present important information. It is a topical issue for a modern person, whose job involved public speaking. In this article, we considered some methods to improve language skills with help as videos, movies, books, and series.

In modern society, there is an urgent need for people of a personal type who can think, persuade with a living word, motivate to action. The art of persuasive communication is the foundation of the professionalism of workers in all spheres of public life. Oratory is a means of communication between people, expression of thoughts, feelings, and expressions of will. The art of speech has always been and remains a hallmark of a democratic society, in which the ability to communicate with other people, the ability to speak in front of the public, subordinates, the ability to persuade them in communication, to motivate to action. It is important that the spoken word works, that it is remembered, that it remains in the minds of others. Oratory is the art of influencing listeners: their minds, feelings, moods, desires, actions, and deeds. The art of public speaking is of great importance as a tool for all who use the word in the performance of their official functions and communication.

A necessary factor is our voice - the sound that a person reproduces using vocal cords. First of all, it is important to learn how to make the right sound. It can be made with special exercises. To develop the mobility of the voice, you should perform the following exercise: choose your favorite poem and try to read each line, raising the tone of voice (as if walking up the stairs), and then - "go down" the voice down. The next point to proper pronunciation - spectacular pauses. If the speaker pauses during the speech, the speech becomes lively, on the contrary without pauses; it is dead, ineffective, and unable to influence the audience. Pauses give the possibility to a listener the time for thinking, analyzing, getting a feel. Pauses intrigue listeners, arouse their interest. It is important to learn to use logical, grammatical, logical-grammatical, rhythmic, and psychological (sensory) pauses. We hear their examples every day in the speeches of TV presenters, journalists, media figures, and actors.

Without their understanding and consideration, it is impossible to convey the emotional meaning of speech. The best exercises are composing a speech score, recitation workshop, theatrical sketches, which occupy an important place during rhetoric training sessions.

It is important to be able to determine the logical emphasis in the text. The most valuable words are used to express the meaning of a sentence. The method of "skeletalization" is very effective. For example: in the sentence "Who goes in bad weather in that dense forest?" the technique of "skeletalization" will suggest that the main, valuable words (skeleton) are "Who goes to the forest?" They need a logical emphasis (voice amplification). However, keep in mind that logical emphasis has other dimensions: raising the voice and slowing down.

And the most important thing in each debate is the energy of a speaker. As a rule, for effective communication the following techniques are used:

– movement: every step from the listeners is a minus, and every step towards the listeners is an increase in influence;

– use of gestures: wide and active gestures charge the audience, in slow and small - reduces energy;

– change of intonation: speaking louder and more silent.

– the emotionality of the speaker: the more emotions in the speech, the stronger the energy;

– maintain eye contact.

The methods that help to overcome fear during public speaking are regular breathing, helpful gestures, physical shaking, and self-suggestion. For example, at the level of self-suggestion, it is worth saying the following text in our head several times: "I am calm; I look confident; I keep myself free; I own myself; my voice sounds even, beautiful; I pronounce the words clearly; I breathe calmly; I am glad/happy to speak in front of the audience; I have cheerful mood; I'm interested in speaking; I have something to tell the listeners; I'm emotional. »

Quite often, fear arises when the speaker does not allocate enough time to prepare for the speech, the higher level of readiness of the speaker, the less fear he has.

The watching of movies also helps people to speak more confidently in public. We offer some examples. The first is a historical drama "The King's Speech". An incredible film tells the story of a king who was terrified of public speaking. This film has many examples and for public speaking.

The second is the science fiction film "Transcendence". The film is full of scenes with public performances of supporters and opponents of technical progress. It is an excellent example of argumentation in public space.

The third is a romantic comedy "Larry Crown". It teaches how to speak in public, the film helps to learn how to reduce anxiety before a performance, how to maintain eye contact with the audience, what exercises will prepare your connections before going to the microphone, how to use humor during a performance.

The fourth film is "The Great Controversy" is directly about the art of public speaking. The debate coach shows many strategies, techniques, and facts.

One else example is "Marvelous Mrs. Maisel." Techniques that hold the attention of the public are in each series of this wonderful guide to public speaking and a sense of humor.

In the conclusion, the main methods, and techniques used for public speaking give self-confidence. When we are internally calm, it is much easier for us to broadcast a positive vibe to the people around us.

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Блінський О.В.

Тішечкіна К.В.

ANALYSIS OF SEEDING PEAS (PISUM SATIVUM) IN ODESSA REGION

У статті подано аналіз динаміки планового обсягу виробництва насіння гороху посівного в Одеській області за останні 2 роки у розрізі сортів.

Ключові слова : *горох, сорт, Одеська область, насінництво.*

The article presents an analysis of the dynamics of the planned production of pea seeds in the Odessa region for the last 2 years in terms of varieties.

Keywords: *peas, variety, Odesa region, seed production.*

Peas are one of the most important legumes in the world. Pea grain contains from 16 to 36% of protein, which is complete in amino acid composition and is digested 1.5 times better than wheat protein. Flour and pea meal are used as an important concentrated feed, 1 kg of which contains 1.17 feed units and 180-240 grams of digestible protein. Due to the high content of protein in green mass, hay, silage and pea straw, it is indispensable in the diet of farm animals.

According to the State Statistics Service of Ukraine, the sown area under this high-protein crop decreased by 93.6% compared to 2019 and in 2020 amounted to 237.7 thousand hectares.

Among the southern regions of Ukraine, Odesa is the leader in the sown area of peas, but seed production here does not meet the needs of grain producers.

The aim of the article is to analyze the dynamics of the planned volume of pea seed production in the Odesa region over the past two years in terms of varieties.

After analyzing the State Registers of Seed and Nursery for 2019-2020, it was found that the production of pea seeds in the Odesa region has increased from 335 to 846.5 tons, but the range of varieties has decreased. Thus, in 2019 it was planned to produce seeds of six varieties (Cruise, NS Frost, World, Gambit, Gift of the Steppe, Pier), and in 2020 - only 3 (Cruise, Type and Gambit).

Cruise variety, the applicant of which is the Breeding and Genetic Institute - National Center for Seed Science and Variety Studies, was included in the State Register of Plant Varieties of Ukraine in 2018. This variety in a short period took the largest sown area in the Odesa region, the planned seed production of which compared to 2019 increased by 63.3% and is 496, 5 tons. Production of pea seeds of sowing variety Type in 2020 was planned in the amount of 320 tons , which is 37.8% of the total number of seeds produced in the region. This variety of Czech selection was registered in Ukraine in 2017 by the owner SELGEN A.S.

The third place in terms of seed production (30 tons) is occupied by the Gambit variety (selegen AS). All varieties of peas grown for seed in the region are recommended for cultivation in the steppe zone of Ukraine. It is determined that out of the total amount of pea seeds produced in Odesa region for 2020 - 685 tons (80.6%) belong to the category of CH and 164 tons (19.4%) to the category of BN.

It is established that in 2020 the sown area of peas in the Odesa region amounted to 23.8 thousand hectares, ie the need for seeds averaged to 6000t.

Thus, we can conclude that the production of pea seeds in the Odesa region meets the needs of producers only by 12, 2%. The largest share of seed production

(58.7%) in the region is the Cruise variety of domestic selection.

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Бондаренко Д. І.
Тішечкіна К. В.

FEATURES OF AGRO-TECHNICAL METHODS OF GROWING SAFFLOWER DYE IN THE CONDITIONS OF SOUTHERN REGION OF UKRAINE

У статті подано біологічні особливості та особливості вирощування сафлору красильного в умовах південного степу України. Вказано перелік проблем в процесі вирощування сафлору та його використання в народному господарстві. Надано рекомендації щодо покращення умов вирощування та збільшення рівня врожайності.

Ключові слова: *сафлор красильний, чортополох, технологія вирощування, Азія, пряме комбайнування, сівба, збирання.*

The article presents the biological features of growing safflower dye in the conditions of the southern steppe of Ukraine. The list of problems in the process of *growing safflower and its use in the national economy is indicated. Recommendations for improving growing conditions and increasing yields are given.*

Key words: *safflower dye, thistle, cultivation technology, Asia, direct combining, sowing, harvesting.*

With a significant increase in world population, the demand for vegetable oils, which can be used for both food and industrial purposes, has increased and continues to grow. But further increase in vegetable oil production in the southern regions due to the expansion of the area of cultivation of the main oil crop - sunflower is becoming more impossible every year due to the increase of quarantine facilities distributed in sunflower crops and its negative impact on the soil.

Safflower Dye (Latin Cárthamus tinctórius, Aster family), also known as dye thistle, wild or American saffron - the only cultivated species of the existing sixteen members of the genus Carthamus, which is native to Asia Minor. It is one of the oldest oil and dye crops, which has valuable nutritional, technical, medicinal, cosmetic and dietary qualities. Safflower dye has been used by mankind for more than 4,000 years [1].

In terms of cultivation technology, safflower has much in common with sunflower: it is similar in development and structure and is grown in a row crop rotation wedge. The best precursors of safflower dye are winter and spring cereals, sown after perennial grasses or steamed. Placement after sunflower, sugar and fodder beet and sorghum is not allowed. These crops dry out the soil very much. It is recommended to return the safflower to the previous place on the 4^{th} or 5^{th} year [2].

For the South of Ukraine, the limiting factor in obtaining sustainable yields is moisture, so special attention should be paid to resource-saving tillage systems. In the experiments of scientists it was found that the highest yield of safflower can be obtained by using plowing with a depth of cultivation of 25 - 27 cm [3]. The analysis of yield data of safflower seeds in the experiments of MNAU testifies to the advantage of plowing over disk tillage.

Regarding the timing of sowing, some authors recommend it for the winter, other authors prefer the early spring sowing period. But in fact all of them claim that for the zone of risky agriculture the sowing dates should be early. The dependence of yield on the timing of sowing and falling moisture resources was found in studies of V. Ivanov and V. Tolmachova [4]. The fall of moisture resources to critical at early sowing reached in the phase of "flowering-ripening", and at a later date in other phases - "budding-flowering". At the same time at later planting dates there was a reduction of the growing season by 13- 14 days, which negatively affected the yield of safflower. According to A. Nychyporovych [5] sowing density is one of the leading methods of regulating the photosynthetic activity of plants. The level of photosynthetic potential of safflower crops in the experiments of MNAU, on average for 2018-2019, was the highest in the combination with plowing, and the lowest - in disk tillage to a depth of 14-16 cm. The dynamics of net productivity of safflower dye had almost opposite tendencies compared with the indicators of photosynthetic potential of the studied culture. There is no general opinion on the method of sowing, safflower is sown in the usual ordinary way and with a width between rows from 45 to 70 cm.

Agrotechnical measures for the care of agrocenoses of safflower dye are post-sowing rolling with ring rollers ZKKSH-6, harrowing seedlings across rows with the appearance of 4 - 6 true leaves, and on wide-row crops before the branching phase - 1-2 interrow cultivations [6]. Despite the high drought resistance, a number of studies have shown the effectiveness of growing safflower under irrigation.

Harvesting of safflower dye is carried out by direct combining when the seed moisture reaches 10 - 12%. Threshing is started when all the baskets on the plant are browned, and the seeds must harden. Although safflower seeds are not poured out of the basket, but when crops stop, they can crumble from mechanical impact - blows of the reaper blades.

Grain combines of different types (keyboard, rotary) are used for harvesting. The allowable height of the cut stems should be less than 10 cm from the branch of the lower productive shoots. Two-phase harvesting is recommended for large clogging of crops with weeds in the early stages of full maturity. Mowing in the rolls is carried out when 75% of the inflorescences are browned, and after 5 - 7 days when the seeds ripen and the rolls dry up, collection and threshing is carried out.

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Бондарчук В. О.
Саламатіна О.О.

GLOBAL FERMENTED DAIRY TRENDS (СВІТОВІ ТЕНДЕНЦІЇ У СФЕРІ ФЕРМЕНТОВАНИХ МОЛОЧНИХ ПРОДУКТІВ)

У статті викладено матеріал про сучасні тенденції у виробництві молочної та кисломолочної продукції в світі, проаналізовано напрямки розвитку інновацій у даній галузі, що засновані на уподобаннях споживачів. Визначено переваги та необхідність ведення інноваційної діяльності у молочній галузі.

Ключові слова: *інновації, молочні продукти, кисломолочні продукти, тенденції, зниження цукру, зниження жиру, етнічні продукти.*

The article presents material on current trends in the production of dairy and sour milk products in the world, analyzes the directions of innovation in this area, based on consumer preferences. The advantages and necessity of innovative activity in the dairy industry are determined.

Key words: *innovations, dairy products, fermented milk products, tendencies, sugar reduction, low fat, ethnic products.*

Today the interest in dairy products among consumers is decreasing. This is mainly due to consumer distrust of manufacturers, an increase in the number of allergic reactions to lactose and components of combined dairy products, increased calorie content of products, tastes that are not interesting to the consumer, high cost of the product and other factors.

Since consumer demand determines the scale and goals of production, each company seeks to attract the attention of as many consumers as possible to its products. To achieve this, manufacturers improve existing products and develop new ones.

Trends are constantly changing. Attempts to follow them increase competition between manufacturers, encouraging innovation in the direction of current trends.

Nowadays, the main popular trends are: healthy eating (reducing sugar and fat in foods), ethnic and traditional dairy products, snackification and convenience of consumption, plant-based and lactose-free products [3].

Healthy eating (reducing sugar and fat in foods). Percentage of dairy product launches tracked with specific claims for 2012 - 2017: low fat +0,3%; low cholesterol +6%; low calorie +11%; low sugar +31% (growth of percentage for 5 years).

It can be concluded that the popularity of reducing sugar in dairy products is growing rapidly. Several methods are used: replacing sugar with honey, stevia, fructose or artificial sweeteners (sucralose, aspartame) or by reducing added sugar and instead include fruit juice / puree [1].

Ethnic and traditional dairy products. Ethnic dairy launches have more than doubled since 2012 in countries outside of their origin, with the highest penetration of Skyr and Kefir [1; 2].

Positioning and product identity standards differ in all countries of the world. Today kefir in England, Turkey and Australia is much more popular than in Russia, and skyr has conquered not only northern Europe, but also reached the CIS. Consumer interest in the nation's dairy products is fueled by their nutritional value, the probiotic content that supports good digestion and the high protein content for satiety and excellent muscle health.

According to statistics, 34% of consumers buy yoghurts frequently, 38% do it periodically, and only 4% say they do not consume this category of products [4].

Snackification and convenience of consumption. According to Innova Consumer Lifestyle and Attitudes Survey 2018 63% of millennials are replacing meals with snacks because they are busy. 50% of Generation X are inclined to cut down on their sweet snack consumption. 67% of boomers are making changes to their diet to become healthier. Based on this, manufacturers transform classic dairy products into a full-fledged snack, adding cereals or snacks to them, and also modernize packaging for ease of consumption. Therefore, there is a + 13% Average Annual Growth in the number of dairy product launches with snack claims (2014-2018) [1; 2].

Plant-based and lactose-free products. Since 2014, there has been a boom in plant-based milk plant start-ups all over the world, and with it the diversity of the raw material base is increasing. The most popular are soy milk, coconut, oat and almond milk. They are also produced in the largest quantities.

Also added plant ingredients continue to show strong growth in the dairy category. Fastest growing plant ingredients tracked in dairy launches are nuts and seeds (+21%), grains (+11%), vegetables (+9%), fruit (+9%).

Lactose-free dairy has moved from niche to mainstream, with a wish to avoid lactose but still consume dairy, with no change in taste. Lactose is increasingly associated with digestive discomfort, even for consumers not allergic to lactose. When turning to lactose free products, they demand same taste and texture as normal dairy [1; 2].

Thus, we can conclude that trends are directly dependent on consumer preferences. The challenge for each manufacturer is to create a competitive product based on them. R&D activities in the dairy industry are particularly developed and work in this direction. It plays a major role in the popularization of dairy products in society.

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Бондарчук В.

Саламатіна О. О.

EXTREMOPHILES AND THEIR BIOTECHNOLOGICAL EMPLOYMENT

В статті розкривається значення терміну “екстремофіли” та показане їх застосування в біотехнології.

Ключові слова: *біотехнологія, біооб’єкт, екстремофільні організми, внутрішньоклітинні та мембранні структури.*

In the article the term “extremophiles” is explained and their biotechnological use is displayed.

Key words: *biotechnology, bioobject, extremophilic organisms, subcellular and membrane structures.*

Modern biotechnology has great influence on development of medicine, agriculture, ecology and another industry sectors. Nowadays, biotech production has a high demand. However, in the development of biotechnology there is a series of problems associated with the impossibility of cheapening or expanding production capacity. Often, such problems arise in the event of non-compliance of the qualitative properties of the producer (bioobject) with the conditions that are necessary for the course of the process.

These problems can be overcomed with the help of extremophilic organisms that have a number of properties that are not inherent in the classical strains of producers used in biotechnology. These properties include thermal stability, resistance to antibiotics and other substances, acid resistance, and an increased conversion rate.

Extremophiles are organisms that have been discovered on earth that survive in environments that were once thought not to be able to sustain life. These extreme environments include intense heat, highly acidic environments, extreme pressure and extreme cold. Different organisms have developed varying ways of adapting to these environments, but most scientists agree that it is unlikely that life on Earth originated under such extremes. Mechanisms of biochemical adaptation of various microorganisms have many common features: the synthesis of enzymes that exhibit significant resistance to the corresponding extreme factors; compounds that provide the stability of subcellular and membrane structures; change of metabolic pathways and the speed of individual reactions; modification of the composition and structure of the membranes [2].

One type of extremophiles is called thermophiles. These organisms can survive at very high temperatures. In the 1960s, heat resistant bacteria were discovered in hot springs in Yellowstone National Park. This bacteria, thermus aquaticus thrives at temperatures of 70°C but can survive temperatures of 50°C to 80°C. A few years after these were discovered, other bacteria were found living under even more extreme conditions. Hydrothermal vents were discovered deep in the ocean and under such high pressure that the water boils at 340°C. It was a surprise to researchers to discover bacteria living and thriving in the vents at such extreme temperatures and pressures. Not only there were bacteria, but centimeters away where the water was cooler, was a complete ecosystem living off the bacteria. There were clams and tubeworms among other species.

Other extremophiles have developed ways to cope with cold. Deep ocean water is as a fairly constant temperature of 2°C, but because of its salt content, in colder areas, ocean water can reach temperatures as low at -12°C without freezing.

Extremophiles known as psychrophiles are known to survive at these low temperatures. Different species have come up with different ways to survive these cold temperatures. Some have developed substances, such as glycerol or antifreeze proteins which lower the freezing point of water by several degrees.

The main danger to organisms of freezing is the damage caused by ice crystals as water freezes and expands. Some species of frogs and turtles have proteins which actually facilitate the freezing of body liquids. If the animal's body liquids begin to freeze, a chain reaction is started and all of the body's liquids freeze rapidly. This prevents the formation of ice crystals large enough to do any damage. Many kinds of microorganisms can survive freezing and thawing, as long as the problem of ice crystals is avoided.

There are many organisms on the ocean floor, even at great depths. Life has been found 11 km deep in the Mariana Trench. At this depth, organisms are under a pressure of 1,100 atmospheres. These organisms are difficult to study because creating such a high pressure environment in a laboratory is extremely challenging [1].

This way, extremophilic organisms are able to solve the following problems: obtaining thermostable enzymes for different purposes, reduce the number of phases in the biotechnological process, simplify the conditions that need to be created to ensure the flow of the process, increase the yield of the product [3].

Until recently, researchers had problems with the cultivation of "wild" extremophiles and their use. The problem of cultivating extremophiles is quite low productivity. The solution to this problem was the cloning of the necessary genes in various mesophilic systems (for example, cloning and expression of thermostatic xylanase from Rhodothermus marinus in E.coli; pululanases from Desulfurococcus mucosus in Bacillus subtilis.). Also, new cultivation methods have been introduced. The use of dialysis bioreactor allowed the yield of Sulfolobus shibatae biomass to be 30-40 times higher than that of a conventional fermentor, due to the removal of secondary metabolites - synthesis inhibitors [2].

The most promising for industrial use are enzymes of thermophiles. When applied, the risk of microbial contamination decreases, the solubility of substrates increases and the viscosity of the culture fluid decreases. Most thermophilic enzymes have high thermostability and optimum pH at a temperature of 70 to 125 °C. Thermophilic and hyperthermophilic microorganisms are the source of highly thermostable hydrolases used in various industries. Psychrophilic microorganisms can also be used as producers of hydrolases for the food industry and industrial wastewater treatment. Alkalophylic microorganisms are a source of enzymes resistant to temperature at alkaline pH values. They are used in cosmetology (elastase and keratinase), in the production of detergents (proteinases, cellulases, amylase, lipase). Enzymes of the nucleic exchange (DNA polymerase, ligase, restriction enzymes, phosphatase) are used in molecular biology and medicine [2].

The variety of adaptations organisms make - to extreme temperatures and other extremes such as very acidic or very alkaline conditions - are very diverse. Biologically it is typically easier for organisms to adapt to chemical extremes than to physical extremes like temperature and high pressure. But life can exist in the most unsuitable places for it and extremophiles prove it. We can use such abilities of different strains for biotechnology needs. Modern biotechnologists should continue to research extremophylic organisms for its active use in the future.

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Брашавецька О. В.

Глумакова О. І.

PECULIARITIES OF PAWNSHOP ACTIVITIES IN A PANDEMIC CONDITION
(ОСОБЛИВОСТІ ДІЯЛЬНОСТІ ЛОМБАРДІВ В УМОВАХ ПАНДЕМІЇ)

У статті досліджується стан ломбардної діяльності в період пандемії та вплив чинників на їх ефективність. Проведено аналіз нестабільності банківських установ, як основний каталізатор ломбардних послуг. Здатність ломбардів забезпечити населення миттєвими, короткостроковими кредитами забезпечує рентабельність їх діяльності.

Ключові слова: *ломбарди; пандемія; короткострокове, миттєве кредитування; позики під заставу; нестабільність банківських установ.*

The article examines the state of Lombard activity during the pandemic and the influence of factors on their effectiveness. The analysis of instability of banking institutions as the main catalyst of pawnshop services is carried out. The ability of pawnshops to provide the population with instant, short-term loans ensures the profitability of their activities.

Key words*: pawnshops; pandemic; short-term, instant lending; secured loans; instability of banking institutions.*

Modern economic development is positioned by instability, so the search for socio-economic stabilizer with constant change is an urgent issue for society. In this case, pawnshops are stable institutions for the provision of financial services, namely the lending of funds to individuals.

The main activity of pawnshops as participants in the financial services market is the provision of instant, short-term financial loans at their own risk secured by goods or currency values. Lombard loans are issued in cash, for a certain period and without a specific purpose to increase the solvency of borrowers [1].

During the pandemic, the number of financial institutions, such as insurance companies, credit unions, and pawnshops, declined significantly. This is mainly due to the voluntary surrender and revocation of licenses, as well as exclusion from the state register of institutions that were liquidated in previous periods [1].

Pawnshops have slowed down lending since the beginning of 2020, as quarantine restrictions have significantly affected their activities. Examining the periodicity of changes in the volume of loans granted by financial companies, it should be noted that in the first quarter of 2020, for the first time after a period of profitable activity, they showed a loss. In the second quarter of 2020, the volume of new loans decreased by 25%. However, following the results of the next quarter, their financial result became positive again [2].

The statistics summarize the following indicators: about 80% were provided as collateral for precious metals and pawnshop loans, and another 19% as collateral for household appliances. The main income of pawnshops is interest, which increased compared to the same period last year - 87%, the sale of collateral provides only 9%, as well as fines, penalties and income from the sale of property - 2.7% and 9.0% of total income, respectively. With regard to the costs of formation of reserves and financial expenses, the percentage is equal to 1.6% and 2.4% of total expenses [2].

Despite the decline in pawnshop profits in the first half of 2020, the financial result remains positive. Due to the reduction in the level of costs, the return on capital is 8.9%, which is higher than in 2019, which means that the activities of pawnshops remain profitable.

Although pawnshops cannot completely displace banking institutions in the field of retail lending, during the pandemic in conditions of financial instability, they created serious competition [3].

In parallel with the positive trends in the activities of pawnshops, there are a number of problems. Among which the most significant are:

1) insufficient regulatory and legal support in the field of regulation of pawnshop activities;

2) low public confidence in pawnshops;

3) risks in the system of insurance of mortgaged property and the possibility of its irretrievable loss;

4) unfair assessment in comparison with the sale of mortgaged property;

5) lack of protection of pawnshop customers and regulation of this issue [3].

Thus, due to the difficult socio-economic situation in Ukraine in the context of the pandemic, Lombard loans have become popular. The inability to provide loans by banks provoked the population to actively use the financial services of pawnshops. The advantages of Lombard lending are availability, speed of receipt and relatively flexible interest rates on loans. Despite the negative side of this activity, pawnshops are in demand among the population due to their stability in the financial market.

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Глумакова О. І.

ВІДЕО ФРАГМЕНТИ ЯК ЕФЕКТИВНИЙ ЗАСІБ У ФОРМУВАННІ ВМІННЯ АУДІЮВАННЯ У ЗДОБУВАЧІВ ВИЩОЇ ОСВІТИ НЕФІЛОЛОГІЧНИХ СПЕЦІАЛЬНОСТЕЙ

Стаття присвячена проблемі формування вміння аудіювання та подолання труднощів за допомогою використання відео фрагментів у здобувачів вищої освіти нефілологічних спеціальностей. З огляду на те, що аудіювання є найскладнішим видом мовленнєвої діяльності і йому приділяється недостатньо уваги під час навчання, визначено мету нашого дослідження. У статті розглядається актуальність даної проблеми та ефективність використання відео фрагментів у формуванні вміння аудіювання здобувачів вищої освіти нефілологічних спеціальностей, а також дидактичні та методичні завдання, реалізовані сучасними засобами.

Ключові слова*: аудіювання, відео фрагменти, автентичні тексти, Інтернет, здобувачі вищої освіти нефілологічних спеціальностей, педагогічний експеримент.*

The article is devoted to the problem of formation the listening comprehension skills and overcoming difficulties through the use of video clips by students of non-philological specialties. Given that listening comprehension is one the most difficult types of speech activity and it is given insufficient attention during training, the purpose of our study has been determined. The article considers the urgency of this problem and the effectiveness of video clips in formation the listening comprehension skills the students of non-philological specialties, as well as didactic and methodological tasks, which have been implemented by modern means

Key words: *listening comprehension, listening comprehension difficulties,*

video clips, authentic texts, Internet, students of non-philological specialties, pedagogical experiment.

У закладах вищої освіти курс іноземної мови носить комунікативно-орієнтований та професійно спрямований характер, і його завдання визначаються комунікативними та пізнавальними потребами фахівців відповідного профілю. Кінцевою метою навчання є придбання здобувачами вищої освіти навичок використання іноземної мови в реальному житті як засобу не тільки повсякденного, але й ділового, професійного спілкування

Новітні технології являються одним з прогресуючих видів навчального процесу. Можливості сучасного заняття й системи освіти значно розширюються завдяки їх використанню. Багато дослідників наукової діяльності, як вітчизняні так і іноземні, звертаються до цієї теми, і не зупиняються на досягнутому (Денисова Ж. А., Зимня А. І., Коптюч Н. М., Пасов Є. І., Полат Є. С., Потужня Н. М, Браун Х. Д., Хетч Е. М., Ноблітт Дж. С. та інші).

Мета навчання іноземній мові у закладі вищої освіти – це комунікативна діяльність здобувачів вищої освіти, тобто практичне володіння іноземною мовою. Завдання, які стоять на сучасному етапі перед вищою школою, орієнтують навчання іноземної мови не на пасивне володіння, яке полягає в умінні читати і перекладати літературу за фахом, а на практичне використання іноземної мови як засобу спілкування в соціокультурній та професійній сферах, тобто на формування вміння говоріння та аудіювання.

Відтак, у нашому дослідженні ми розглянули один з найважливіших видів мовленнєвої діяльності - аудіювання, а саме вдосконалення вміння аудіювання за допомогою сучасних технологій та ефективність їх використання. На жаль, цьому важливому умінню приділяється недостатньо уваги під час навчання ще у середніх загальноосвітніх закладах освіти, і в результаті цього вміння аудіювання на низькому рівні у здобувачів вищої освіти, що відображається на їх мовленнєвій діяльності. Ця проблема потребує більш детального вивчення та перевірки ефективності використання новітніх технологій під час формування вміння аудіювання.

А саме ефективність використання відео фрагментів у формування вміння аудіювання у здобувачів вищої освіти.

С. Ю. Ніколаєва, визначає ***аудіювання***, як розуміння сприйнятого на слух. [2, с. 117] А *З. А. Кочкіна*, яка ввела термін «аудіювання» у вітчизняну літературу, вважає, що термін «слухання» включає й інші значення: «розуміння усного мовлення, уважність під час сприймання, обмірковування фактів, вдумливе слухання і відокремлення значення з прослуханої інформації». Дослідниця пропонує термін «аудіювання» на позначення сприймання, розпізнавання й розуміння почутих мовних сигналів за аналогією та на відміну від читання як сприймання й розуміння написаного. [5, с. 11] Взагалі, термін "***аудіювання***" був введений у літературу американським психологом Брауном. Воно являє собою перцептивну розумову мнемічну діяльність.

Отже, розглянемо це детальніше: перцептивна називається, тому що здійснюється сприйняття-рецепція-перцепція; розумова, тому що пов`язана з основними розумовими операціями: тобто аналізом, синтезом, індукцією, дедукцією, порівнянням, абстрагуванням та конкретизацією; і мнемічною, бо відбувається виділення і засвоєння інформативних ознак мовних і мовленнєвих одиниць, реформування образу і впізнавання як результат зіставлення з еталоном, який зберігається в пам`яті.

Відтак, визначальними рисами аудіювання вважаються такі:

1. За характером мовленнєвого спілкування аудіювання, як і говоріння, відноситься до видів мовленнєвої діяльності, що реалізують усне безпосереднє спілкування.

2. За своєю роллю у процесі спілкування аудіювання є реактивним видом мовленнєвої діяльності, так само, як і читання.

3. За спрямованістю на прийом і видачу мовленнєвої інформації аудіювання, як і читання, є рецептивним видом МД.

4. Форма перебігу процесу аудіювання – внутрішня, невиражена, на відміну від говоріння і письма, які актуалізуються у зовнішньому плані. Предметом аудіювання є чужа думка, яка закодована в аудіотексті і яку належить розпізнати.

5. Продуктом аудіювання є умовивід, результатом є розуміння сприйнятого смислового змісту і власна мовленнєва та немовленнєва поведінка. [2, с. 117]

Мультимедійні технології мають на увазі використання таких аудіовізуальних і інтерактивних засобів навчання як:

1) програмні засоби (USB-флеш карти, презентації, відео -, аудіо-ролики, ресурси мережі Інтернет, програми для девайсів);

2) устаткування (Ноутбук, планшет, смартфон, аудіо-, -відео засоби, мультимедійний проектор, інтерактивна дошка).

Не можна не відзначати значимість *відео фрагментів та відеофільмів* при навчанні аудіювання, вони також є ефективним засобом. Ефективність використання відеофільмів при навчанні мови залежить не тільки від точного визначення його місця в системі навчання, але й від того, наскільки раціонально організована структура відео заняття, як злагоджені навчальні можливості відеофільму із завданнями навчання. У структурі відео заняття для навчання усного мовлення можна виділити чотири етапи: 1) підготовчий – етап попереднього зняття мовних і лінгвокраєзнавчих труднощів; 2) етап сприйняття відеофільму – розвиток умінь сприйняття інформації; 3) етап контролю розуміння основного змісту; 4) етап розвитку мовних умінь і навиків усного мовлення. Звертаючи увагу на тривалість художнього фільму, що складає 1,5 години, великий мовний матеріал, складність розуміння як його форми, так і змісту, ми розглядаємо використання всього художнього фільму для навчання аудіювання малоефективним. Продуктивним, на наш погляд, є робота з уривками, що містять діалоги та полілоги як моделі мовноповедінкових актів. Відомо, що однією з важливих характеристик, що впливає на успішність аудіювання, є темп мовлення, який на пряму впливає на кількість аудійованної інформації. Отже, чим нижче темп мовлення, тим простіше її зрозуміти, чим вище – тим складніше. В процесі використання автентичних відео – та аудіо документів, як правило, не виникає проблем з розумінням загального змісту. Складність полягає у повноті та точності розуміння аудіотексту. Уповільнення темпу іноземної мови, що звучить, у певній мірі, полегшує сприймання мови, дозволяє слухачу сконцентруватися на декодуванні змісту тексту, що звучить. Використовуючи уповільнення звуку, здобувач може самостійно семантизувати акустичний образ лексичних одиниць, граматичних конструкцій і тим самим уникнути змістових помилок сприйняття. В основі методики навчання аудіюванню з використанням такого типу адитивних вправ покладена ідея штучного підвищення навантажень аудіювання, що досягаються збільшенням швидкості відеоряду з зберіганням основних якісних показників звукового ряду. [3, с. 20]

Слід сказати, що візуальна опора важлива не тільки для значеннєвого розуміння, але й для наступної передачі змісту. Вона розвантажує пам'ять, сприяє сегментуванню мовного потоку, поліпшує точність і повноту розуміння, оскільки «пропускна здатність» слухового аналізатора в багато разів менше зорового. Відтак, у силах викладача за допомогою сучасних засобів і шляхом добору цікавого, різноманітного матеріалу й вправ зробити трудомісткий процес навчання аудіюванню легшим, емоційно-привабливим, здатним підтримувати високий мотиваційний рівень здобувачів і формувати стійкий інтерес до вивчення іноземної мови.

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Губницький О.О.

Марковська А.В.

GRAIN STORAGE IN METAL SILOS
(ЗБЕРІГАННЯ ЗЕРНА У МЕТАЛЕВИХ СИЛОСАХ)

У статті подані особливості зберігання зернової маси у металевому силосі, переваги зберігання зерна у силосі, конструктивні особливості будови а також пропозиції щодо поліпшення зберігання.

Ключові слова: *зберігання зерна, металевий силос , зерно.*

This article describes the features of grain storage in metal silos, the benefits of grain storage in silos, design features of the structure and suggestions for improving storage.

Key words: *grain storage, metal silo, grain.*

Creation of different modifications of granaries and improvement of technology of its storage of food and fodder grain of main agricultural crops is an important task in our time.

Grain storage between harvests as well as for a longer period is a priority objective. It is also important to minimise the costs of grain storage without compromising its lifetime performance.

Metal silos are nowadays the most widespread grain storage facilities in Ukrainian households. Recently, their number is growing steadily, given the desire of many farmers to develop self-treatment and storage crops.

The silo method for grain storage is the most popular among farms among other methods. The height of the silo is more than 1.5 times the size of the cross-wall. Metal silos are often installed without a solid surface to support the weight of the structure. They are more ventilated than concrete silos. Granary storage in a 100% mechanization and in recalculation on the surface the lowest level of costs.

Advantages of the metal bins: Fast installation through the use of prefabricated assemblies, wide size range, mechanization of mounting and dismounting works, the possibility of ventilation, high sealing, control of storage conditions, the small area makes it possible to install new silos in existing facilities.

Metal silo walls are made of aluminium alloys and various steels.

The temperature of grain mass is the most important indicator, which characterizes its condition. Temperature sensors are used to determine the grain temperature in metal silos.

If the concentration of acid in the gas mixture is more than 10 %, the survival rate of micro-organisms and lumps in the grain mass is very high. It should be noted that the process of self-ignition of grain is terminated at reducing the concentration of acidity to 8-10%.

In metal silos stored reliably dry and cooled grain (with volatility not more than 13 - 14%). This is ensured by active ventilation.

In the case of storage of grain products with different levels of volatility is appropriate to use sealed metal silos, fertilized after the loading of grain gas medium with a reduced amount of acid. Nitrogen should be used as the main component of the gas mixture. The filling time of the silo by means of a membrane system is approximately one day.

The optimum quantity of acid in the media for the efficient grain preservation in the gas mixture is 1-3 % with intake volatility of 45-75 %. The initial concentration should be 3-5 % acidity.

Necessary of the regulated gas environment (RGE) is achieved by nitrogen blowing of the silo to the concentration level of 3-5 %, taking into account that grain breathing accelerates the optimal RGE composition. If the acidity concentration is less than 0.3% or if the concentration exceeds 10%, the silo is blown additionally.

The proposed method of conserving grain of different moisture content by filling the silo space with inert gaseous medium allows to control the "breathing" of the stored grain.

The main advantage of this preservation method is the reduced lifespan of comas at all stages of their development.

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Гладир О.Є.

Мицик А.І.

СУЧАСНІ ГАДЖЕТИ ДЛЯ САМОСТІЙННИХ ЗАНЯТЬ СТУДЕНТІВ З ФІЗИЧНОГО ВИХОВАННЯ

У статті проводиться огляд сучасних та перспективних спортивних гаджетів аматорського спорту, якими користуються студенти під час самостійних занять з фізичного виховання. Приводяться різні пристрої в залежності від способу їх використання, розглядаються їх функціональні особливості та практичне використання.

Ключові слова: *самостійні заняття, здоров'я, спортивні гаджети, активний стиль життя.*

The article reviews modern and promising sports gadgets of amateur sports, which are used by students during independent physical education classes. Different devices depending on a way of their use are resulted, their functional features and practical use are considered.

Активний технологічний розвиток у професійному спорті дуже вплинув на сучасний аматорський спорт. Різноманіття гаджетів професійного спорту адаптуються до потреб звичайних людей, що ведуть активний або спортивний спосіб життя. Останні роки активний спосіб життя та, разом з цим, аматорський спорт набувають все більшу популярність у світі. Все більше людей, особливо молодь, долучаються до активного способу життя, обираючи між негативними звичками піші або вело прогулки, фітнес та безліч інших занять. [1]

Важливу роль в популяризації активного стилю життя серед студентів відіграє поширення цифрових технологій. Інноваційні засоби індивідуального контролю за фізичними параметрами людини – спортивні гаджети, стають невід'ємною частиною не тільки спортивного життя студентства, а й його повсякдення.[5]

Найбільш поширеними і практичними спортивними гаджетами є – фінтнес-трекери. Трекери – це загальна назва фітнес пристроїв і програм, які показують фізичну активність, різні фізичні параметри організму, загальний стан здоров'я. Існує безліч видів таких пристроїв, наприклад: фітнес-трекери, GPS-трекери, смарт-годинники, монітори серцевого ритму та багато інших. Як правило, пристрій являє собою браслет або зажим з датчиком, який встановлюється певним чином на тіло, зчитуючи необхідні параметри [4].

На ринку представлена велика кількість фітнес-трекерів від різних виробників з різною спеціалізацією, але найбільш інноваційними та універсальними з точки зору їх функціоналу, є наступні гаджети: Xiaomi Mi Band 4, SamsungGalaxyFit, AppleWatchSeries 4,5[5].

Xiaomi Mi Band 4– найкращий бюджетний фітнес-трекер. Підтримує основні види режимів тренувань: ходьба, біг, їзда на велосипеді, фітнес, плавання. Навіть, здатний розпізнавати й аналізувати різні види плавання (зокрема, фристайл, батерфляй, на спині), вимірює кількість витрачених калорій, темп, дистанцію і середні показники SWOLF (показник індивідуальної ефективності плавця).

Samsung Galaxy Fit – відчутно дорожчий попереднього китайського аналогу. Але з корисних бонусів – гнучкіше налаштування інтерфейсу, можливість відповідати на повідомлення безпосередньо з трекера, функціональніше фірмове програмне забезпечення, металевий корпус. GalaxyFit автоматично відстежує активність, стежить за режимом сну та рівнем стресу. За допомогою додатку Samsung Health можна вибрати з понад 90 опцій та встановити на гаджет 10 режимів вправ. Серед недоліків моделі – відсутність GPS та обмежена кількість варіантів вигляду екрану.

AppleWatchSeries 4 – є однією з найдорожчих моделей фітнес-трекерів, що є головним його недоліком. Даний гаджет є номером один за кількістю вбудованих датчиків і функцій. Навряд чи будь-яка модель фітнес-браслетів може похвалитися наявністю всього, що тільки можна вставити в такий компактний прилад. AppleWatchSeries 4 має наступні функції і датчики: відстеження сну, фізичної активності, калорій; акселерометр, гіроскоп, компас, термометр, висотомір, датчик освітленості, пульсометр, ЕКГ; синхронізація з телефоном (повідомлення, дзвінки, пошта, соціальні мережі, погода, камера, ігри і т.д.). Має приємний стильний корпус з кераміки і металу, вологостійкий.

Невід'ємною складовою сучасних тренерів, є фітнес-додатки: **Workout Trainer, Nike Training Club, Endomondo Pro, Yoga With Janet Stone**. Вони контролюють окремі фізіологічні і антропометричні показники, надають можливість складати індивідуальні програми тренувань з урахуванням впливу на окремі м'язові групи, мають звукове або візуальне супроводження початку або завершення вправ, інструкції виконання вправ, відстежують та аналізують прогрес тих, хто тренується за певний відрізок часу, надають інформацію в реальному часі [2].

Окрім фітнес-трекерів які є найпоширенішими серед любителів спортсменів, розробники пропонують велику кількість вже існуючих та перспективних технологічних новинок для любителів спортсменів. Загальна їх характеристика виражається одним словом – "smart", тобто "розумні"[3].

Skulpt Scanner– це пристрій, з яким можна швидко виміряти відсоток жиру в організмі, а також визначити стан м'язів і обміну речовин. Для цього потрібно прикласти девайс до певної частини тіла. За допомогою електричних імпульсів 12-ти сенсорів пристрій проаналізує всі необхідні дані. Він компактний, водонепроникний і простий у використанні.

Yunmai – це розумні ваги, здатні визначати не тільки вагу, але і ряд інших фізіологічних показників тіла (ІМТ, відсоток жирової, кісткової, м'язової тканини), розрізняючи користувачів і передаючи дані на смартфон,відображаючи прогрес у графіках та пов'язувати дані з фітнес-браслетом для всеосяжного контролю.

Гантелі **Move It Beat** від **Xiaomi** можуть самі підрахувати кількість спалених під час тренування калорій, і, в залежності від показника, будуть світитися різними кольорами. При цьому цифрові технології дозволяють розумно організувати процес тренування, розподіляючи навантаження згідно світловим показаннями, а не піддаючись на обманні відчуття організму.

Скакалки **Smart Rope** ведуть точний електронний підрахунок стрибків, та за допомогою вбудованої пам'яті можливо легко стежити за результатами і контролювати прогрес тренувань.

М'яч **miCoach Smart Soccer Ball** від **Adidas** зовні нічим не відрізняється від інших, крім своєї високотехнологічної «начинки». В нього вбудовані сенсори, датчики руху, бездротові модулі зв'язку, які дозволяють аналізувати силу удару, показники швидкості, обертання, траєкторії і точки попадання м'яча. Сукупність даних від м’яча передаються через Bluetooth 4.0 на смартфон, де можуть бути оброблені[6].

Висновок: Сучасне покоління, що володіє цифровим мисленням, швидко долучає технології до ритму життя. Розумні речі стають невід'ємною частиною побуту і допомагають організувати активний режим дня, правильне харчування, ефективні індивідуальні тренування і багато іншого.

Використання інформаційних технологій, у тому числі спортивних гаджетів і мобільних додатків, дозволяє розширити можливості самостійної роботи студентів з фізичного виховання. Вони справляють значний виховний вплив: удосконалюють самодисципліну, зміцнюють волю, формують впевненість у своїх силах.

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Дубенюк Я.О.

Ганніченко Т.А.

CROSS-CULTURAL NEGOTIATIONS IN ENGLISH. THE SEVEN DIMENSIONS OF CULTURE

Стаття присвячена аналізу техніки ведення міжкультурних переговорів. За допомогою Тромпенаарса та Сіми вимірів культури Хемпдена-Тернера розглянуто відмінності між представниками різних культур.

Ключові слова: *культура, переговори, виміри, етапи ділових переговорів, стилі ділових переговорів, модель.*

This article is devoted to the analysis of the technique of intercultural *negotiations. With the help of Trompenaars and the Seven Dimensions of Hampden-Turner Culture, differences between representatives of different cultures are considered.*

Key words: *culture, negotiations, dimensions, stages of business negotiations, styles of business negotiations, model.*

ABOUT THE MODEL

The Seven Dimensions of Culture were identified by management consultants Fons Trompenaars and Charles Hampden-Turner, and the model was published in their 1997 book, "Riding the Waves of Culture."

Trompenaars and Hampden-Turner developed the model after spending 10 years researching the preferences and values of people in dozens of cultures around the world. As part of this, they sent questionnaires to more than 46,000 managers in 40 countries.

They found that people from different cultures aren't just randomly different from one another; they differ in very specific, even predictable, ways. This is because each culture has its way of thinking, its values and beliefs, and different preferences placed on a variety of different factors.

Trompenaars and Hampden-Turner concluded that what distinguishes people from one culture compared with another is where these preferences fall in one of the following seven dimensions:

1. **Universalism versus particularism.**

(Rules Versus Relationships)

Dimension	*Characteristics*	*Strategies*
Universalism	People place high importance on laws, rules, values, and obligations. They try to deal fairly with people based on these rules, but rules come before relationships.	• Help people understand how their work ties into their values and beliefs. • Provide clear instructions, processes,

		and procedures. • Keep promises and be consistent. • Give people time to make decisions. • Use an objective process to make decisions yourself, and explain your decisions if others are involved
Particularism	People believe that each circumstance, and each relationship, dictates the rules that they live by. Their response to a situation Give people autonomy to make their own decisions. Respect others' needs when you make decisions. Be flexible in how you make decisions. Take time to build relationships response to a situation may change, based on what's happening at the moment, and who's involved.	• Give people autonomy to make their own decisions. • Respect others' needs when you make decisions. • Be flexible in how you make decisions. • Take time to build relationships and get to know people so that you can better understand their needs. • Highlight important rules and policies that need to be followed.

Typical universalist cultures include the U.S., Canada, the U.K, the Netherlands, Germany, Scandinavia, New Zealand, Australia, and Switzerland.

Typical particularistic cultures include Russia, Latin-America, and China.

2. Individualism versus communitarianism.

(The Individual Versus The Group)

Dimension	*Characteristics*	*Strategies*
Individualism	People believe in personal freedom and achievement. They believe that you make your own decisions and that you must take care of yourself.	• Praise and reward individual performance. • Give people autonomy to make their own decisions and to use their initiative. • Link people's needs with those of the group or organization. • Allow people to be creative and to learn from their mistakes.
Particularism	People believe that each circumstance, and each relationship, dictates the rules that they live by. Their response to a situation Give people autonomy to make their own decisions. Respect others' needs when you make decisions. Be flexible in how you make decisions. Take time to build relationships response to a situation may change, based on what's happening at the moment, and who's involved.	• Give people autonomy to make their own decisions. • Respect others' needs when you make decisions. • Be flexible in how you make decisions. • Take time to build relationships and get to know people so that you can better understand their needs. • Highlight important rules and policies that need to be followed.

Typical individualist cultures include the U.S., Canada, the U.K, Scandinavia, New Zealand, Australia, and Switzerland.

Typical communitarian cultures include countries in Latin-America, Africa, and Japan.

3. Specific versus diffuse.

(How Far People Get Involved)

Dimension	*Characteristics*	*Strategies*
Specific	People keep work and personal lives separate. As a result, they believe that relationships don't have much of an impact on work objectives, and, although good relationships are important, they believe that people can work together without having a good relationship.	• Be direct and to the point. • Focus on people's objectives before you focus on strengthening relationships. • Provide clear instructions, processes, and procedures. • Allow people to keep their work and home lives separate.
Diffuse	People see an overlap between their work and personal life. They believe that good relationships are vital to meeting business objectives and that their relationships with others will be the same, whether they are at work or meeting socially. People spend time outside work hours with colleagues and clients.	• Focus on building a good relationship before you focus on business objectives. • Find out as much as you can about the people that you work with and the organizations that you do business with. • Be prepared to discuss business on social occasions, and to have personal discussions at work. • Try to avoid turning down invitations to social functions.

Typical specific cultures include the U.S., the U.K., Switzerland, Germany, Scandinavia, and the Netherlands.

Typical diffuse cultures include Argentina, Spain, Russia, India, and China.

4. Neutral versus emotional.

(How People Express Emotions)

Dimension	*Characteristics*	*Strategies*
Neutral	People make a great effort to control their emotions. Reason influences their actions far more than their feelings. People don't reveal what they're thinking or how they're feeling.	• Manage your emotions effectively. • Watch that your body language doesn't convey negative emotions. • "Stick to the point" in meetings and interactions. • Watch people's reactions carefully, as they may be reluctant
Emotional	People want to find ways to express their emotions, even spontaneously, at work. In these cultures, it's welcome and accepted to show emotion.	• Open up to people to build trust and rapport. • Use emotion to communicate your objectives. • Learn to manage conflict effectively, before it becomes personal. • Use positive body language. • Have a positive attitude.

Typical neutral cultures include the U.K., Sweden, the Netherlands, Finland, and Germany.

Typical emotional cultures include Italy, France, Spain, and countries in

Latin-America.

5. Achievement versus ascription.

(How People View Status)

Dimension	*Characteristics*	*Strategies*
Achievement	People believe that you are what you do, and they base your worth accordingly. These cultures value performance, no matter who you are.	• Reward and recognize good performance appropriately. • Use titles only when relevant. • Be a good role model.
Ascription	People believe that you should be valued for who you are. Power, title, and position matter in these cultures, and these roles define behavior.	• Use titles, especially when these clarify people's status in an organization. • Show respect to people in authority, especially when challenging decisions. • Don't "show up" people in authority. • Don't let your authority prevent you from performing well in your role.

<u>Typical achievement cultures</u> include the U.S., Canada, Australia, and Scandinavia.

<u>Typical ascription cultures</u> include France, Italy, Japan, and Saudi Arabia.

6. Sequential time versus synchronous time.

(How People Manage Time)

Dimension	*Characteristics*	*Strategies*

Sequential Time	People like events to happen in order. They place a high value on punctuality, planning (and sticking to your plans), and staying on schedule. In this culture, "time is money," and people don't appreciate it when their schedule is thrown off.	• Focus on one activity or project at a time. • Be punctual. • Keep to deadlines. • Set clear deadlines.
Synchronous Time	People see the past, present, and future as interwoven periods. They often work on several projects at once, and view plans and commitments as flexible.	• Be flexible in how you approach work. • Allow people to be flexible on tasks and projects, where possible. • Highlight the importance of punctuality and deadlines if these are key to meeting objectives.

<u>Typical sequential-time cultures</u> include Germany, the U.K., and the U.S.

<u>Typical synchronous-time cultures</u> include Japan, Argentina, and Mexico.

7. Internal direction versus outer direction.

(How People Relate to Their Environment)

Dimension	*Characteristics*	*Strategies*
Internal Direction (This is also known as having an internal locus of control.)	People believe that they can control nature or their environment to achieve goals. This includes how they work with teams and within organizations.	• Allow people to develop their skills and take control of their learning. • Set clear objectives that people agree with. • Be open about conflict and disagreement, and allow people to engage in constructive conflict.

Outer Direction (This is also known as having an external locus of control .)	People believe that nature or their environment controls them; they must work with their environment to achieve goals. At work or in relationships, they focus their actions on others, and they avoid conflict where possible. People often need reassurance that they're doing a good job.	• Provide people with the right resources to do their jobs effectively. • Give people direction and regular feedback, so that they know how their actions are affecting their environment. • Reassure people that they're doing a good job. • Manage conflict quickly and quietly. • Do whatever you can to boost people's confidence. • Balance negative and positive feedback. • Encourage people to take responsibility for their work.

Typical internal-direction cultures include Israel, the U.S., Australia, New Zealand, and the U.K.

Typical outer-direction cultures include China, Russia, and Saudi Arabia.

JAPANESE, AMERICAN, AND CHINESE BUSINESS NEGOTIATION STYLES

Category	*Japanese*	*Americans*	*Chinese*
Language	Most Japanese executives understand English, though interpreters are often used.	Americans have less time to formulate answers and observe Japanese nonverbal responses because of	Often Chinese negotiators will understand at least some English, but will prefer an

		a lack of knowledge of Japanese.	interpreter.
Nonverbal behaviors	The Japanese interpersonal communication style includes less eye contact, fewer negative facial expressions, and more periods of silence.	American businesspeople tend to “fill” silent periods with arguments or concessions.	Similar in quantities to Americans in most respects, yet difficult to read.
Values	Indirectness and face-saving are important. Vertical buyer-seller relationships, with sellers depending on goodwill of buyers (amae), is typical.	Speaking one’s mind is important; buyer-seller relationships are horizontal.	Relationship-oriented, guanxi, and face are key, looking for a “way” to compromise, truth is secondary.
Four Stages of Business Negotiations			
Nontask sounding	Considerable time and expense devoted to such efforts is the practice in Japan.	Very short periods are typical.	Long, expensive, formal, intermediaries are key.
Task-related exchange of information	The most important step: High first offers long explanations and in-depth clarifications.	Information is given briefly and directly. «Fair» first offers are more typical.	Indirectness, explanation first, intermediaries.
Persuasion	Persuasion is accomplished primarily behind the scenes. Vertical status relations	The most important step: Minds are changed at the negotiation table, and aggressive persuasive	Questions, competing for offers, delays.

	dictate bargaining outcomes.	tactics are often used.	
Concessions and agreement	Concessions are made only toward the end of negotiations – a holistic approach to decision making. Progress is difficult to measure for Americans.	Concessions and commitments are made throughout – a sequential approach to decision making.	Holistic approach, revisiting closed issues, the goal is a long-term relationship. Progress is difficult to measure for Americans.

WHATEVER SPEECH YOU ARE MAKING IN ENGLISH, FOLLOW THIS STRUCTURE:

1) INTRODUCTION:

- establish the importance of your subject (think inductive or deductive approach);
- establish a reason why you are talking about the subject;
- clearly state the purpose of writing;
- grab the audiences' attention.

2) BODY

- structure your thoughts and arguments clearly and announce the structure;
- use 'I', 'we' - if you want to relate to the audience; use the third person if you need to remain formal;
- use more nouns and verbs, fewer adjectives and adverbs;
- start with 'but', 'if', or 'because' if the sentence calls for an informal tone;
- remove words that don't add to the message;
- use positive statements ('lacks' instead of 'does not have);
- avoid superfluous words ('exaggerate', not 'exacerbate').

3) CONCLUSION

- summarize your thoughts and arguments;
- reformulate your main message;

- call your audience to action;
- express appreciation and gratitude.

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Danylchuk I.

ADAPTATION DIFFICULTIES IN THE USA

Стаття стосується процесу адаптації в англомовній країні як США, а також про різні проблеми та ускладнення у цьому процесі.

Ключові слова: *труднощі адаптації, різні проблеми, іноземна мова, правила поведінки, вивчення англійської мови*

The article is about the adaptation process in the English speaking country like the USA, also about different problems and complications in this prosess.

Key words: *adaptation difficulties, different problems, foreign language, rules of behavior, learning of English.*

America is the greatest country, full of endless possibilities. Many people want to live here and move for various reasons. Negative reasons, such as a war in their home country, cataclysms, or low level of income, can force a person to move to another place. There are also positive reasons for moving, such as: looking for a new job, pursuing the “American dream”, love, a better life, and a lot of others. But when moving to another country, you need to remember that you will have to face a lot of different problems and complications, some of which we will talk about today.

First and foremost is the foreign language. It is very good if it is a neighboring country with the same language that you learned from childhood or studied this language. But if you come to another country, such as the USA, without knowing the local language, this will become a huge problem for you. Over time, you will learn language and it will not be a big problem, but at first you will face a lot of different problems. It will be hard for you to go to the store, communicate in institutions, ask for help and much more. It is very important to learn a foreign language that you think my help you in the long run so you not going to face similar problems. Learning more than one or two languages is always a plus. More languages will give you more opportunities in your future.

Second, but not least, is mentality. Other people have a different mentality and mind set, especially if it is a country on another continent or just faraway from yours. People have already developed some rules of behavior in society and the norms to which they adhere. It can be difficult for a person from the outside to get used to new rules, which can be very different from what they were used to from birth. In addition, things like healthcare, which are free in some countries, are very expensive in the USA, and the newcomer may simply not know about it. And there are many similar problems that a person may face when moving to the USA. Adjusting to the living in a new country takes time and lots of effort. This long hard way of adjusting and getting used to new society and place of livelihood called naturalization - becoming one of the locals in short words.

Third and one of the most important aspects that affect peoples ability to move abroad is age. It’s way easier for younger person to learn language, change their behavior, get used to new rules and flow in live than the older one. The older you are then harder for you is going to be this transition from one way of live to another, from one country to another.

When moving to the USA, a person faces many different difficulties, but this is not surprising, because when a person tries something new, he rarely succeeds the first time. Whatever problems you face, you can overcome them and grow above yourself. This also applies to moving to another country. You just need to try and adapt, allowing a foreign country to become a second home.

My journey started a while ago. I'm very happy that I was able to push on myself and pursue learning of English language. Because of that hard work in the begging and right people around who gave me opportunities to improve my language I was able to live and work in lots of places across the world. My journey begun in the UK, then I lived in Denmark and now I'm permanent resident of the USA. It took a lot of time and effort to find my place beneath the sun.

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Дьяченко В.

Саламатіна О. О.

SWEETENERS AND SUGAR ALTERNATIVES IN FOOD TECHNOLOGY (ПІДСОЛОДЖУВАЧІ ТА АЛЬТЕРНАТИВИ ЦУКРУ В ХАРЧОВИХ ТЕХНОЛОГІЯХ)

У статті йдеться про існуючі цукрозамінники та причини їх використання у харчовій промисловості.

Ключові слова: *штучний підсолоджувач, аспартам, цукрозамінник, діабет, цукор, альтернативи.*

The article discusses the existing sugar substitutes and the reasons for their use in the food industry.

Keywords: *artificial sweetener, aspartame, sugar substitute, diabetes, sugar, alternates.*

Targeted diabetic confectionery for people with carbohydrate metabolism impairment includes sugar substitutes or sweeteners instead of sugar. At the same time, modified carbohydrate composition should guarantee high sensory characteristics of the finished product, production technology and the raw materials being the main quality factors. Certain safety requirements are imposed on sweeteners and sugar substitutes, and their daily intake is regulated. Sweeteners and sugar substitutes have various technological and functional properties that are taken into account when developing specialized confectionery products. In this regard, the search for substitutes of non-sugar nature is a relevant matter [1].

In the recent years the trend towards health, figure and fitness has increased. Energy imbalance between calories consumed on one hand, and calories expended on the other hand, due to urbanization, sedentary lifestyles and excessive consumption of sugary foods along with increased fat consumption, especially saturated fats is leading population to obesity. So the growing health awareness today has increased the demand for food products that support better health. Consumers are demanding a greater variety of low-calorie products as they strive to make healthier food choices. A sugar substitute is a food additive that duplicates the effect of sugar in taste, but usually has less food energy. It is about 200 times sweeter than sugar. Some sugar substitutes are natural and some are synthetic. Those that are not natural are, in general, referred to as artificial sweeteners [2]. The food and beverage industry is increasingly replacing sugar or corn syrup with artificial sweeteners in a range of products traditionally containing sugar. Artificial sweeteners cost the food industry only a fraction of the cost of natural sweeteners in spite of the extremely high profit margins for manufacturers of artificial sweeteners [3].

Sugar containing dietary foods could be replaced by the use of sugar substitutes available on the market today, both noncaloric and caloric, which have a low or even no cariogenic potential, sugar substitution is an important part of caries prevention and improving the overall health of an individual [5].

The most common sugar substitutes used in Europe today are the caloric sweeteners xylitol, sorbitol, lycasin (hydrogenated starch hydrolysate), maltitol and mannitol and the non-caloric sweeteners acesulfame-K, aspartame, cyclamate, and saccharin. They all share the following characteristics: They can only be fermented by oral microorganisms to a very small extent or not at all, resulting in very low or no acid production. They are currently replacing sugar in a wide range of products, such as sweeteners for coffee and tea, confectionery and chewing gum, medicine, and soft drink. Invert sugar (hydrolyzed sucrose) is a commonly used sweetener for baby food. Xylitol has been claimed to have anticaries properties and thus to be superior to sorbitol, for example, a sugar substitute [4].

In general, sugar substitutes may be divided into three categories: functional sweeteners, artificial sweeteners, and enhancing natural sweeteners/sweet taste enhancers.

Functional sweeteners include mainly polyols (sugar alcohols), as well as bulking agents and rare sugars. Polyols are the most commonly used. These are carbohydrates in a reduced form – for example, mannitol is a reduced form of the carbohydrate mannose. Sugar alcohols occur naturally in certain fruits and vegetables. Those used as sweeteners include sorbitol, mannitol, xylitol and erythritol. They are lower in calories than sugar, but are often less sweet as well. As such, they may be a good option for those prone to dental caries and diabetes. Moreover, they are popular among food manufacturers, as they can be used as a bulking agent, as well as being helpful in keeping the food products moist.

Artificial sweeteners, on the other hand, are chemically produced sugar substitutes that do not occur naturally. In the US, there are currently five artificial sweeteners on the market with FDA approval: saccharin, acesulfame, aspartame, neotame, and sucralose.

Natural sweeteners are sugar substitutes that can be extracted as such from plants. An example of such a sweetener is stevia, which is the only natural sweetener that has been approved by the FDA so far. It is important to note that some sweeteners are difficult to regulate due to their varied content and the number of different ways in which they can be manufactured [6].

The range of sweeteners and sugar substitutes in confectionery technology is limited. The domestic and foreign experience of using sweeteners showed that stevioside and sorbitol are used both as sweeteners and in flour confectionery. Isomalt and lactitol proved effective in chocolate production, if used under optimal technological conditions. New scientifically based formulations and technologies for targeted confectionery for people with impaired carbohydrate metabolism and further research on the use of sweeteners and sugar substitutes will satisfy the increasing demand for these products and expand the range of healthy foods.

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Жовта Н.А.

Тішечкіна К.В.

INFLATION: ESSENCE, CAUSES AND CONSEQUENCES

Стаття присвячується особливостям та проблемам інфляційних процесів в розвитку економічного становища держав світу, а також вченим які досліджували інфляційні процеси.

***Ключові слова**: інфляція, проблеми, економіка, Україна, політика, причини та особливості.*

The article is devoted to the features and problems of inflationary processes in the development of the economic situation of the world, as well as scientists who have studied inflationary processes.

Key words: *inflation, problems, economy, Ukraine, policy, reasons and features.*

The problem of inflation in the development of the economic situation of the world became relevant in the distant XVI century, causing negative consequences for the growth of power and economic independence of the states in a number of the most developed countries of the world at that time.

Today, inflation is one of the economic problems, which is closely linked to material well-being and employment. There is no country in the world that has never struggled with this problem.

In Ukraine, inflation has become a big problem since its inception as an independent state and it was more covert. Money depreciated due to a long deficit. Now inflation has become apparent, chronic and occurs under the influence of both monetary and non-monetary factors. Despite the experience gained by Ukraine due to hyperinflation in 1993, no effective method has been found to combat this "disease".

J. Keynes [1], O. Phillips [2] paid attention to the development of inflation, and D. Polozenko [3] and O. Kovalenko [4] studied the problem of the essence of inflation, its regulation, studied the main factors and factors of this process [5].

The relevance of this topic is that in recent years, due to the difficult situation in Ukraine, the occupation of Crimea, military conflicts in the East and in the world, inflation processes have negative socio-economic consequences and become a large-scale threat to our state. At present, it is necessary to pursue a decisive anti-inflationary policy that would halt the pace of modern inflation and bring stability to the economy of our state.

Inflation (from the Latin. Inflatio - inflation) - a long-term increase in the general price level, which, accordingly, is evidence of a decrease in the purchasing power of money [6, p. 254].

There are many interpretations of the origin and causes of inflation, one of which explains inflation as a monetary phenomenon that occurs as a result of a violation of money circulation; the second - as a disproportion between different sectors of the economy (supply and demand, revenues and expenditures of the state, the money supply and the needs of the economy in funds). Inflation occurs when the general level of prices rises and money depreciates.

The term inflation was first used in North America during the Civil War in the mid-nineteenth century, and later began to be used in England and France.

To understand and identify the main causes of inflation in the economy, we must first realize that they are manifested and have negative consequences not only for the economic sphere, but also for the social and political spheres of life. Under no circumstances should it be argued that the state's economy is undermined only by economic agents.

If we briefly form the main causes of inflation in the country, among them we can highlight the following:

• excessive issuance of paper money;

• monopolization of production;

• state budget deficit;

• increase in domestic and foreign public debt;

• foreign economic factors;

• imperfect tax policy;

• disparities in social production;

• low employment rate and relatively high unemployment rate;

• crisis phenomena in the financial and credit system [7, p.78].

Today, the problem of inflation, and hence anti-inflationary policy, remains a very relevant and important issue not only for Ukraine but also for a number of other countries. Despite the large arsenal of knowledge and methods of containment, prevention and reduction of inflation, borrowed from foreign countries, the government of our state fails to stabilize the course of inflation for a long period of time.

I am deeply convinced that the Ukrainian authorities should focus all their experience, skills and efforts on strengthening and improving the mechanisms of the market system, as well as set very realistic goals and objectives in both short and long term.

Thus, the real basis for economic growth and optimization is the creation of a competitive economy, the search for entrepreneurs and the right area of implementation to increase the economy's demand for money. It is also important to conduct a proper monetary policy

A reliable inflation forecast and a quantitative analysis of the impact of the use of central bank instruments allows for a more effective monetary policy, using central bank instruments to influence the money market in order to curb inflation or, conversely, to stimulate economic growth

Thanks to the inflation targeting regime, the National Bank of Ukraine will be able to more effectively control and fight inflation and thus optimize monetary policy, which will lead to an increase in the economy and prosperity of our country.

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Жовта Н.А.

Гладир О.Є.

ФІЗИЧНА КУЛЬТУРА В УМОВАХ ПАНДЕМІЇ

У статті розглядаються ризики для здоров'я студентів в умовах карантину та шляхи їх подолання. Надані приклади альтернативних занять фізичною культурою та комендації щодо безпеки та гігієни їх проведення.

Ключові слова: *пандемія, здоров'я, фізична активність, онлайн-*

заняття, додатки.

The article discusses the risks to the health of students in quarantine and ways to overcome them. Examples of alternative physical education classes and recommendations on safety and hygiene are provided.

Спорт і фізична культура – це не тільки здоровий спосіб життя – це взагалі нормальне і здорове життя, яке відкриває все нові і нові можливості для реалізації сил і талантів. На тлі світової пандемії COVID-19 гостро стає питання профілактики здоров’я. Одним із засобів профілактики є заняття спортом, а саме, обов’язкове відвідування занять фізичною культурою.

Епідеміологічна ситуація у світі та в Україні призвела до введення карантинних обмежень, зокрема, закриття вищих закладів освіти, в тому числі і МНАУ. Постійне перебування в одному приміщенні, малорухливий або сидячий спосіб життя – те, що передбачає робота за комп’ютером аб оіншим гаджетом в період дистанційного навчання. Рівень розумового навантаження та психічного напруження лише зріс. Це може призвести до низки порушень функцій організму. Фізична активність впливає на багато факторів: серце, судини, дихання, імунітет, хвороби хребта та інше, а зміцнення імунної системи зараз особливо важливо. Постійне перебування перед монітором та пасивний спосіб життя через карантинні обмеження можуть спричинити чи стати фактором ризику для певних захворювань та порушень в роботі організму: занепокоєння, депресія, мігрень, серцево-судинні захворювання, високий кров’яний тиск, синдром комп’ютерного зору, діабет, ліпідні розлади, ожиріння, проблеми зі шкірою, інше. [4]

Перехід на дистанційну форму навчання має низку незручностей: неможливість проведення занять в спортивному залі, тренування і відвідування спортклубів, неможливість контролювати виконання вправ і навантаження студентів під час онлайн-занять, індивідуальний підхід до кожного студента.

COVID-19 сучасне інфекційне захворювання органів дихання, найчастіше побічною дією є пневмонія. А значить збільшується кількість факторів ризику, які сприяють виникненню пневмонії, і відповідно – кількість людей, яким загрожує захворювання.

Сьогодення потребує концептуально нового методологічного підходу до вирішення комплексних проблем становлення й розвитку національної системи фізичного виховання та проведення занять в онлайн-форматі. Головним завданням даної статті можна вважати пошук і пропозицію актуальних альтернативних методів проведення занять з фізичної культури у вищих закладах освіти, шляхів вдосконалення системи фізичного виховання студентської молоді, методів оптимізації їх використання, а також демонстрацію переваг і важливості використання поданих методів проведення занять.[5]

Дослідженню питання альтернативних занять з фізичної культури присвятили свої роботи багато вчених та викладачів: Колумбет О.М., Гакман А.В., Мордвінцев Г.О., Шевців У.С. та інші. Але серед цих робіт можна виокремити низку непорушених питань, які раніше не обговорювались: які засоби тренувань можна використовувати в онлайн-режимі, чому надають перевагу люди, в тому числі студенти, коли виникає потреба у проведенні домашніх тренувань.[3]

Перший спосіб урізноманітнити та модернізувати дистанційне заняття – ввести онлайн-трансляції танцювальних фітнес-тренувань. Найпопулярнішою программою вважається Zumba. Тренування містить в собі 4 блоки: розминку, силову частину, ZumbaParty (освоєння зв’язок і поєднання їх в один танець підзапальну музику), розслаблення і розтяжка. [1] Всього тренування займає 80 хвилин, що чітко підходить по регламенту занять у ЗВО. Також тренування за цією програмою позитивно впливають на розвиток гнучкості та швидкісно-силових якостей, а також сприяють підтримці фізичного стану всього тіла. [2]

Велике різноманіття додатків дає змогу обрати будь-який спосіб тренувань самостійно та онлайн: йога, розтяжка, вправи на певні групи м'язів та інші. У переважній більшості тренування у додатках передбачають розподіл за певними ознаками на категорії. Це дозволяє підібрати максимально ефективний комплекс вправ. Для цього необхідно вказати своїдані: вік, вага, зріст. Це забезпечує спеціальний підбір вправ, що індивідуально розраховані за вашими показниками. Найпопулярнішими додаками є:

- «Leap Fitness Group»
- «Табата. Інтервальні тренування»
- «TrackYoga»
- «Спортсмен PRO»
- «Nike Training Club» та ін.[5]

<u>В організації простору та техніки безпеки під час виконання фізичних вправ у домашніх умовах рекомендується:</u>

– забезпечити достатнє і рівномірне освітлення місць виконання фізичних вправ;

– інвентар та обладнання, що використовується, розташовувати таким чином, щоб відстань навколо дозволяла вільно, без перешкод виконувати на них фізичні вправи;

– слідкувати за тим, щоб спортивні снаряди, спортивне обладнання та інвентар, які використовуються, були справними і надійно закріпленими;

– перевіряти, щоб металеві конструкції, які прикріплюють обладнання, були справні та жорстко закріплені;

– перевіряти стан снарядів (міцність кріплення, фіксаторів і замків, міцність розтяжок та ланцюгів, кріплення канатів, жердин, гімнастичних стінок, тощо);

– обирати легкі і зручні одяг та взуття, такі, що не обмежуватимуть рухи;

– на початку занять обов'язково робити розминку, щоб розігріти м'язи та зв'язки, а наприкінці – вправи на розслаблення м'язів;

– виконувати вправи з помірним навантаженням та орієнтуватись на власне самопочуття;

– підтримувати водний баланс (вживати достатню кількість води).

– провітрювати приміщення та робити вологе прибирання;

– слідкувати за чистотою спортивного обладнання, інвентарю та спортивної форми;

– після занять фізичними вправами приймати душ при комфортній температурі (різка зміна температури може призвести до порушень роботи серця).[4]

Отже, пандемія поставила нас у не зовсім зручні умови життя. Карантинні заходи, дистанційне навчання унеможливили відвідування спортивних залів та будь-яких інших спеціалізованих спортивних клубів. Саме тому методи й форми тренувань потребують модернізації та введення альтернативних пособів їх проведення. Найоптимальнішим варіантом на сьогодні можна вважати приклади виконань завдань та відеозвіт про їх виконання (що може бути і у вищеперерахованих додатках). Перевагою використання такого альтернативного способу проведення занять можна вважати: безпечність, зручність, запобігання розповсюдженню вірусу Covid-19, адже для проведенн ятренуванн достатньо мати зручний одяг і вільний простір у кімнаті вашого помешкання, зберігаючи правила самоізоляції, або займатися на свіжому повітрі, обов’язково уникаючи скупчення людей.

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Ігнатенко Ж. В.

ЗАСВОЄННЯ ДРУГОЇ МОВИ

Автор подає деякі поняття з приводу вивчення іноземної мови як другої і робить їх аналіз. Також розглядаються методи вивчення іноземних мов, та їх вплив на один одного.

Ключові слова: *друга іноземна мова, здатність, вивчення мови, мовні рівні, методи вивчення.*

The author presents some concepts about learning a foreign language as a second language and analyzes them. Methods of learning foreign languages and their influence on each other are also considered.

Key words: *second foreign language, ability, language learning, language levels, learning methods.*

Засвоєння другої мови (англ. Second-language acquisition) в англомовних країнах розглядається як самостійна дисципліна в рамках прикладної лінгвістики, що вивчає процес засвоєння людиною другої мови. Друга мова – це мова, яка вивчається людиною природним чином або з допомогою спеціального навчання, після освоєння рідної мови. Термін «засвоєння другої мови» може поширюватися і на вивчення третьої, четвертої та інших мов, так як вивчення наступних мов відбувається тим же шляхом.

Здатність до іноземних мов (Foreign language aptitude) вважається, поряд з мотивацією, одним з найбільш значущих чинників, що сприяють успішному засвоєнню мов, особливо якщо мова йде про дорослих людей. Здібності до іноземних мов – це комплекс здібностей, що забезпечують оволодіння насамперед мовними механізмами (фонетика, граматика, лексика) і видами мовленнєвої діяльності (читання, письмо, говоріння, аудіювання). Мовні здібності є специфічним психофізіологічним механізмом, що формується на основі нейрофізіологічних передумов. Розвиток мовних здібностей відбувається на основі накопичення мовного досвіду, в результаті діяльності і під впливом соціальних умов. Існують навіть тести для вимірювання такої здатності. Найвідоміший з них, MLAT (Modern Language Aptitude Test), був створений Джоном Керроллом і його колегами в 1959 році і використовується до цих пір. Нещодавно опублікований мета-аналіз, узагальнив дані 34 незалежних досліджень, виявив значиму позитивну кореляцію між балами, отриманими на MLAT, і успіхом у вивченні іноземних мов серед дітей та дорослих (Li, 2015).

Засвоєння другої мови можна розглядати разом з вивченням «мови домашньої спадщини» («успадкованого мови», англ. Heritage language), який являє собою ще одну форму мовного існування, поряд з повноцінним білінгвізмом. Теоретично розумно розглядати білінгвізм не як процес, а як кінцевий результат повного вивчення другої мови або двох мов паралельно.

Основна теза, який Бялисток висунула на підставі великого блоку досліджень, полягає в тому, що білінгвізм сприяє підвищенню нейропластичности протягом усього життя людини. Хоча учасниками більшості досліджень такого роду є ранні білінгви, в цілому білінгвізм розуміється досить широко – як функціональне володіння двома (і більше!) мовами незалежно від віку засвоєння другого і наступних мов. Засвоєння другої мови рідко призводить до повноцінного білінгвізму. Засвоєння другої мови є процесом набуття знань і навичок, а білінгвізм є результатом цього складного і тривалого процесу, який в реальних умовах рідко здійснюється до кінця.

Вивчення (засвоєння) успадкованого мови (засвоєння домашнього, повсякденній мові, англ. Heritage language acquisition або heritage language learning) – це природне засвоєння дитиною мови сімейного чи малого етнічного оточення в якості першої мови (L1), зазвичай здійснюється в умовах домінування в суспільстві іншої мови. Згідно з поширеним визначенням Гуадалупе Вальдес (2000), «успадкований мову» - це вивчати мову природним чином в домашніх умовах.

Вивчення мови в тандемі – метод вивчення мови, заснований на формуванні пари з носіїв різних мов і подальшому мовному обміні між ними. Як правило, обидва носія, також звані тандем-партнерами, викладають один одному свої рідні мови. Подібна методика вивчення іноземної мови активно використовується як частина навчального процесу в багатьох мовних школах і ВУЗах.

Вивчення французької мови забезпечує оволодіння іншими мовами, зокрема латинського походження (іспанською, італійською, португальською або румунським), а також англійською, оскільки словниковий запас сучасної англійської мови на 50% складається з французьких запозичень.

Ще одна цікава особливість полягає в тому, що перша іноземна мова завжди дається найважче і вчиться довго, а наступні освоюються набагато швидше і даються легше. Особливо просто вчити мови однієї групи, наприклад:

Німецька група: англійська, голландська, норвезька, шведська та ін.

Романська група: італійська, французька, іспанська, португальська, молдавська

Балтійська група: латиська, литовська, прусська

Слов'янська група: білоруська, болгарська, македонський, польська, російська, сербська, українська, чеська та ін.

Індійська група: бенгалі, гінді, урду

Кельтський група: бретонська, ірландська, шотландська, валлійська та ін.

Іранська група: курдська, осетинська, перська, таджицька та ін.

Рівні мовних здібностей

Кордони між рівнями мовних здібностей досить розмиті. Терміни, які використовуються для визначення мовних здібностей, не є строгими і часто вживаються досить вільно. Найбільш поширеними є такі рівні.

Носій мови. Цей термін відповідає володінню рідною мовою. Рівень володіння мовою є ідеальним через те, що використовувана мова є першю і / або кращою. Рідною мовою відбувається формування мислення.

Вільне володіння має на увазі свободне, майже рідне використання мови, проте мова може бути не першою. Рівень може бути досягнутий поглибленим, розширеним вивченням мови чи повним мовним зануренням.

Досвідчений рівень. Повертаючись до словника «досвідчений» означає добре просунутий в своєму роді занять, мистецтві або наукової галузі. З точки зору мови, «досвідчений» розглядається як кваліфікований фахівець в даній галузі використання мови, але при цьому знання мови нижче ніж на рівнях «носій мови» і «вільний».

Білінгв, трілінгв і т. д. Під цими термінами розуміється знання двох, трьох мов на високому рівні. Якщо володіння мовами крім рідної нижче рівня «побіжний», то не можна говорити про знання декількох мов.

Лінгвістична (мовна) невпевненість (англ. Linguistic insecurity) – таке ставлення людини до власної мови, коли він відчуває, що порушує мовні норми, і прагне це виправити. Лінгвістична невпевненість може проявлятися як в іноземній, так і в рідній мові.

У промові, хто вивчає іноземні мови часто зустрічаються особливості і помилки, які виникають під впливом рідного: наприклад, у іспанців, на відміну від французів, виявляється тенденція до опущення підмета в англійській мові (Is raining замість It is raining), так як це нормально в іспанській мові. Такий вплив рідної мови на іноземну відомо під назвою **інтерференція**, тобто застосування норм однієї мови в іншому в письмовій та / або усній формі. Менш помітно і тому менш відомо протилежне явище – вплив досліджуваної іноземної мови на рідну, хоча воно може проявлятися на різних мовних рівнях – від просодії і артикуляційної фонетики до синтаксису і невербальної комунікації. Помічено, що французи, які говорять по-англійськи, вимовляють / t / інакше, ніж франкофони-монолінгви, причому поява цієї риси відзначається вже на ранніх стадіях освоєння англійської. Такі ефекти впливу другої мови на перший підштовхнули Вів'єн Кук (Vivian Cook) до ідеї «**множинної компетенції**» (multi-competence), згідно з якою різні мови, якими в тій чи іншій мірі володіє людина, не являють собою автономні модулі, а утворюють у його свідомості складно влаштовану і взаємопов'язану полісистему.

Засвоєння другої мови в порівнянні з засвоєнням рідної

Шлях, який проходять дорослі, які вивчають іноземну мову, у багатьох відношеннях відрізняється від засвоєння рідної мови в дитинстві. Далеко не всі дорослі здатні досягти рівня компетенції, властивого носіям мови, хоча багато дітей, почавши вивчення другої або третьої мови в ранньому віці, в принципі здатні освоїти мову досконало, що, однак, зустрічається нечасто через перерване або відкладене навчання, відсутність контакту із середовищем, фоссилизации і інших чинників.

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Кємова Я.Р.

Тішечкіна К.В.

FINANCIAL PROBLEMS OF FORMATION OF THE REVENUE PART OF LOCAL BUDGETS IN CONDITIONS OF DECENTRALIZATION

В статті розглянуто особливості формування місцевих бюджетів в

Україні в умовах реформи місцевого самоврядування. Проаналізовано особливості формування міжбюджетних трансфертів,а також зазначено головне значення місцевих бюджетів у соціально-економічному розвитку територій.

Ключові слова: *доходи місцевих бюджетів, інфраструктура, видатки місцевих бюджетів, фінансова децентралізація, регіон, забезпечення, міжбюджетні трансферти.*

The article considers the features of the formation of local budgets in Ukraine in the context of local government reform. Peculiarities of the formation of interbudgetary transfers are analyzed, and the main value of local budgets in the social and economic development of territories is noted.

Key words: *local budget revenues, infrastructure, local budget expenditures, financial decentralization, region, provision, intergovernmental transfers*

The introduction of a new mechanism of budget regulation has changed the system of balancing of all local budgets to the horizontal equalization of the tax capacity of territories, depending on the level of revenues per capita. The main share of budget funds remains at the complete disposal of local authorities. The reform of inter-budgetary relations stimulates territorial communities to fill up budgets more efficiently, gradually move to self-sufficiency and economically planned expenditures. Local governments independently decide for what purposes and needs to direct financial resources, which is essential for community development.

Local budgets are given the main importance in the socio-economic development of the territories because they are used to finance educational institutions, culture, public health, the media; various youth programs are also financed, expenditures on housing and communal services are made, etc. About 12% of GDP set in 2019 is redistributed through the expenditure side of local budgets [1].

The perspective of the infrastructure depends on how efficient and stable the process of forming budget funds is.

Scientists, including Y. Kormyshkin, T. Lunkina, O. Boyko, I. Popova, M. Demchenko, N. Stepanyuk, O. Lazareva, A. Poltorak paid attention to consideration of the formation of the revenue side of local budgets in the context of decentralization.

The local budget is a fund of financial resources that are mobilized and spent on the respective territory. The basis of financial resources, local government, are the revenues of local budgets in the respective territories, but in recent years, their share is declining. This indicates that the implementation of a large number of responsibilities in the field of socio-economic development of the territories is transferred to local governments. The main part of local budgets is formed due to inter-budget transfers, the share of local taxes and fees remains extremely low, which indicates the absence of a tax base for the formation of local budgets [2; with. 11].

Observation of the budget of certain regions shows that the source of the formation of financial resources is an investment, as well as the profitable part of the activities of enterprises.

The population has a significant influence on budget formation in cities, regions and settlements. The increase in the employed population, timely payment of labour, allows reducing the cost of local budgets.

Unfortunately, today's local budgets are not in the best position, which is what hinders the implementation of such tasks as dependence on the state budget, shadowing, non-transparency of budgetary relations in providing financial assistance from central authorities.

An important aspect is the formation of financial and economic independence of local governments, their professional support, which ensures compliance with the rule of law in their actions.

Therefore, the increase in the revenue side of the local budget should be accompanied by a reduction in the expenditure side. To achieve the former, it is necessary to strengthen the communal sector of the economy in cities and regions, increase the number of small enterprises. This will help increase the local budget and reduce expenditures due to the social burden.

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Козак А.О.

Глумакова О.І.

ACCOUNTING OF DOUBTFUL DEBT PROVISION

The work is devoted to certain issues of accounting for the reserve of doubtful debts at the enterprise, the conditions for creating a reserve, the correct formation and use of the enterprise. The article also discusses the need to create doubtful debts, how and when they should be calculated, whether this is a mandatory requirement for creating a provision, and also discusses the question of when and in what cases the creation of a company's reserve can be avoided.

Key words: *accounts receivable, reserve of doubtful debts, calculations, liabilities, balance sheet, enterprise.*

In modern conditions of the development of market transactions for the sale of goods and services in Ukraine and abroad, participants conclude a purchase and sale agreement with the possibility of deferred payments. In this regard, accounts receivable are formed - the amount of debts owed. Late failure to make payments leads to debt and the search for ways to cover possible losses and avoid their increase. For this, there is a mechanism for creating a reserve of doubtful debts, the amount of which reduces the initial value of current receivables, and only the residual value of receivables is reflected in the financial statements - the net realizable value.

Subject to the principle of prudence in accounting, the formation of a reserve of doubtful debts in the enterprise takes place, according to which the valuation methods should prevent a decrease in the valuation of obligations and expenses and increase the income of the enterprise. The doubtful debt reserve is created under the following conditions:

• for reliable reflection of accounts receivable in the balance sheet in the amount of the difference between the existing debt and the reserve of doubtful debts.

• bad debt is written off for the created reserve.

Thus, a reserve for doubtful debts is created for any debt in order to cover it in the future, even if there is any doubt that the debt may not be repaid on time [1].

This allows you to adjust the assessment of debt, and solve the problems associated with the need to create a reserve, the choice of the method and timing of its accrual, the basis of accrual. The correctness of creating a reserve of doubtful debts is established by Accounting Regulation 10 "Accounts Receivable" Approved by order of the Ministry of Finance of Ukraine dated 20.10.99, No. 246. The Regulation (standard) defines the methodological basis for generating information on accounts receivable and disclosing it in financial statements. Accordingly, the creation of a debt reserve is necessary in the following conditions:

• if the debt is commercial.

• if products, works, services, goods are sold on a post-payment basis or on a commercial loan [2].

The necessity to create doubtful debts is a mandatory requirement, however this requirement is often ignored, which is a liability for violation of the requirements of the National Standards Regulation. There are also cases when an enterprise can avoid creating such a reserve (Table 1).

Enterprises that may not create SSR in accordance with P (S) BU 10

<table>
<tr><td>Business entities that do not create RSD according to P (S) BU 10.</td><td>Explanation.</td></tr>
<tr><td>Enterprises-IFRSshniki.</td><td>If they prepare financial statements in accordance with IFRS, they can create a provision for their receivables.</td></tr>
<tr><td>Budgetary institutions.</td><td>According to P (S) BU 10, clause 2, this standard does not apply.</td></tr>
<tr><td>Business entities constituting, in accordance with paragraphs. 2 p. 2 sec. I NP (S) BU 25 financial reporting of a micro-enterprise, namely:</td><td rowspan="4">The fact that such business entities can reflect the current accounts receivable in the balance sheet at its actual amount (that is, the creation of RSD for them is optional), is indicated by clause 7 of section. I NP (S) BU 25. Such enterprises fix their choice in the order on accounting policy.</td></tr>
<tr><td>- micro-enterprises. *</td></tr>
<tr><td>- legal entity - single taxpayers of group 3. **</td></tr>
<tr><td>- non-entrepreneurial societies.</td></tr>
</table>

* In accordance with Law No. 996, micro-enterprises are enterprises whose indicators, as of the date of preparation of the annual financial statements for the year preceding the reporting year, meet at least two of the following criteria:
1) the average number of employees - up to 10 people (calculated in accordance with Instruction No. 286;
2) net income from the sale of products (goods, works, services), determined at the average annual rate of the NBU - up to 700 thousand euros;
3) the book value of assets, determined at the average annual rate of the NBU - up to 350 thousand euros.
** "Enterprises that maintain simplified accounting of income and expenses in accordance with tax legislation." Those, according to the third paragraph of clause 44.2 of the GCC, are legal entities - single taxpayers of group 3.

If you qualify for this status, you do not need to form a reserve; otherwise, the creation of an RSD cannot be avoided. Moreover, it is not created for any accounts receivable [3].

There are also advantages in accordance with which the enterprise itself chooses the method of creating a reserve. This is the approach according to which "Accounts receivable for goods, works, services" as a result of the balance sheet include the net realizable value, and in other cases there is no such requirement. The doubtful debt reserve is determined when:

• debt arose as a result of economic activity;

• debt is a current receivable, since no provision is calculated for long-term debt;

• the debt is not bad.

There are various methods for calculating the reserve of doubtful debts, the choice of which is defined in P (S) BU 10, which significantly affects the final performance of the enterprise, respectively, the amount of the reserve of doubtful debts is determined by one of two methods:

• the method of the absolute amount of doubtful debts,

• the method of applying the coefficient of doubt.

Accounting for the reserve of doubtful income is defined in clause 7 of P (C) BU 10 it is determined that in order to find the reserve of doubtful debts, it should be calculated on the balance sheet date, that is, quarterly - when compiling it, and in some cases - monthly. In order to effectively manage debt, there is a need to assess the reality of debt more often than once a quarter. This is due to the fact that in conditions of untimely fulfillment of obligations for goods and services, it is advisable to calculate reserves for doubtful debts on a monthly basis, and when compiling a balance sheet - on a quarterly basis [4].

Also noteworthy is the issue of inventory of accounts receivable, the meaning of which is to identify its balances according to the relevant documents and to thoroughly check the validity of the amounts recorded in the accounts. Practical research shows that often the inventory process takes place formally without the transfer of reconciliation acts of mutual settlements to debtors about their debts. Enterprises - buyers are obliged to confirm the debt within ten days from the date of receipt of the act or, if there are disagreements, to disclose them. Thus, only the agreed amounts should be reflected on the accounts of settlements with debtors, the reflection of unsettled amounts in the accounting is not allowed. The results of the inventory of calculations are documented in an act. It should list the accounts for which the inventory was carried out, indicate the amount of unreconciled debts, bad debts, as well as debts for which the limitation period has expired [5].

Assessment of receivables of assets is one of the fundamental positions in the accounting system. The level of reliability depends on how objectively and accurately the approach to the formation of the reserve of doubtful debts will be chosen. The method of calculating the reserve of doubtful debts, as well as the method of calculating the coefficient of doubtfulness, is determined by the enterprise independently. Reliable formation of the debt reserve, as well as the creation of an accounting model, will allow effective control and management of receivables, which will avoid the risks of insolvency.

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Крамарчук М. В.

Ганніченко Т.А.

STRESS MANAGEMENT

Стаття присвячена актуальній темі «Стрес-менеджмент», її мета дослідити поняття стрес-менеджменту, визначити причини появи стресу та проаналізувати рекомендації щодо його подолання.

***Ключові слова**: стрес, стрес-менеджмент,види стресу, подолання стресу, дистрес, еустрес.*

The article is devoted to the topical issue of "Stress Management", its purpose is to explore the concept of stress management, identify the causes of stress and analyze recommendations for overcoming it.

Keywords: *stress, stress management, types of stress, overcoming stress, distress, eustress.*

Scientists, psychologists, managers, and others study the problems related to stress and its consequences. They look at the causes of stress, its effects, and consequences from different aspects. Nowadays, the issue of stress management is gaining special attention. Some many books and courses help to address this issue. Many scientists have worked on the topic of stress management, such as Sharon Melnik, Widemala Birch, Jack Lewis, Mark Williams, David Lewis, and many others. In their works, they presented their knowledge and observations.

The study aims to study the concept of stress, the causes of stress, the peculiarities of the body's response to stress, as well as to study the concept of stress management, ways to overcome stress, and turn stress into a resource.

The problem is debatable because many people believe that stress is an "enemy", i.e. only harms our body, but today more and more people are turning it into a "friend". In life, we often experience stressful situations that affect us in different ways. Due to the complexity of the modern world, stress becomes a companion of man. Therefore, it is necessary to study this topic more carefully and make recommendations, because stress affects a person's health, behavior, and ability to work. It is normal to feel tension during a difficult task, but it is important to be able to turn stress into a resource for self-development and deal with the effects of stress.

The World Health Organization has adopted the following definition: stress is a non-specific (ie the same to different stimuli) response of the body to any request made to it.

Consider the reasons why a person may be in a state of stress. There are many of them. The causes of stress are external and internal. External causes are those that occur externally but affect a person from within. External causes of stress include the death of a loved one, change of job or housing, environmental conditions, the economic situation of the country, and other factors. There are also internal causes of stress - a person's thoughts and experiences that lead to stress. These include a person's self-esteem, life values , and beliefs.

There are several signs of stress that are common to most people:

- Feelings of irritability.
- Inability to focus on work.
- Memory problems decreased the speed of the mental process.
- Frequent headaches that have no organic cause.
- Depression, physical weakness, constant fatigue.
- Decreased appetite or the constant feeling of hunger.
- Loss of sense of humor.
- Lack of interest in others, relatives, and friends.
- Inability to relax
- Occasionally there are nervous tics.

Many people cope with stress with antidepressants, drugs, and alcohol, but these methods can lead to even greater dependence. So, what are the ways to deal with stress:

- Meditation and rest
- Arts and hobbies
- Autoregulation of respiration
- Bringing order
- Physical activity

Canadian scientist Hans Selye worked hard on the concept of stress. Initially, he identified stress as a negative factor, but after conducting more detailed research, he realized that stress occurs in the human body and under the influence of positive factors. He started talking about good stress (which he called eustress) and bad stress (distress). In a later interview, the scientist said: "We feel stress all the time, so the only thing you can do is try to make it useful for you and others."

Stress management is a process of self-management under the influence of stress. It helps to avoid negative consequences, shocks and increases a person's resistance to them. The term is used among HR professionals, managers, and company executives. Stress can have both beneficial and detrimental effects on a person's condition. If you recognize that stress gives you the positive experience you need, each new test will be easier for you to endure. Studies show that when you realize the benefits of stress for learning and increasing resilience, the physiological response to it can also change.

Successful ways to overcome stress and develop stress resistance are also:

- active interaction with the stressor or influence on the problem itself;
- change of view of the problem, change of attitude to it, or other interpretation of the problem;
- acceptance of the problem and reduction of the physical effect of the stress caused by it;
- comprehensive methods that combine all of the above.

Summarizing all the above, we can conclude that stress is a non-specific reaction of the body to any demand made on it. Any new skill that a person acquires is acquired through stress. This means that stress for the body is a kind of process to solve certain problems. Another thing is that each person responds to challenges in their way: one unites and seeks solutions, and the other loops and brings himself to a nervous breakdown. Stress does not always destroy the personality, it often helps to make the right decision and pushes for more action. As G. Selye said: "Stress is not what happened to you, but how you react to it."

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Кугляр А. А.
Тішечкіна К. В.

THE IMPACT OF INTERNATIONAL INVESTMENT ON THE ECONOMY OF UKRAINE

Стаття присвячена питанням впливу міжнародних інвестицій на Україну, оскільки ефективне здійснення інвестиційної діяльності має важливе значення для розвитку української економіки на сучасному етапі та підвищення конкурентоспроможності підприємств. Визначено вплив міжнародних інвестицій на розвиток української економіки, він незначний і значною мірою залежить від початкових умов: політичної стабільності, макроекономічної ситуації в країні, якості людського капіталу, інституційної підтримки.

Ключові слова: *міжнародні інвестиції, вплив, економіка, інвестиційна діяльність.*

The article is devoted to issues of international investment in Ukraine, since the effective implementation of investment activity is important for the development of the Ukrainian economy at the present stage and increasing the competitiveness of enterprises.. The influence of international investment on the development of the Ukrainian economy is determined, it is insignificant and is largely dependent on the initial conditions: political stability, the macroeconomic situation in the country, the quality of human capital and institutional support.

Key words: *international investment, impact, economy, investment activity.*

Foreign investment plays an important factor in creating favorable conditions for the development of the Ukrainian economy. Problems of foreign investment in Ukraine are in the focus of many Ukrainian and foreign researchers and politicians. It should be noted that the theoretical and practical aspects of the development of the process of foreign investment were considered in the works of N. Burlak, A. Ivashchenko, O. Onoprienko, O. Chorna [1].

Attracting foreign investment allows the recipient country to receive several benefits, the main of which is to improve the balance of payments; transfer of the latest technologies and know-how; integrated use of resources; development of export potential and reduction of the level of dependence on imports; achieving a socio-economic effect (increasing employment, building social infrastructure, etc.). At the same time, the use of foreign investment for the country is a potential source of threats, such as exploitation of raw materials and environmental pollution, increasing the country's dependence on foreign capital, reducing the competitiveness of domestic producers, capital transfers abroad [2].

The top ten investor countries are included Cyprus, Netherlands, Germany, Austria, the United Kingdom, Virgin Islands, France, Switzerland, Italy. According to the State Statistics Service, in 2019, Ukraine mastered $25972 million from EU countries. The share of investment is in Cyprus, $9545 million. Cyprus remains the leader of foreign investment in Ukraine among EU countries, during the last 5 years. In 2019, the largest amount of investment was attracted to the industry and amounted to $10823 million [3]. EU countries are strategic partners of Ukraine. So attracting foreign investment from these countries should not only promote the development of economic relations but also form a positive image of ours state. Increasing the inflow of foreign investment from EU countries in recent years should mean more confidence economic circles of the EU countries to Ukraine.

Today, foreign direct investment is in all areas of the Ukrainian economy, but the area's priorities for foreign investors are different. At the same time, most investors in the Ukrainian market are happy to invest in manufacturing, wholesale, and retail - where new goods, changing range quickly recoup costs, and have low commercial risks. The financial sector and the real estate sector are popular areas for investment, as they do not require long-term investment and the development of new technologies.

The problem is that a foreign investor pays attention to the difference in labor prices only in countries with highly skilled human capital. Ukraine currently lacks experienced and professional staff as well as managerial staff. Representatives of the most successful domestic companies complain about this. In particular, note that even higher education does not always guarantee the knowledge and management skills needed to work in a market economy. And the lack of qualifications of senior managers, in turn, does not provide quality work for other staff. Increased labor productivity is one of the positive effects of foreign investment. It is due to the high level of innovation of such investments.

In modern economic conditions, investment has a significant impact on attracting foreign investment environment, which in Ukraine remains not the most favorable. In the rating of Doing Business 2019, Ukraine rose by +5 points and took 71 positions from 190 countries. The country has shown the greatest growth in categories such as taxation (increase by 110 positions, 54th place), international trade (+70 positions, 78 places), and protection of investors' rights (+56 positions, 72 places) [3].

Another obstacle to foreign investment is the threat of non-return invested funds. More active cooperation between Ukraine and organizations such as the Multilateral Investment Guarantee Agency, which is part of the World Group Bank, the American Corporation for Foreign Private Investment, etc. It can be argued that Ukraine remains relatively attractive for investment - the assessments of domestic and foreign experts emphasize the high value of geographical, economic, and social components of the investment environment.

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Лесік М.А.

Ганніченко Т. А.

COMMUNICATIVE ASPECTS OF DIGITAL MARKETING

У роботі розглянуто поняття digital-маркетинг, визначено його роль та необхідність використання. Сформовано преваги digital-маркетингу та визначено відмінність від Інтернет маркетингу та інших традиційних засобів комунікацій. Виділено основні цифрові канали, які використовують підприємства для зв'язку с потенційними споживачами.

Ключові слова: *digital-marketing, communication, digital lines, company, social media, target audience*

The paper considers the concept of digital-marketing, defined its role and necessity of use. Formed the advantages of digital-marketing and defined its difference from Internet marketing and other traditional means of communication. The main digital lines that are used by companies to communicate with potential consumers are highlighted.

Key words: *digital-marketing, communication, digital lines, company, social media, target audience*

Digital marketing - a set of digital technologies and ways to promote a company and its products and directly attract consumers. The tools of such marketing include: Internet, television, radio, information displays and other offline media.

Digital marketing is closely related to Internet marketing, but its peculiarity is that it can influence the target audience in offline space, primarily through mobile devices, applications to them, etc., so now it is the most relevant way to reach the audience. An undeniable aspect of modern life is the "universe in a smartphone", which indicates that people's basic economic, social, political needs and interests are increasingly satisfied through the global network. Significant competition and monopolization of the market from each participant of market relations require finding optimal solutions in the formation, content, expansion of the target audience. Today companies have to respond quickly and implement digital marketing, because the rate of growth in popularity of mobile devices is powerful and irreversible, and the Internet is moving into the category of the local network.

Digital marketing is divided into:

– pull-form (pulling): the consumer chooses the information (content) he or she needs and appeals to the brand himself or herself. In this case, the consumer takes advantage of what is offered to her;

– push-form (pushing): the consumer receives information regardless of his desire (sms-mailing, spam, etc.). This form has a significant disadvantage: the information received in this way is often not paid enough attention, which means that our efforts are sometimes useless [1].

The main digital channels to convey information to the target audience and receive feedback from the firm in digital - marketing are:

– mobile applications for smartphones and other gadgets;

– promotion of its own Internet blog and an active position in social media;

– Digital television, which every year more and more confidently presses the analog and is gradually integrated with Internet applications. Already now you can use your TV to visit your Facebook page, watch a video clip on Youtube or find out the latest news.

– Interactive screens, POS terminals. We often encounter them in the store, on the street, even in subway cars. This type of digital media is gradually replacing conventional outdoor advertising, because it allows you to interact much more closely with the consumer and attract him with the message or, like POS terminals, help to make purchases [2].

The main challenge for companies moving to digital marketing will be the process of identifying the most valuable information and getting it. Marketers need to structure their marketing materials-websites, games, mobile companies, etc. - so that they generate and collect the most valuable information. Consumers, when they use digital media, leave their mark on the Internet, and this is the key to knowing about their preferences and interests. New media can be used to find out what each consumer really wants by analyzing their actions. The ultimate goal is to create a closed loop of consumer research [3].

The main objective of an integrated corporate structure is to achieve competitive economic benefits due to the effect of synergy, productivity growth, diversification, reduced overhead costs, increased management level [4].

Consequently, the activities of marketers should be based on the use of modern technology to collect, process and analyze information. Digital marketing today is a widely used advanced technology that allows, through digital channels, to collect and process the necessary information, and make the company powerful and competitive. In today's world no company can exist without digital-marketing because it is one of the key areas of the future development of any enterprise.

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Малишева Я. В.

Саламатіна О. О.

NANOTECHNOLOGY IN MEDICINE: TECHNOLOGY TRENDS (НАНОТЕХНОЛОГІЇ В МЕДИЦИНІ: ТЕХНОЛОГІЧНІ ТЕНДЕНЦІЇ)

У статті зроблено огляд нанотехнологій в медицині. Розглянуті деякі технологічні тенденції розвитку даної галузі. Проаналізовано основні занепокоєння з приводу використання нанотехнологій в медицині та зроблено висновок щодо перспектив впровадження технології.

Ключові слова: *нанотехнології, медицина, ДНК, наноробот, лабораторія, перспективи.*

The article reviews nanotechnology in medicine. Some technological tendencies of development of this branch are considered. The main concerns about the use of nanotechnology in medicine are analyzed and a conclusion is made about the prospects of technology introduction.

Keywords: *nanotechnology, medicine, DNA, nanobot, laboratory, perspectives.*

Nanomedicine refers to the area of science that combines nanotechnology with drugs or diagnostic molecules to improve the ability to target specific cells or tissues. These materials are produced on a nanoscale level and are safe to introduce into the body. Applications for nanotechnology in medicine include imaging, diagnosis, or the delivery of drugs that will help medical professionals treat various diseases [1].

This area of research involves attaching nanoparticles onto drugs or liposomes to increase specific localization. Since different cell types have unique properties, nanotechnology can be used to "recognize" cells of interest. This allows associated drugs and therapeutics to reach diseased tissue while avoiding healthy cells. While this is a promising area of research, very few nanomedicines exist that successfully utilize nanotechnology in this manner. This is due to ill-defined parameters associated with pairing the correct ratio or combination of nanoparticles with the drug of interest [1].

Chemists at New York University have created a nanoscale robot from DNA fragments that walks on two legs just 10 nm long.

One of the researchers, Ned Seeman, said he envisages it will be possible to create a molecule-scale production line, where you move a molecule along till the right location is reached, and a nanobot does a bit chemisty on it, rather like "spot-welding" on a car assembly line [2].

The work that Seeman and colleagues are doing is a good example of "biomimetics", where with nanotechnology they can imitate some of the biological processes in nature, such as the behavior of DNA, to engineer new methods and perhaps even improve them.

DNA – based nanobots are also being created to target cancer cells. For instance, researchers at Harvard Medical School in the US reported recently in Science how they made an "origami nanorobot" out of DNA to transport a molecular payload. The barrel-shaped nanobot can carry molecules containing instructions that make cells behave in a particular way. In their study, the team successfully demonstrates how it delivered molecules that trigger cell suicide in leukemia and lymphoma cells.

Nanobots made from other materials are also in development. For instance, gold is the material scientists at Northwestern University use to make “nanostars”, simple, specialized, star-shaped nanoparticles that can drugs directly to the nuclei of cancer cells. In a recent paper in the journal ACS Nano, they describe how drug-loaded nanostars, that after being attracted to an over-expressed protein on the surface of human cervical and ovarian cancer cells, deposit their payload right into the nuclei of those cells.

The researchers found giving their nanobot the shape of a star helped to overcome one of the challenges of using nanoparticles to deliver drugs: how to release the drugs precisely. They say the shape helps to concentrate the light pulses used to release the drugs precisely at the points of the star [2].

Activity with nanofibers. The scientific community is mostly concerned about the toxicity/carcinogenicity of manufactured nanofibers (nanomaterials with length-diameter aspect ratio larger than 3) because of their morphological resemblance to asbestos. Inhalation of asbestos fibers is known to induce asbestosis (a progressive fibrotic disease of the lung), lung and pleura cancer. The health hazards of nanofibers are mostly limited to carbon nanotubes and are the subject of an intensive research. Results of already established toxicity studies show a clear morphology-toxicity relationship for carbon nanotubes, as previously observed for asbestos fibers. However, synthesis of nanofibers is being continuously under progress and, as a result, nanofibers can be made out of nearly any material nowadays. Some of them will very likely resemble more closely to asbestos than carbon nanotubes by their size, chemical composition or surface properties. They open the possibility of making nanofibers with undesired harmfulness [3], which could be putatively equal or even higher than the one of asbestos. Hence, all activities, either with dry nanofibers or nanofibers in suspension will situate the laboratory in the *Nano 3* category except for those where nanofibers are strongly interacting with the matrix (composites), preventing the materials to be released in the environment [4].

Present knowledge on nanomaterial toxicity is insufficient for completing precise risk assessment. Threshold Limit Values for nanomaterials do not exist nor is there standard equipment for sufficiently detailed routine exposure measurements. However, since preliminary scientific evaluations show that there are reasonable grounds for concern that activity with nanomaterials might have damaging effects on human health; the precautionary principle must be applied [5]. New hazard knowledge will be used as it is developed and made available. The lab responsible is in charge of applying measures adapted to specific activities [4].

Conclusion. Recent years have seen an explosion in the number of studies showing the variety of medical applications of nanotechnology and nanomaterials. In this article I have glimpsed just a small cross-section of this vast field. However, across the range, there exist considerable challenges, the greatest of which appear to be how to scale up production of materials and tools, and how to bring down costs and timescales.

But another challenge is how to quickly secure public confidence that this rapidly expanding technology is safe. And so far, it is not clear whether that is being done.

There are those who suggest concerns about nanotechnology may be over-exaggerated [6].

Of attempts to investigate the safety of nanomaterials, the National Cancer Institute in the US says there are so many nanoparticles naturally present in the environment that they are "often at order-of-magnitude higher levels than the engineered particles being evaluated". In many respects, they point out, "most engineered nanoparticles are far less toxic than household cleaning products, insecticides used on family pets, and that for instance, in their use as carriers of chemotherapeutics in cancer treatment, they are much less toxic than the drugs they carry [7].

Nanomaterials are already used to lower levels of fat and sugar without altering taste, or to improve packaging to keep food fresher for longer, or to tell consumers if the food is spoiled. They are also being used to increase the bioavailability of nutrients.

But, there are also concerned parties, who highlight that while the pace of research quickens, and the market for nanomaterials expands, it appears not enough is being done to discover their toxicological consequences.

But when a technology advances rapidly, knowledge and communication about its safety needs to keep pace in order for it to benefit, especially if it is also to secure public confidence. We only have to look at what happened, and to some extent is still happening, with genetically modified food to see how that can go badly wrong [7].

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Машкін Д. О.

Тішечкіна К. В.

SAFFRON (CROCUS SATIVUS) CULTIVATION TECHNOLOGY

У статті представлена сучасна технологія вирощування шафрану, вказані особливості його вирощування. Також представлені проблеми які виникають при вирощуванні шафрану. Надані рекомендації по його вирощуванню та збору.

Ключові слова: *шафран, вирощування, обробіток грунту, збирання, хвороби.*

The article presents the modern technology of saffron cultivation, the features of its cultivation are indicated. The problems that arise when growing saffron are also presented. Recommendations for its cultivation and collection are provided.

Keywords: *saffron, cultivation, tillage, harvesting, diseases.*

Saffron (Crocus Sativus, crocus, red gold) is grown on an industrial scale mainly in South Asia, Iran is the largest exporter [2].

In Ukraine, you can find this plant in the Crimea, as well as in the Kherson region in small farms . To create a saffron business, Ukrainian farmers offer a ready-made formula. 20 acres of land, 1 ton of bulbs (Crocus Sativus) worth about 7 thousand dollars. Harvesting of flowers from a field of 20 acres under the force of 2 workers. From 25 flowers you can get about 1 g of saffron [1].

Growing saffron is not a complicated process. Saffron grows well on fertile soils well lighted by the sun. Therefore, it is recommended to plant on the southern slopes and on hills or ridges. The amount of precipitation for growing saffron should be about 800 -1000 mm per year, so it is desirable to grow under irrigation. The optimal climatic conditions for growing the plant are conditions with high rainfall in the spring growing season and dry hot summer period. The main tillage is carried out using plowing to a depth of 25-30 cm. The main task of pre-sowing tillage is to level the soil surface [2].

Saffron is stamens of perennial crocus flowers, which are planted in bulbs. Every year the planted bulb dies, leaving behind offspring, which later gives a flower - the harvest. If the bulb is small, it takes 2-3 years to give the first colour, when the weight reaches 5-7 grams - you can get one flower. That is, the larger the planting material, the more spices can be collected from one area [4].

In order to obtain high yields, in addition to soil and climatic conditions and tillage technology, the depth of planting bulbs is of great importance. For growing in Ukraine, the optimal depth is from 15 to 20 cm. The smaller the planting depth, the higher the yield of planting material (daughter bulbs), but it decreases winter hardiness. Planting crocus in open ground can lead to the death of bulbs, it is desirable to plant in closed ground or under agrofiber. Planting crocus is carried out from July to mid-September, manually or using technology. Approximately 0.6 kg of bulbs per m^2 are planted [3].

Crocus can be affected by disease. One of the most common diseases affecting saffron is leaf rust. There are several reasons for its occurrence: mostly the main reason - high humidity or excess nitrogen in the soil. The symptoms of this disease appear on the leaves of the plant, in the form of small spots that gradually increase in size. White pustules develop on the underside of the leaf, which later turn brown and lead to drying of the leaf surface, which can cause the death of the entire aboveground and underground part of the plant. In order to prevent the spread of this disease in a timely manner, it is necessary to remove all affected parts of the plant at the first signs. When affected by leaf rust, it should be sprayed with Bordeaux liquid or copper sulfate. The incidence of plant diseases is significantly reduced when grown under drip irrigation with the introduction of small doses of phosphorus and potassium fertilizers during planting. This culture has no malicious pests, it can be grown without the use of insecticides. The main damage is caused by forest and steppe mice, which can be fought with chemical or biological drugs [2].

Saffron harvesting is one of the most labor-intensive operations that requires human labor. The most valuable part of the plant is the dried stamens of flowers, which are used as spices, medicines and dyes. Flowers are collected manually, the separation of 3 saffron stigmas from flowers is also done manually. If all operations are done manually, the production of 1 kg of saffron requires approximately 250-350 man-hours. This is reduced to 3-4 grams of dry product per hour. It is better to collect flowers early in the morning, when the flower is still closed, to maintain better quality. Drying is carried out for 15 minutes. After drying, the stamens are crushed and packed [5].

Saffron can be stored for many years, with proper storage, its quality only improves over the years [3].

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Мельник О. С.

Овчарук С. В.

Лобаньова О. В.

ВИВЧЕННЯ ДИСЦИПЛІНИ «ФІЗИЧНА КУЛЬТУРА» В УМОВАХ ДИСТАНЦІЙНОГО НАВЧАННЯ

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У статті репрезентовано стан дистанційної освіти в процесі вивчення дисципліни «Фізичне виховання» на прикладі Миколаївського національного аграрного університету. Представлено позитивні та негативні аспекти впровадження дистанційної форми навчання для здійснення професійної підготовки майбутніх фахівців усіх спеціальностей з урахуванням особливостей студентського контингенту та специфіки регіону. Виокремлено перспективні можливості розвитку дистанційної освіти з урахуванням особливостей цільової аудиторії.

Ключові слова: *дистанційне навчання; дистанційна освіта; електронний навчальний комплекс; фізична культура і спорт; платформа Moodle; регіональні особливості.*

The article presents the state of distance education in the process of studying the discipline "Physical Education" on the example of the Nikolaev National Agrarian University. Positive and negative aspects of the introduction of distance learning for the training of future professionals of all specialties are presented, taking into account the characteristics of the student body and the specifics of the region. Promising opportunities for the development of distance education, taking into account the characteristics of the target audience.

Keywords: *distance learning; distance education; electronic learning complex; physical culture and sport; Moodle platform, regional peculiarities.*

З введенням дистанційного формату освіти більшість методів традиційного навчання не в повній мірі відповідають вимогам освітнього стандарту. Новостворений формат навчання вимагає інтеграції творчого підходу у сукупності з компетентним ставленням до освітнього процесу здобувачів вищої освіти і викладачів. Попит на застосування комунікативних та інформаційних технологій різко зріс, що призвело до пошуку і створенню нових методів і форм виконання навчального плану. Важливим фактором реалізації цілей і завдань з дисципліни «Фізична культура» в умовах дистанційного навчання стало формування знань організації здорового способу життя, зміцнення і збереження здоров'я.

На виконання постанови Кабінету Міністрів України «Про запобігання поширенню на території України коронавірусу COVID-19» від 11 березня 2020 року № 211 МОН надав керівникам закладів дошкільної, загальної середньої, позашкільної, професійної (професійно-технічної), фахової передвищої, вищої та післядипломної освіти рекомендації щодо здійснення процесу дистанційного навчання[1]. Дистанційне навчання з використанням сучасних інформаційних і комунікативних технологій спричинило створення нового освітнього середовища, яке в рамках навчання надає можливість студентам самостійно оволодівати знаннями в умовах постійного оновлення інформації. Здобувачі вищої освіти ВНЗ маючи можливість навчатися дистанційно, практично не обмежені просторовими і тимчасовими рамками, що дозволяє формувати фізичну культуру в будь-який зручний час.

З огляду на специфіку навчальної дисципліни «Фізична культура» формування процесу навчання не може бути реалізовано в повноцінному обсязі. Станом на сьогоднішній день, застосовується нова концепція фізичного виховання для студентів, в якій виділяються такі пріоритети як здійснення практичної підготовки та розвиток самостійного творчого підходу до навчання.

Нині, фізичне виховання студентської молоді, на жаль, далеке від досконалості, що зумовлено низкою об'єктивних причин: недостатньою кількістю аудиторних та позааудиторних занять з фізичного виховання; низьким рівнем мотивації до самостійних занять фізичними вправами; недостатнім рівнем спеціальних знань і практичних умінь у галузі фізичної культури; низьким рівнем використання новітніх технологій і сучасних технічних засобів під час позааудиторних занять; недостатнім фінансовим забезпечення; низькою ефективністю управління фізичним вихованням, яке здійснюється у закладах вищої освіти [7]. Необхідність в удосконаленні методів ведення фізичної культури ґрунтується на тому, що дистанційне навчання нерозривно пов'язане з сидячим способом життя, який негативно позначається на здоров'ї в цілому.

Використання нових методів ведення освітнього процесу в повному обсязі дозволяє найбільшою мірою реалізовувати освітні вимоги. Перш за все, цими методами є:

1. Зміцнення мотиваційної основи учнів. Безумовно, у рамках дистанційного навчання в учнів з'являється більше часу, однак у результаті перенесення освітнього процесу в інформаційний простір мережі Інтернет студенти втрачають мотивацію до навчання. З метою підвищення вмотивованості до самостійних занять фізичними вправами і збереження комунікації між однокурсниками, ми запропонували студентам прийняти участь у челленджі «#МНАУфізкультуримовдома».

2. Використання більшого обсягу теоретичних матеріалів у нових форматах таких, як збільшення кількості навчальних посібників, демонстративних презентацій і цифрових онлайн-відео.

3. Використання електронних тестувань. Будь-яка перевірка знань сприяє їх кращому закріпленню. Використання електронних тестувань не тільки є найбільш ефективним методом перевірки знань, а й дозволяє провести аналіз помилок і сформувати певний загальний рівень знань дисципліни в учнів.

Таким чином, ефективність освітнього процесу в умовах самоізоляції орієнтується не тільки на використанні різних технологій дистанційної освіти, а й на участі кваліфікованих викладачів у формуванні теоретичної бази дисципліни «Фізична культура».

Якісна викладацька робота часто виражається в вибудовуванні психолого-педагогічних аспектів фізичної культури. Саме тому в умовах дистанційного навчання високо цінується не тільки кваліфікований фахівець в галузі викладання дисципліни, а й досвідчений методист, що володіє сучасними підходами до навчання і вміє найбільш грамотно організовувати навчальний процес.

Отже, враховуючи те, що фізична культура є передусім практичною дисципліною, то наступним важливим фактором дистанційного навчання має бути формування ціннісних орієнтацій, переконань, інтересів, активного і свідомого підходу до фізичної діяльності. Фізична культура допомагає найбільш належним чином бачити всю важливість вдосконалення фізичного виховання і саме тому вона повинна бути невід'ємною частиною дистанційного навчання.

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Мороз Г. А.

Тішечкіна К. В.

INFORMATION HARVEST OR INFORMATION AND ANALYTICAL PLATFORMS

Information harvest, its significance, objects, methods of obtaining. Obtaining reliable information through the use of information and analytical platforms. The concept of information analysis of the agricultural sector, and the need for its use.

***Key words**: information, harvest, technologies, agronomy, analytics.*

In order to fully understand the essence of the expression of the information harvest, it is necessary to reveal the concept of each component of this definition.

Thus, the harvest is the total collection of plant products obtained as a result of growing a certain crop. The word information (in its given use) serves as a kind of explanation, ie means the provision of information about all the processes that result in the harvest.

Currently, there are two areas of information harvest: technological (regulation of the process of development of components of the information environment) and content (priorities of communication activities of participants in the agricultural process) [1].

Actually, the objects of the information harvest are both print media (newspapers, magazines, books) and electronic (television, radio, Internet).

This area helps farmers to gain new knowledge, information about the means of labor that improve the technological features of the harvest.

One of the main points of obtaining an information harvest is its proper collection. The main technological aspects of this process are:

1. Analysis of the relevance of this product for the state (state order for products)

2. Search and study of domestic and world markets, and demand for your products.

3. Study and analysis of the main competitors at this stage of your development (as your business and the one of your competitors develops, its growth will change so it is important to constantly monitor competitive manufacturers)

4. Development, growth, use of proper advertising on the Internet, appearance at professional exhibitions [1].

To obtain reliable information, it is necessary to use information-analytical platforms that allow you to best display and analyze information.

An information-analytical platform is a computer system that can provide information, create it, as well as process and analyze it [4].

The main and specific task of information and analytical platforms is the effective storage, processing and analysis of data. It provides an opportunity for the organization to integrate and coordinate its business processes.

Such platforms are installed in one or more data centers, which run the appropriate software of the enterprise (organization). They may include additional programs that work within the organizational structure of the enterprise (organization), for example, for management purposes.

By providing a continuous information space for the organization, information and analytical platforms ensure that the information available in them will be provided at all functional levels of management.

The concept of information analytics means the use of information as a resource, ie to have the full stock of means of obtaining, accumulating, storing, processing, issuing information to the client [2].

Nowadays analytical activity has become so widespread that it has received its professional direction. In many countries around the world, government agencies, banks, companies, etc., have information and analytical departments that quickly receive and analyze information that later becomes a means of benefiting the state or a particular structure in which such a system operates [3].

Information and analytical systems have also been created for the field of agronomy, they provide farmers with information that encourages certain decisions. These are, for example, price charts in ports and farms, which provide an opportunity to analyze the further course of the entrepreneur, or to find relevant and convenient information on the market.

Information and analytical platforms help in resolving issues related to competition in the market. First, they identify particularly important information for farmers, as well as the most effective sources of its receipt. Then, the platform constantly collects information that may be of potential interest to the customer and sends it. The platform then checks the accuracy and probability of the information, interprets it and systematizes it accordingly. Finally, it sends key information to those professionals and managers who directly make decisions, as well as provides information in response to requests from managers, which belongs to the scope of the enterprise, firm, etc. [4].

Thus, we can conclude that information and analytical platforms are extremely important for business owners, collecting and synthesizing information and providing the most reliable facts that are obtained from reliable sources. For the agricultural sector, it is necessary to have up-to-date information in order to sustain competitive organizations.

But managers need to keep in mind that any information they receive needs to be verified to avoid an incorrect situation.

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Новіков Е. В.

Марковська А. В.

CHARACTERISTICS OF VEGETABLE OILS FOR USE AS FUEL IN STATIONARY DIESEL ENGINES

ХАРАКТЕРИСТИКИ РОСЛИННИХ ОЛІЙ ДЛЯ ВИКОРИСТАННЯ В ЯКОСТІ ПАЛИВА В СТАЦІОНАРНИХ ДИЗЕЛЬНИХ ДВИГУНАХ

У статті досліджувалися такі високов’язкі палива як мазут та рослинні олії, які представлені на ринку України. Проводилися дослідження паливних сумішей для використання у дизелях. Аналіз властивостей альтернативних високов’язких палив, у тому числі рослинного походження; аналіз існуючих та розробка перспективної паливної системи, та аналіз роботи дизелів при використанні високов’язких компонентів

Ключові слова: *альтернативні палива, рослинні олії, компаундування.*

The article examines such high-viscosity fuels as fuel oil and vegetable oils, which are presented on the Ukrainian market. Studies of fuel mixtures for use in diesels were conducted. Analysis of the properties of alternative high-viscosity fuels, including vegetable origin; analysis of existing and development of a promising fuel system, and analysis of diesel engines using high-viscosity components

Keywords: *alternative fuels, vegetable oils, compounding.*

Development of the biofuel sector is a promising option for many developing countries. Given the impending energy crisis, they are much more vulnerable than wealthy countries and ensuring their energy supply at an affordable cost will become a serious challenge in the years to come. Moreover, most southern countries do not have large investment capacities, so they have to find economical solutions to launch new economic activities in the energy production field. In this context, biofuel production is a major opportunity, particularly where large arable land areas are available and a large share of the population is involved in agriculture.

Vegetable oils mainly consist of triglycerides, which consist of one molecule of glycerin in combination with three molecules of fatty acids. The latter contain a long chain of carbon atoms linked together single bonds and combine with hydrogen, ending in a carboxyl group. Fossil fuel is available complex mixtures of hydrocarbons containing paraffins, naphthenes, olefins and aromatic substances. Despite the different chemical composition, vegetable oils have a similar fuel properties of diesel fuel derived from oil, so they are suitable for refueling diesel engines.

SVOs have several advantages over fuel oil for use as fuel in stationary diesel engines: i) local availability, ii) recoverability, iii) relatively high HHV, iv) lower sulfur content, avoiding environmental problems caused by sulfuric acid, v) lower aromatic content substances and vi) high biodegradability. However, due to the high viscosity of SVOs and their low cetane number, minor engine adaptations are required and specific safety precautions should be followed.

Stationary diesel engines are designed to produce power on the shaft with high efficiency around rated speed. They are typically used for applications where load variations are limited guarantees high combustion temperatures provided the engine size is correct. Unlike a vehicle engines, stationary engines run at slow speeds (not more than 900 rpm for the smallest) with high degree of compression. These characteristics provide better combustion conditions, especially longer residence times and higher temperatures, so that fuel with a lower cetane number can be used.

Therefore, these engines are ideal for use with fuels such as DDO, Fuel Oil 180 or SVO with a lower cetane number than diesel.

When working on stationary engines with SVO, it is absolutely necessary to make sure that the vegetable oils used do not contain impurities that can quickly damage the engine as in combustion chambers or all peripherals for fuel and exhaust gases.

SVOs are usually produced by mechanical extraction of oil from an oil-bearing biomass as feedstock. SVOs have a chemical composition that corresponds in most cases to a mixture of 95% triglycerides and 5% free fatty acids, sterols, waxes and various impurities. The quality of SVO for fuel use is strongly influenced by both the quality of the feedstock and the processing conditions, which need to be carefully managed to obtain high quality fuel. Oilseeds come from dedicated crops (sunflower, rapeseed, oil palm, Jatropha curcas, etc.) or crop by-products (cotton, flax, etc.). There are five main operations in the SVO production process that govern fuel quality and which need to be carefully managed.

Combustion problems inherent in the high viscosity and low cetane index of vegetable oils can be easily overcome by using SVO mixed with a low-oil diesel engine or by adapting dual-fuel engines. However, although these simple technical options ensure easy operation of stationary engines with SVO, it is essential to make sure that the vegetable oils used do not contain impurities that can quickly damage the engine as when the chamber burns or in all fuel and exhaust peripherals. Thus, the quality of oil is a constant problem, and its proper management is a key success factor in the development of the biofuel sector. Based on 1) a critical review of existing standards for different types of fuel for diesel engines and 2) relatively modern knowledge about the characteristics of vegetable oil propose a basic set of quality criteria that must be met by the SVO in order to refuel stationary diesel engines without causing breakdowns or serious reductions in service life. This preliminary standard specifies the measurement of 7 parameters, two of which are recommended but not required.

The proposed standard is difficult operating conditions and operation in more stable conditions than car engines less stringent than for standard diesel fuel (diesel and biodiesel).

As a rough cost analysis shows, these costs, although kept to a minimum, remain unavailable for small programs (several tens of kW). Simplified methodology to ensure safe use of SVO in stationary engines associated with specific engine maintenance methodology.

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Оноприйчук Д. О.

Ганніченко Т. А.

TEAMWORK IS A MEANS TO ACHIEVE GOALS

У статті перевірено, чи зможе одна людина без команди досягти позитивного результату, і порівняно її з діяльністю злагодженої команди. Автором з'ясовано, що таке команда і чому вона так важлива для досягнення успіху. Досліджено гіпотезу, що успіх будь-кого залежить не лише від професіоналізму та особистих якостей окремих працівників, але й від спільної діяльності всього колективу організації. Визначено, чому командна робота є більш ефективною, ніж індивідуальна.

Ключові слова: *робота в команді, колектив, ефективність роботи в команді, продуктивність, стабільність, ознаки команди.*

The article examines whether one person without a team can achieve a positive result, and compares it with the activities of a coordinated team. The author cleared up what a team is and why it is so important for success. It was researched the hypothesis that the success of anyone depends not only on the professionalism and personal qualities of individual employees, but also on the joint activities of the entire staff of the organization. Also it was determined why teamwork is more effective than individual.

Key words: *teamwork, team, teamwork efficiency, productivity, stability,*

team characteristics.

Teamwork is one of the most important skills to strive for when hiring. However, for many people this skill recedes into the background. The influence of the factor of human relations is of great importance. Teamwork is a very important way of working, which helps to develop and improve their skills, and which help work valuable contributions to any type of team.

Sports teams are a good example of teamwork. For example, in football there are such stars as Lionel Messi and Cristiano Ronaldo, who are considered the best in the world. But their victories and achievements could not happen without a united team. Yes, they can solve moments, but it is only 20 – 30 seconds of playing time. Another period of time, they and the team defend and attack. Without this team, they would not have achieved anything in sports. First of all, you need to be a good team player and individual qualities should take a back seat. As a result of the match, it is not Lionel Messi who beat Juventus, scoring the decisive goal, but the Barcelona team won.

To work in a team and be valuable to your team, you need to know what you are doing best. Maybe you are endowed with such qualities that few people are endowed with, so you will become a very valuable figure. These can be such characteristics as: organization, influence on people through motivation, the study of hard-to-reach information. Depending on your strengths, you may find something valuable, something that few people have. In any team you can find a role that allows you to do what you do well. When a group of people work together, the level of efficiency is much higher because people use each other's strengths. This leads to increased productivity and inspiring collaboration.

The main difference between teamwork and individual work is the need to look at what the other is doing, coordinate their actions with others and together bring individual results into one whole. [1, p. 14]

You can be a valuable tool in the team even when you do not make any breakthroughs, but simply perform all your tasks on time. You also have to be realistic and not promise what you can't do. The team appreciates such staff who keep their word. You can be respected even for the fact that you are never late and come in 15-20 minutes. This means that you are very responsible, and even when something goes wrong, you will be treated well and you will definitely be helped.

You also need to be a reliable team player and stable to achieve great results. If you get a great one day, the next average, the team will realize that one day was just random.

After reading many sources of information, I can form the following signs of the team:

- bringing people together to work together
- common goal
- recognition of each other as team members
- complementarity on the part of all team members
- the presence of responsibility in general
- the presence of a leader on whom the whole team relies

Summary

Thus, it can be argued that a group of people can become a team with clear goals for its creation, effective division of roles and the definition of specific rules of interaction, and team members have a sense of responsibility for the overall result. A significant advantage of teamwork is the team's ability to achieve more together than if each member worked individually.

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Петренко Н. В.

ЕКОЛОГІЧНІ ЧИННИКИ: ОСВІДОМЛЕНА МОТИВАЦІЯ ДО ЗДОРОВОГО СПОСОБУ ЖИТТЯ

У статті розкрито вплив екологічних чинників на формування здорового способу життя. Пригнічення імунітету, алергічні реакції, метаболічні розлади, ожиріння, поява ракових захворювань і мутацій у наступного покоління це все ризики, пов'язані зі вживанням генномодифікованих продуктів. Особливістю підготовки студентів аграрного університету, залучення їх до здорового способу життя, мотивація щодо професійної діяльності в контексті забезпечення здоров'я людини через застосування здоров'язбережувальних технологій в аграрній галузі.

Ключові слова: *аграрні заклади вищої освіти, фізичне виховання, професійна діяльність, здоров'я людини, здоров'язбережувальна діяльність науково-педагогічних працівників фізичного виховання, здоров'язбережувальних технології*

Здоров'я населення значною мірою формується під дією екологічних чинників, сила впливу яких останні роки має тенденцію до зростання. Розвиток науки, технологічний прогрес та впровадження науково-технічних розробок у виробництво, окрім суспільних благ, створює також певні загрози для людства. [4].

Інтенсивний розвиток промисловості та автомобільного транспорту, хімізація сільського господарства приводять до накопичення у довкіллі великої кількості токсичних для організму людини сполук, які надходять в організм людини з їжею, водою та повітрям [5].

Загроза здоров'ю людини: дослідження впливу генномодифікованих організмів на організм людини ще не повністю вивчено, але вчені стверджують, що використання ГМО- продуктів можуть позначитись на здоров'ї людини набагато серйозніше, ніж Чорнобиль; окрім того є небезпека, що ген потрапить у навколишнє середовище, що є прямою загрозою здоров'ю людини.

Загроза для українських виробників харчової продукції поширення нових генномодифікованих сортів вражає новими генами десятки квадратних кілометрів, тому фермери, які на своєму полі вирощують натуральні сорти, мимоволі одержуватимуть урожай із генномодифікованих організмів, що сприятимуть забрудненню ґрунту, а використовування надсильних хімічних препаратів виснажуватимуть ґрунти [3].

Сфера застосування продуктів, які містять генномодифіковані організми з року в рік зростає, що вимагає створення національних і міжнародних систем біобезпеки в роботі з генетично модифікованими організмами з метою запобігання їх неконтрольованого розповсюдження та використання. Генетично модифіковані організми ще недостатньо вивчені в плані взаємодії з іншими природними екосистемами, тому потенційно можуть бути небезпечними для біосфери Землі й здоров'я людини [1].

Тому правильне харчування, раціональний режим праці і відпочинку необхідний елемент здорового способу життя. При правильному і строго дотримуваному режимі виробляється чіткий і необхідний ритм функціонування організму, який створює оптимальні умови для роботи та відпочинку і тим самим сприяє зміцненню здоров'я, поліпшенню працездатності і підвищенню продуктивності праці.

Особливу тривогу викликає низький рівень залучення населення України до занять фізичною культурою і спортом [7].

Щодо професійної підготовки фахівців аграрної галузі у контексті регіональних потреб забезпечення якості сільськогосподарської продукції та захисту навколишнього середовища, то така тенденція спрямована на збереження навколишнього та природного середовища, природних ресурсів, впровадження технологій органічного сільського господарства, наука та професійна підготовка фахівців для аграрної галузі щодо навколишнього середовища, виробництво органічних добрив, сертифікація органічної продукції, стандартизація, вплив сільського господарства на навколишнє середовище, виробництво сільськогосподарської продукції без використання агрохімії.

Здоров'язбережувальна діяльність викладачів фізичного виховання потребує комплексного підходу. Соціально-економічні перетворення в Україні, глобальна екологічна криза актуалізували проблему збереження фізичного, психічного, духовного і соціального здоров'я населення країни. В умовах загострення оздоровчих і демографічних проблем суспільства виникла нагальна необхідність у відродженні природних підходів до вирішення проблем здоров'я людини, важливу роль у впровадженні яких відіграють викладачі кафедри фізичного виховання. Необхідність професійної підготовки майбутніх фахівців аграрної галузі, готових до здійснення здоров'язбережувальної діяльності, визначена пріоритетними напрямами їх роботи, до яких належить діяльність з відновлення здоров'я, загального оздоровлення та покращення якості життя людини за допомогою засобів фізичної культури.

Підготовка майбутніх фахівців аграріїв до здоров'язбережувальної діяльності розглядається як цілеспрямований процес набуття студентами здатності здійснювати на всіх етапах – від планування до реалізації – професійно організовану діяльність щодо відновлення, зміцнення та збереження здоров'я різних соціально-демографічних груп.

Здоров'язбережувальна діяльність розглядається як специфічна форма людської активності, яка спрямована на формування здорового способу життя і забезпечує повне біосоціальне функціонування індивіда, його фізичну й інтелектуальну працездатність, достатню адаптацію до природних впливів і мінливості зовнішнього середовища. Уважаємо, що створення здоров'язберігаючого середовища можливе лише тоді, коли викладач має особистісну спрямованість на збереження здоров'я студентів, що залежить від пріоритетності вибору оздоровчої діяльності в здійсненні навчально-виховної роботи, на чому наголошує О. Богініч [2].

Оптимальність створення здоров'язбережувального середовища у вищих аграрних навчальних закладах залежить також і від комплексного застосування всіх оздоровчих заходів, що є складовими компонентів здоров'язберігаючого середовища з обов'язковим урахуванням особистісно-орієнтованого підходу до кожного студента. Зміцненню здоров'я студентів, нащо спрямоване здоров'язберігаюче середовище, сприяє застосування викладачами не тільки традиційних оздоровчих заходів, але й нетрадиційних – сучасних оздоровчих технологій, обираючи тільки ті, які містять у собі оздоровчу спрямованість.

Будемо вважати, що формування здорового способу життя у студентів вищих аграрних навчальних закладів викликана зростанням навантажень на організм особистості у зв'язку з ускладненням суспільного життя, збільшенням ризиків техногенного та екологічного характеру. Люди, які ведуть здоровий спосіб життя, відрізняються високою духовністю, дотримуються правил безпеки праці, залишаються здоровими і активними до глибокої старості, навіть якщо вони проживають в екологічно забруднених регіонах, у великих індустріальних містах чи працюють на «шкідливому» виробництві.

Висновки. Створення здоров'язбережувального середовища засновано на впроваджені в освітній процес та набуття здатності здійснювати професійного мислення, як складника компетентності майбутнього аграрія. Сутність середовища полягає в створені умов в освітньому процесі для збереження здоров'я студентів.

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Погорєлова Н. Є.
Саламатіна О. О.

HYGIENIC AND INNOVATIVE REQUIREMENTS DURING THE PERIOD OF REARING WEANED PIGLETS (ГІГІЄНІЧНО-ІННОВАЦІЙНІ ВИМОГИ В ПЕРІОД ВИРОЩУВАННЯ ВІДЛУЧЕНИХ ПОРОСЯТ)

У статті йдеться про вплив стресових факторів на стан здоров'я і продуктивність відлучених поросят та методи їх попередження.

Ключові слова: *відлучені поросята, стресові фактори, годівля, санітарні умови утримання.*

This article discusses the influence of stressors on the health and productivity of weaned piglets and methods of their prevention.

Keywords: *weaned piglets, stressors, feeding, sanitary conditions of detention.*

The immediate post-weaning period is one of the most stressful phases in a pig's life, and during this period, piglets are usually exposed to environmental, social and psychological stressors which have direct or indirect effects on their health and overall growth performance [1]. Weaning piglets is a set of stressors that affect both piglets and sows. Usually piglets are weaned on the 60th day of lactation in one go. After weaning, stressors for them are: absence of sow, exclusion from breast milk, hunger, change in diet, increase in feeding rate, change in feeding technique, feed preparation technology, staff, nesting, regrouping of livestock, transfer of livestock to other premises and change of housing technology [2]. To minimize the adverse effects of weaning and their subsequent consequences, appropriate husbandry management strategies need to be taken to maximize post-weaning performance [1].

Preparation of piglets for weaning begins at 5-7 days of age, accustomed to transfer to feeding a variety of feeds. Unaccustomed from an early age to eating food, piglets feel hungry after weaning, and therefore they are able to consume large amounts of food without having a physiological ability to digest it. As a result, they have a disorder of the digestive tract, which leads to loss of live weight and often even death. In order to avoid or reduce the harmful effects of stress on the body of piglets, it is necessary to leave the latter in the same machine after weaning without regrouping, combining and moving the nests and changing the housing. For 12 to 15 days, they should not change the composition of the diet, feeding regime and technology of preparation of feed for feeding.

After weaning the piglets need to pay much attention. During this period, they have high potential for growth, so they attach great importance to creating normal conditions for their feeding and maintenance. Special mixtures are used for feeding weaned piglets, which include various feeds of plant and animal origin [2]. Stress can worsen the appetite of piglets. This will reduce feed intake. Low feed intake is a major risk factor for impaired structure and function, which negatively affect gut morphology and barrier function. Hence, the key goal in swine husbandry practice is to maximize feed intake in newly weaned piglets. Efforts to achieve this goal must start in farrowing room with managing feed intake in the lactating sow. Sows nursing newborns require essentially full feeding during lactation, therefore, supplementing the sow’s diet during late gestation and lactation periods may improve performance of the sow and her piglets [3].

The use of creep feeding has a positive effect on the growth of piglets because it increases weaning weight of piglets and leads to a smooth transition period for the piglets from sow’s milk to the dry feed. Previous studies demonstrated that creep feed intake has a positive effect on post-weaning feed intake and it is assumed that nursery piglets offered creep feed prompts them to get adapted to solid feed. The management strategies for creep feeding in piglets include offering fresh and palatable creep feed at less than 2 weeks of age, frequent feeding, feed should be accessible, increasing feeder space, and supplementation of feed additives in creep feed. Collectively, creep feeding is advantageous in improving gut health in weaned piglets, and thus promotes growth performance in piglets [1].

Premises for rearing piglets must be special. They must be able to maintain the special climate required for newly weaned vulnerable piglets. The temperature for weaned piglets should be +30°C. This requires underfloor heating or some other solution for additional heating (for example, insulating mats and infrared lamps, etc.) [4]. Restricted space allowance is one of the stressors for piglets at the time of weaning which results in crowding stress and as a result negatively affects feed intake and growth performance. Crowding stress also results increase in abnormal behavior and levels of aggression, which increases non-growth energy expenditure. The current recommended space allowance for weaned pig is at least 0.34 m^2 per pig in slatted pens, however, in antibiotic-free feeding regimen, more space allowance might be required [1].

In commercial swine production, clean and hygienic sanitation play an important role in growth performance of healthy pigs. Degradation of sanitary conditions could provoke moderate inflammation in weaned piglets. The housing for weaned piglets must be sterile clean. After disinfection, the walls, floor and equipment must be dried. This is especially important in rooms with concrete floors and grilles. This is usually difficult to achieve using only a heating system: additional diesel heaters will be needed. If the floor is not dry enough, as soon as the piglets come, it will become wet, because the piglets heat the concrete with their bodies, and the moisture heated in the concrete will collect on the surface. A moist and warm environment is conducive to the development of bacteria [4]. Maintaining high standards of cleanliness in the nursery is critical for optimal performance of piglets partly because of its direct or indirect effects on gut health and function.

Weaned piglets and adult pigs are reared according to all-in/all-out system. The principle behind is that between batches of pigs, the location is completely cleared, disinfected and rested to ensure the cycle of infection is broken and premises do not themselves serve as a reservoir for infective material. The key reasons for using all-in/all-out system are to minimize exposure levels to pathogenic organisms in the pig farm, to avoid the spread of diseases from adult pigs to younger pigs, and to increase feed efficiency and rate of gain by maintaining a high health status [1].

Successful weaning requires a comprehensive approach, knowledge of biosafety, physiology and behavior of piglets. Analyzing the situation on the farm, it is possible to develop a system that will successfully pass a critical period of weaning piglets and achieve good economic results [4].

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Пономаренко Н. Г.

НОРМАТИВНО-ПРАВОВЕ ЗАБЕЗПЕЧЕННЯ ЯКОСТІ ОСВІТИ АВСТРІЇ

В статті розглядається нормативно-правове забезпечення якості освіти Австрії. Наголошено, що для усіх рівнів освіти розроблені та *затверджені освітні стандарти, за якими й визначається якість навчального закладу та освітнього процесу.*

Ключові слова: *нормативно-правове забезпечення, якість освіти, стандарти, освітній процес*

The article considers the regulatory and legal quality of education in Austria. It is emphasized that for all levels of education educational standards have been developed and approved, which determine the quality of the educational institution and the educational process.

Keywords: *regulatory support, quality of education, standards, educational process*

Наприкінці 1990-х років проведення міжнародних порівняльних досліджень успішності учнів PISA та TIMSS стали поштовхом для нових поглядів на цілі та функції загальної середньої освіти. Цьому сприяла експертиза системи освіти Австрії під керівництвом Г. Альтріхтера (H. Altrichter) та П. Поша (P. Posch) [1]. На основі цієї експертизи в Австрії були розроблені, а в 2009 році запроваджені освітні стандарти з німецької мови, математики та іноземної мови для учнів 4-х та 8-х класів [2, с. 15].

В 2013 / 2014 навчальному році був прийнятий документ під назвою «Якість загальноосвітньої школи» («Schulqualität Allgemeinbildung» (SQA)), який передбачає шість параметрів: результати навчання, освітній процес, освітнє середовище, управління та менеджмент, розвиток персоналу, шкільне партнерство та зовнішні стосунки [3, с. 194].

З 2009 року кожні три роки Австрія за зразком Німеччини складає національний звіт щодо ситуації в галузі освіти, основою якого є дані статистики з одного боку та дані міжнародних порівняльних досліджень успішності учнів з іншого [3, с. 174].

В галузі професійної освіти в 2004 році в Австрії була розроблена стратегія «Ініциатива якості професійної освіти» («QualitätsInitiative BerufsBildung» (QIBB)) [4], а також стандарти професійної освіти, тобто компетенції, яких повинні досягти випускники установ професійної освіти по завершенню начання. З метою підтримки розвитку якості професійної освіти в 2007 року був створений Австрійський центр якості професійної освіти (Österreichische Referenzstelle für Qualität in der Berufsbildung (ARQA) [5].

Згідно § 14 Федерального Закону Австрії про організацію університетів та їх навчання (Bundesgesetz über die Organisation der Universitäten und ihre Studien) з метою забезпечення якості університети повинні створювати власну систему забезпечення якості [6].

§ 1 Федерального Закону Австрії про забезпечення якості у вищих навчальних закладах (das Hochschul-Qualitätssicherungsgesetz) регулює зовнішнє забезпечення якості у спеціалізованих вищих навчальних закладах та приватних університетах. Згідно закону зовнішня експертиза вищого навчального закладу здійснюється за допомогою сертифікації внутрішньої системи менеджменту якості, акредитації освітніх програм, акредитації освітніх установ та нагляду за акредитованими освітніми установами та програмами. Закон передбачає також поєднання внутрішньої системи забезпечення якості із зовнішньою експертизою [7].

Зазначимо, що університети в Австрії не підлягають обов'язковій акредитації. З 2006 року кожний університет укладає з Федеральним міністерством науки, досліджень та економіки (Bundesministerium für Wissenschaft, Forschung und Wirtschaft (BMWFW)) на три роки угоду про успішність, в якій університети визначають цілі та наміри забезпечення якості та експертизи, досягнення яких вони повинні довести за допомогою сертифікації внутрішньої системи менеджменту якості університету [3, с.178].

Акредитація є обов'язковою лише для спеціалізованих вищих навчальних закладів та приватних університетів, при цьому § 23 та § 24 Закону про забезпечення якості у вищих навчальних закладах передбачено проведення програмної та інституційної акредитації. Передумовами для інституційної акредитації є наявність внутршньої системи менеджменту якості, для програмної акредитації - забезпечення якості [7].

Для проведення зовнішнього забезпечення якості в Австрії створено Австрійську Агенцію забезпечення якості та акредитації (Agentur für Qualitätssicherung und Akkreditierung Austria), яка є членом Європейської Асоціації забезпечення якості в галузі вищої освіти (the European Association for Quality Assurance in Higher Education) і завданнями якої є: розвиток та забезпечення якості за міжнародними та національними стандартами; акредитація освітніх програм та освітніх установ; нагляд за акредитованими освітніми програмами та установами; сертифікація освітніх закладів після аудиту; проведення досліджень та системного аналізу, експертиз та проектів; консультування з питань забезпечення та розвитку якості в галузі вищої освіти [7].

Забезпеченню якості післядипломної освіти Австрії приділяється також значна увага. Зокрема, в 2011 році були розроблені рамки якості освіти дорослих (Qualitätsrahmen für die Erwachsenenbildung in Österreich (ÖCERT)), на основі яких здійснюється підтвердження якості та сертифікація установ післядипломної освіти [8].

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УДК 811.111

Puzyrenko M.

FRENCH HIGH EDUCATION SYSTEM

The article considers the basics of the French higher education system and what its peculiarities of the higher education system. There is also a brief comparison with between Ukrainian and French universities and their educational processes and examinations.

Key words : *French universities, higher education system, university courses, study fees.*

French education system includes more than 3 500 institutions of higher education, both public and private. Universities, grandes écoles (high, most prestigious academies) or high schools of art or architecture: the choice is great for the French students as well as for the international applicants who what to study in France

There are more than 3,500 public and private institutes of higher education in France: 72 universities, 25 multi-institute campuses, 271 Doctoral schools, 227 engineering schools authorised to award the title of engineer, 220 business and management schools, 45 post-secondary public schools of art, 22 schools of architecture and 3,000 private schools and institutes.

Universities: higher education accessible for everyone

Overall, 75% of the French universities are the foreign students who have chosen France for their higher education. These public higher education institutions are funded by the French state. Universities spread throughout France and issue national degrees (Bachelor, Master's, PhD) all of which have the same academic value throughout the country.

First-year enrollment is open to all holders of a high school national exam results. Science, literature, languages, the arts, the humanities, health and sports, university courses cover all areas of sciences and research.

University of Sorbonne

The Grandes Ecoles (the most prestigious academies): Culture of excellence in the French style

These academies are also open to the international students(20% of total students enrolled). Higher Normal Schools (NSEs), Institutes of Political Studies (IEP), Engineering Schools, Business and Management Schools, Veterinary Schools and a few other schools, these large academies are either public or state-recognized private institutions. They issue diplomas at the Master's level (5 years of higher education), some of which issue the Master's degree. Many courses are delivered in English.

Admission to these institutions is very selective. It is done by competition after two years of preparatory classes. The cost of registration and study fees are much higher than at university.

Higher education schools and specialized institutes: practical/applicable sciences

Nearly 3,000 public and private higher education institutions offer courses in specific sectors such as health, audiovisual, communication, journalism, fashion and design, agronomy, political science, etc.

These institutions issue diplomas and certificates recognized or not recognized by the state. Admission to these specialized schools and institutes is done based on the high school grade competition or the profile competition. The duration of the studies is usually two to five years.

High schools of art and applied arts

In France, nearly 50 public art and design colleges that below of the Ministry of Culture. The art, design and communication courses are organised either within the Bachelor or Master’s degrees and they are confirmed by national diplomas.

Four well-known public arts schools depend directly on the Ministry of Higher Education: the Boulle, Olivier de Serres, Duperré and Estienne schools. They deliver national degrees in the fields of graphic design, space design, fashion or crafts.

Some private or chamber-of-commerce schools issue their own diplomas. Some are registered in the National Register of Professional Certifications (RNCP). These institutions of higher education of art and applied arts recruit very selectively after competitions of profiles and/or based on the interviews.

National high schools of architecture (ENSA)

The National Higher Schools of Architecture form a network of 20 public schools under the the Ministries of Culture and Higher Education, Research and Innovation. The architecture schools offer three courses of training that deliver national degrees recognized by the state: bachelors, master's and doctoral degrees. Applications can also be submitted online on the Campus Art website.

French system after the Bac exam

French education system is very different from the Ukrainian. The french high school ends up with a nationwide exams that contains most important subjects like languages, literature, mathematics, chemistry, biology and other sciences.

After the exam/s, called ‘BAC’ (an equivalent to Ukrainian ЗНО) which take place in several sittings, a pupil gets his/her average that is mostly based on the final exams. With this average score where 20 points is maximum. French grading system has 20 as a maximum grade in school and in university.

After the announced results a future student though the national online system can choose about 3 universities/faculties according to his/her grades, profile and personal preferences. The application is taking place on the national website for the prospective students and then followed by interviews in some private or very selective fields.

If a pupil is ranked higher in the national list then have have “better” choices and can select a very prestige and popular university then a student who is ranked lower in the national list. When the choices have being made and approved then the universities where the enrollees’ requests have been sent respond to the candidate.

A DIVERSIFIED HIGHER EDUCATION OFFER

“More than 1,200 classes are provided in English. Short programmes that consist of learning French thanks to cultural visits are also offered to foreign students. There are more and more MOOC offered in French. The acronym FUN, for France Université Numérique (Digital University France), refers to the first French online course platform. It provides nearly 300 courses from over 80 institutes, with enrolment near the one million mark.”

Students in classroom at the university

A TIGHT ACADEMIC SCHEDULE

In France, the academic year begins in September or October, depending on the institution and programme. It is punctuated by holidays, including two weeks at year-end. At the end of the first semester, classes are briefly interrupted for exams. The summer holidays start in May or June at the end of the second semester exams. In general, these holidays last at least two months.

CLASS FORMATS IN HIGHER EDUCATION IN FRANCE

In French universities, instructors and researchers give students two types of classes:

- cours magistraux (lectures): a professor presents a subject to students in an amphitheatre for 100 to over 1,000 people. These non-mandatory classes are often written up and handed out by the instructors to students in the form of pamphlets, which can prove very handy when it comes time to revise for exams at the end of the semester;

- travaux dirigés (TD - tutorials) and travaux pratiques (TP- practical or lab work): these mandatory classes are for smaller groups and are a complement to the lectures, with the intention of applying and deepening theoretical understanding. Company internships may also be required in addition to the tutorials and practical work.* (based on the internet open source information)

When comparing the French and Ukrainian higher education system, it goes without saying that the French system is concentrated more on the group/project work more than on general lectures or personal study time. The group projects allow build up and share the knowledge as well as learn from working together, manage and organise their preparation time.

In the end of the semesters the exams are held based on the topics discussed and presented within the projects. The exams event when learning foreign languages (English, Spanish, German are the most popular languages) are written and almost never oral

The student are highly encouraged to do at least one exchange semester in a different European country of a student's choice - to learn the language, break the psychological barrier when learning a foreign language and to enlarge their worldview and obtain more wider experience.

The libraries are free for the students enrolled to the university and are equipped with the specialised literature as well as the computers. There students spend time to prepare for the exams and meet with their project groups in order to prepare their presentations.

The lectures, book reports and interaction with the professors are not as widespread as in Ukrainian universities. Projects, participation in the group works and the written exams constitute the majority of the grade.

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Радченко Т. О.

Ганніченко Т. А.

PROBLEMS OF MARKETING. (TARGETING)

У статті розглядаються теоретичні та методологічні аспекти *формування та розвитку маркетингу взаємодії, виявляється зміст категорії «взаємодія», дається економічна інтерпретація ефекту взаємодії систем управління в забезпеченні єдності інтересів між усіма учасниками розвитку ринкових мереж.*

Ключові слова: *маркетинг, маркетинг взаємодії, ринкові мережі, ефективність, таргет.*

In the article the theoretical and methodological aspects of the formation and development of interaction marketing are considered, the content of the category "interaction" is revealed, the economic interpretation of the effect of interaction of management systems in ensuring unity of interests between all participants in market networks are given.

Keywords: *marketing, interaction marketing, market networks, efficiency, target.*

The interaction of the subjects of the market network, in the process of which the formation of long-term relations is carried out, the exchange of resources and information, can be viewed as a certain sequence of actions, limited in time and space. However, the process of interaction, its effectiveness depends on the overall goal of the subjects' behavior networks, situation or state of the controlled system, resource availability (potential) of the control system and the presence (level of resolution) problems, conflicting situations and the mismatch of the goals of the subjects participating in the interaction process. Interaction management on process network subjects has economic content since it acts not only as a part but also as the final integration element of the overall process of value creation. When this management process may include such stages as determination of economic needs, assessment of economic resources and reserves, distribution, and use of network resources. In this regard, interaction can be viewed as an aggregate type of activity in the network, characterizing the degree, ways, and forms of mutual influence of network subjects in the process of achievement or set goals and mutual satisfaction existing needs. Interaction is impossible without action and impact. One of the initial forms of interaction between network subjects is action. Higher level and degree of knowledge control characteristics is the impact. It wears probabilistic since it is mediated by a significant number of interacting parameters in the control system interaction. Interaction unifies and integrates action and interaction and is thus a more complex form of management activities. Interaction - complex in a hierarchical sense category, it can take place within each of the subsystem networks, between subsystems of different levels, within the entire network market factors. The peculiarities of the tasks being solved make the interaction permanent or temporary, unforeseen. The classical literature on management distinguishes these interactions: interaction of control systems, the interaction of the subject and the control object, and the dynamic relationships between subsystems and elements of the systems (Yu.A. Tikhomirov, 1987). That is why ensuring the unity of interests and regulation of the interaction between all network participants can act as factors of a significant increase in the efficiency of the entire network. In this case, the metric of the estimated performance indicators of all interacting subjects in the network should be focused on the ultimate goal of the network, and not on the local goal of each and the subject. For the economic interpretation of the effect of interaction between control systems, it is important to classify interaction, taking into account the process characteristics of each subject of interaction, for example: with a consumer, suppliers, customers, distributors, related competing manufacturers, transport contractors, etc. When studying the interaction of a subject and a control object in a network, it is necessary to consider the possibilities of integrating subjects and objects of management, as well as changing their place, while maintaining the unity of management and executive procedures. In this case, within the framework of the principle of hierarchy of the network management system, each subject of management becomes the object of management. And this causes the creation of chain interactions in the network, where coordination, regulation, and delegation of authority are carried out. From an economic point of view, the interaction between the subject and the object of management should contribute to the development efficiency of network processes and achievement of goals and objectives network management in a given or long-term period. Dynamic relationships between subsystems and elements of the control system itself (the subject of control) characterize an independent type of interaction. At the heart of interactions of elements of the network management system lie basic systemic provisions: the unity of goals of all elements of the network; structural integrity; alignment of interests (local, private, general) in the process of interaction. The creation of inner unity and coherence of all elements (subsystems) of the network ensures reliable, economic, and efficient network performance. The interaction research process involves a detailed study of its functional, organizational, and infrastructure support. The most important tool for interaction research in the network management system and its elements is modeling as a method of scientific knowledge. Modeling acts as a tool for finding ways to improve network management structures, streamlining functional and organizational actions. In this case, separate modeling of interaction inside each element and outside the network may become expedient. This is advisable in market conditions and the need to distribute risk in the system of interaction management by network structures. So the interaction within each element networking does not require the same attention as the interaction between the controls of the network. The latter is more laborious associated with risk, loss of time for approval, regulation, and coordination. Organization of interaction of elements (subjects) of the network should be presented as a complex, cross-functional problem, the effectiveness of the solution of which depends on some factors including

– type (small, large business), nature, purpose, type of organizational structure, place in the hierarchical system of economic management;

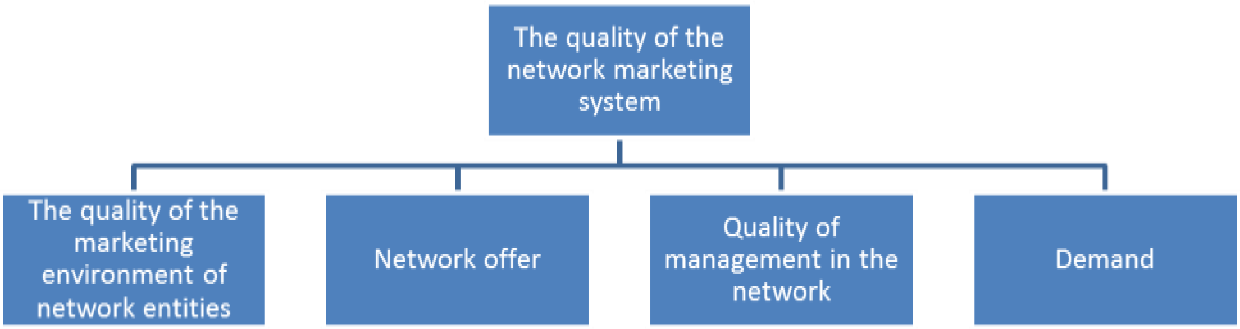
– goals, problems, and tasks to be solved within the framework of a specific organization as an element of a business network;

– the rights, duties, and powers of the organization, established by the rules of interaction of subjects in the network;

– proven and promising management methods, used in the online community;

– the level of standardization of normative actions, reflecting the statics and dynamics of the interaction of subjects in the network.

It should be borne in mind that the local implementation of the above factors when organizing the interaction of elements of the network may not give satisfactory results in achieving the set goals. Therefore, it is necessary to develop a comprehensive methodology analysis and organization of interaction between business partners in networks. The scheme for developing such a methodology may include: - a study of the properties and the existing control mechanism of each subject of the network in the process of interaction; - development of adapted forms of interaction between network subjects in the management process, taking into account the systemic principles of functioning; - identification of priorities and limitations in the process of interaction and classification of types and types of interaction between network factors; - the formation and organization of working procedures for the study of the types and nature of connections between subjects in the process their interactions; - identification of metrics of characteristics and optimization of actions, relationships and interaction of network subjects in to ensure the efficient functioning of all business network. Particular attention should be paid to the presence in the process the interaction of network subjects not only formal but also informal actions. This is important, since the network, which we consider as a socio-economic organization (system), operates in an uncertain, probabilistic environment, and the economic behavior of such an organization is subject to numerous influences, which makes it difficult to describe its characteristics with a certain degree of accuracy. In this regard, the methodological approach to the study of interaction network subjects should take into account the probabilistic nature of the connections, the hierarchy of interaction, the possibilities of self-organization of each of the subjects, etc. So, when studying the process of interaction between small and large businesses located in corporate communications should take into account the possibility of the emergence and development of the following types of relationships; commercial, conflict; maternal (genetic); technological; marketing; structural; infrastructural; promising (development dynamics). In this context, the effect of relationships between network factors can be characterized by the orderliness of the system, which is reflected in the repetition (uniformity) of actions, their level of standardization in space and time. In this case, you can assume that the higher the degree of uniformity, the higher the order in the interaction system. The network, in the form of a focal formation of a market network, can be considered as a system, the management of which involves both aggregation and disaggregation of problems and tasks management of this system. At the same time, each subject of this system needs to have a metric of economic indicators, reflecting the effectiveness of network management. As the basic principles for constructing such metric economic indicators can be: - the level of closure of the network and its control system; - economic and marketing compatibility business entities included in the network; - coordination of centralized and local planning of resource use at all levels of the network hierarchy; - consideration of uncertainty and risk factor in the process evaluating the effectiveness of inter-level interaction of network subjects. It is pertinent to note that the effectiveness of interaction network partners in the future will depend on the development of partners' interactivity. This will require balance, training and enhancing the communication of network factors, which will lead to the growth of competitive advantages for all network entities. On the other hand, the interactivity of a business partner is possible with a sufficiently high level of marketing compatibility of business entities (Bagiev G.L., 2006) 3. Marketing compatibility can be characterized as the ability of network factors to function in a certain marketing environment without reducing the set (planned) parameters of the effectiveness of marketing systems for each of the subjects included in the network. At the same time, the marketing environment is considered as the environment created by the aggregate marketing activities carried out by business entities within their existing marketing potential. From an economic point of view, a deviation (decrease) in the level of the marketing environment can lead to a decrease in the level of marketing compatibility, and in some cases to reduce the efficiency of interaction between partners and the network generally. In such situations, consumers, intermediaries, suppliers, and buyers can act as catalysts in the process. maintaining the marketing compatibility of business entity networks. The relationship between the quality of the marketing systems of each of the subjects of the network with the quality of the marketing environment, thereby with the level of marketing compatibility is shown in Fig. 1.



Thus, marketing compatibility can act as a factor providing growth values of each company in the network and, accordingly increase the value of the network as a whole.

Within the framework of exchange theory, marketing compatibility network entities reflect the possible level, the potential of attracting marketing efforts in the process of business communications online and offline. The main characteristics of the effectiveness of interaction network factors are defined as target indicators. Set target indicators are usually called metrics. For instance, the effectiveness of marketing activities can be characterized by a list (list) of characteristics, indicators, estimates that show the degree to which the company has achieved its marketing goals. Such estimates are obtained in the form of unambiguous, established measurements (Table 1). So, the marketing metric compatibility can be characterized using marketing characteristics standardized by top management, indicators, and criteria reflecting the possibility of comparing the level of marketing activities of business entities of the network. The network can be considered closed when the exchange of resources between all network factors, due to the needs of the factors within the existing at a given time interval limits and potential capabilities of the network. That is, in a closed network, the highest degree of uniformity and the highest degree of the orderliness of interaction. The network orientation of the interaction process is in this case, a concept of relationships based on multilateral relationships, and not on a "two-color" relationship (buyer-seller). And the exchange of resources among the members (partners) of the network is a source of dependence and power. In this case, there is the heterogeneity of resources and their hierarchical control. The high valence of each of the subjects of the network from the onset or accomplishment of any event in the business network requires a search for optimal forms (boundaries) of organizing the interaction of subjects in the process of network management. Determination of the optimal (rational) forms of organizing the interaction of subjects is associated with the establishment of interactions and interdependencies between subjects on a particular a different level of the management hierarchy, taking into account the multifactorial, probabilistic situation and constantly changing characteristics preference for inter-level relationships. Optimization of interaction is aimed, first of all, at establishing rational connections and interdependencies between subjects and levels of network management. Particular attention should be paid to the rationalization process the task of preventive delegation (distribution) of connections and functions, and restrictions on their number. To distribute connections between network subjects (or between the links of the management system of a subject) it is proposed to use the scheme shown in Fig. 2. It is known that a network can be considered as a set of interconnected exchange relationships between representatives of the parties, participants in the process of mutual transfer, available Values. Therefore, a particular market can be represented as one or several networks. AND online marketing viewed from a conceptual point of view the market as a regulator of the behavior of economic systems in a competitive environment.

Analysis of the state of the process of interaction with subjects

Drawing up, analysis, ranking of interaction goals, taking into account the level of management

Justification of the way of interaction to achieve goals

Fig. 2. Scheme of work on distribution

№	Classifier	Target indicators
1	Customer, finite consumer	- satisfaction; - perceived quality/service; - reputation; - awareness; - feature; - perceived characteristics; - purchase intent; - general image; - attitude/sympathy; - attributes; - advertising awareness; - the comprehensibility of advertising.
2	Buyer behavior, the final consumer	- total number of buyers/end consumers - loyalty/preservation of the company in the consumer's memory - loss/switching to other companies share of repeat sales - market penetration / new customers / customer gain - quantity/range of products from calculation per customer - the number of new buyers - the number of created leading products / direct market response - winning customers (the ratio of the volume of leading products and sales) - the degree of reaching customers through the media (share the target market that has been achieved thus) - Frequency of repetition of media advertisements/opportunities - demographic / psychographic consumer indicators - consumption patterns - purchase models - expressed complaints / dissatisfaction - maintenance costs under warranty.
3	Competitors	- the volume of the market share; - relative price; - reaction time to changes in the price of

		competitors' goods; - relative perceived quality; - the importance of the company's voice.
4	Innovation	- the number of new products; - satisfaction with new products; - the perceived quality of new products; - revenue from new products; - profit from new products; - parameters of market penetration (an indicator of the speed of product perception market); - delivery rates/share of goods delivered on time; - quality/showiness of activity / superiority; - product range / variety; - revenue / development costs (per product); - fulfillment of orders.

Cumulative linkages of interaction between network factors

In this regard, the interaction between the subjects of the network, mediated by their relationships, shows the mutual orientation of two (or more) sides relative to each other. The activities of the interaction of the parties are partially equal. Interaction in the network is aimed at achieving the economic goals of the parties involved. Interaction has a dual character in the exchange process, it acts as driving force (motive force of exchange) and at the same time the interaction is synthesized into social, business, information exchange, it is based on adapting the competence of the active networks, exchanged values, technology compatibility and business culture. It can be assumed that long-term relationships between business entities of the network are the basis for more effective and reliable interaction in a competitive environment. This the premise follows from the nature of the market, which endows market processes with the heterogeneity of supply and demand; the need to develop coordination and cooperation mechanisms interacting with subjects; the process of effective innovation, product, service, and technology updates; dependence of the results of interaction on the degree of uncertainty of the conditions for the implementation of the process of exchange of values, which, as a rule, requires compliance with the principle - reducing the degree of this uncertainty. Economic efficiency of the interaction process network factors is created by achieving the required level of various factors (Fig. 3). As you can see, these are factors such as level of cooperation, degree of coordination, stability, flexibility, ability to maneuver, variability, heterogeneity, uncertainty, innovation. Let's reveal the content of individual factors. The heterogeneity of networks is an important property, since how it allows for major opportunities in the implementation of the process of integrating the resources of network entities, based on which there are innovations in the activities of the network. Coordination is systematic and complex since it covers not only vertical structures (but also horizontal (lateral) structures (related industries, infrastructure education). The dynamics of network development are based on progressiveness and innovation of both the parent (management) company and other participants, factors of the network. As a rule, the level of innovation of a network affects its structure, and therefore the volume exchange relationships. Flexibility is the ability of the network management system to promptly respond to changes in business conditions while maintaining the stability of the network and the interaction process of network factors. The flexibility of network management can be manifested in the formation of new subjects, management links, and changes in their structure, in the redistribution of functions, in the elimination of unnecessary subjects or links. Flexibility is at one with structural stability network, its control system. In this context, it is more appropriate to consider the combination of stability with flexibility, network management structures, which is more typical to reflect the efficiency of interaction between network subjects. If the compatibility of network subjects according to the considered metric of indicators is not achieved, then the functionality of the subjects may not be realized. And this testifies to the low quality of interaction of subjects in the network and about a decrease in its effectiveness.

stability, adaptation, cooperation, stability, number of network participants, uncertainty, resource availability, reliability, flexibility, coordination, variability, negativity, activities, marketing itself luminosity heterogeneity, innovation

Fig. 3. Factors affecting the economic efficiency of the process of interaction of subjects in the network

Analysis of the conceptual and theoretical foundations of the organization the process of interaction in market networks allows us to formulate the main components of the effectiveness of interaction, which can become the basis for economic assessing the costs and their results of measures to ensure stable functioning of the network:

- the effect of long-term connections, relationships between network subjects;
- an increase in the efficiency of using existing resources;
- improving the quality of consumer value of network products;
- reducing the level of risks of interaction due to their redistribution between network entities;
- increasing the stability of information links;
- increasing the level of coordination of actions of network participants;
- the effect of the introduction of standard solutions in the network;
- growth of trust, image, the importance of brands of participants networks;
- increased flexibility of behavior of large business structures.

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Раковська М.А.
Ніколіна О.Т.

РОЗВИТОК ПРОФЕСІЙНОЇ ГРАМОТНОСТІ СТУДЕНТІВ ЗАСОБАМИ ІНОЗЕМНОЇ МОВИ НА ОСНОВІ ІМПЛЕМЕНТАЦІЇ МОДЕЛІ SIOP

The article deals with the problem of students' academic professional literacy development by means of a foreign language based on the implementation of the SIOP Model. The foundations of the question have been borrowed from the SIOP (Sheltered Instruction Observation Protocol) Model that focuses on helping English Language Learners (ELLs) with academics in a mainstream classroom. The SIOP Model provides a practical and flexible tool for educators. It is revealed

that The SIOP Model was developed to assist mainstream teachers in using research-based practices which ensure ELLs success with academic language.

Стрімкий розвиток сучасних інформаційних технологій здійснив суттєвий вплив на сферу освіти, тому виникла необхідність реформування системи освіти з метою покращення її ефективності. Одним з основних напрямів, здатних здійснити модернізацію освітнього процесу в Україні, є впровадження нових форм, методів та методик викладення навчального матеріалу. З цією метою, особливу увагу доцільно звернути саме на викладання іноземної мови.

Сучасний фахівець має бути готовим діяти в умовах високої динаміки ринку праці. Для цього йому необхідно вміти працювати з іншомовними інформаційними потоками, бути динамічним, здатним аналізувати процеси, що відбуваються в оточуючому середовищі, бути гнучким та поліфункціональним.

Професійна підготовка може вважатися ефективною лише тоді, коли результатом її буде професійно мобільний кваліфікований фахівець, який не тільки володіє спеціальними знаннями, а й вміє застосовувати професійні знання і знання іноземних мов, приймаючи на себе відповідальність за власну діяльність. Головною метою діяльності будь-якого закладу вищої освіти є створення умов для підготовки професійного фахівця у своєї галузі.

Модель SIOP об'єднує особливості ефективного навчання в одне ціле, інтегрує іноземну мову з навчанням професійної діяльності. Домінуючий вплив на ставлення до навчальних дисциплін надають професійні мотиви. Студенти, які мають яскраво виражені професійні мотиви навчальної діяльності, оцінюють важливість предметів і інтерес до них значно вище, ніж ті, хто не прагне стати справжнім фахівцем, і отримати глибокі знання. Процес вивчення іноземної мови націлений на формування елементів загальнокультурних і професійних компетенцій. Саме сукупність даних компетенцій в майбутньому визначатиме рівень професійної підготовки майбутніх фахівців, ступень їх готовності до професійної самовизначеності та професійної діяльності.

Знання іноземної мови дозволяє майбутньому спеціалісту ефективно займатися професійною діяльністю у своїй галузі: працювати з іноземною літературою, писати доповідь чи звіт, писати статтю, брати участь у дискусіях іноземною мовою, виконувати усний або письмовий переклад літератури у професійному напрямку. Це значно підвищить рівень мовної підготовки майбутнього фахівця.

Модель професійного розвитку викладача іноземних мов, або протокол ефективності роботи викладача (SIOP) спрямована на застосування методів викладання іноземних мов, які роблять зміст предмету зрозумілим для тих, хто вивчає англійську мову. Компоненти та функції SIOP демонструють ряд аспектів, які роблять діяльність викладача ефективною. Модель SIOP об'єднує особливості ефективного навчання в одне ціле, інтегрує іноземну мову з навчанням професійної діяльності, що в контексті сучасної української освіти   особливо актуально при переході до системи підготовки фахівців.

Модель професійного розвитку викладача іноземних мов, або протокол ефективності роботи викладача (SIOP) був розроблений вченими Echevarria, Vogt та Short. Модель SIOP складається з 30 показників, згрупованих за вісьмома основними. компонентами:

- елементи в рамках підготовки занять (процес планування заняття (зміст і мовні цілі, додаткові матеріали), створення значущих видів діяльності;
- створення передумов (встановлення зв'язку зі студентами, спираючись на їх досвід попереднього навчання, а також розвитку їх академічного словника;
- зрозуміла подача інформації (викладачі повинні коригувати свою промову, моделювати академічні завдання і використовувати мультимодальні методи для поліпшення розуміння);

- компонент "Стратегії" (використання скаффолдінгу і розвиток навичок мислення більш високого рівня;
- взаємодія (спонукає викладачів заохочувати студентів до вдосконалення власного мовлення та розподілу студентів відповідно до мовного розвитку;
- практика і застосування (імплементація по практиці і розширенню змістовного навчання);
- проведення заняття з використанням навчальних матеріалів дозволяє презентувати викладачам заняття, які відповідають запланованим цілям та сприяють залученню студентів;
- компонент огляду та оцінки дозволяє викладачам переглянути ключові мовні та змістові поняття, оцінити навчання студентів та надати конкретні академічні відгуки щодо результатів [3, с.16].

Модель SIOP спрямовує викладачів іноземних мов на створення стратегій моделювання змісту предмету, які мають вплив на покращення вмінь та навичок володіння іноземною мовою. Модель пройшла тестування у закладах вищої освіти США та країнах Європи, та довела свою ефективність у навчанні лінгвістично та культурно різноманітних студентів. Компоненти моделі SIOP включають підготовку до заняття, побудову передумов, способи адаптації інформації для студентів, стратегії взаємодії, тактики проведення занять, оцінку розуміння матеріалу студентами та ефективності викладача.

Імплементація та розробка технологій моделі SIOP сприятиме формуванню та розвитку у студентів немовних спеціальностей навичок професійного спілкування, вміння будувати комунікацію при груповому вирішенні проблеми, здатність проектувати нові форми дії, а також здатність використовувати іноземну мову для отримання нових знань у професійній сфері та вирішення професійних завдань.

Розвиток академічної професійної грамотності студентів засобами іноземної мови на основі імплементації моделі професійного розвитку викладача (SIOP) дасть змогу ефективно підготувати студентів до професійної діяльності в сучасному світі.

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Salamatina O.
Markowska A.

FOREIGN LANGUAGE PUBLICISTIC INTERVIEW AS A COMPLEX COMMUNICATIVE PHENOMENON

In the article the journalistic interview is considered as a coherent text in combination with extralingual – pragmatic, sociocultural, psychological and other factors.

Key words: *extralingual factors, background knowledge, respondent, interviewer, speech act, mutual understanding, linguistic unit.*

Modern foreign language journalistic interview should be considered as a complex communicative phenomenon, which includes, in addition to the text, extralingual factors – knowledge of the world, guidelines, goals of the addressee – necessary for understanding the text, i.e. we have to perceive journalistic interview as a complex system of hierarchy of knowledge. In other words, the interview is not limited to a specific language statement. It is considered as a coherent text in conjunction with extralingual – pragmatic, socio-cultural, psychological and other factors [1, p. 136].

Thus, when creating an interview, the author uses two types of knowledge: verbal and background (primary), the latter of which form the information base of the subjects of communication. Background knowledge is the joint knowledge of the respondent, the interviewer and the reader, which reflects the general ideas about the world around them, forms stereotypes of behavior and moral and ethical laws of existence. Such knowledge, which relates primarily to geography, history, public life, art and culture, customs and traditions of the country of the studied language, reflects the background vocabulary, which is known to all members of the linguistic and cultural community. The Germans are aware of the fact that "der Ku-Damm" is an abbreviated name for "Kurfürstendamm", Berlin's central street with shops, hotels and restaurants, and "TEE-Züge / Trans-Europa-Express-Züge" is a trans-European express train that runs between the largest Western European cities; that "West Athen" is the figurative name of Munich as a city with many museums, theaters, developed musical culture and architecture, and "Weißer Sonntag" is the name of the first Sunday after Easter. The author, operating with background knowledge, verbalizes the information that accumulates in the process of life. The reader correlates this difference with his own knowledge and interprets it. Therefore, background knowledge ensures the success of the speech act, because it is the information fund, the only one for the creator of the text and its interpreter. The presence of background knowledge explains the process of mutual understanding between the author and the reader, although the tasks are different [5, p. 116].

Thus, in a modern foreign language interview, the respondent and the interviewer use not only isolated language data, but also all their experience (linguistic and social), knowledge, interpretive mechanisms that appear in the processes of categorization and conceptualization of the world.

The reorientation of scientific interests in modern general linguistics is manifested not only in the transfer of attention from object to subject, but also in the transition to the study of units with a high level of complexity. Their successful study is no longer due to the previously existing methods of linguistic research. To cope with the pressing tasks, it was necessary to move from the unit of concept to the identification of the entire structure of cognitive processes. Thus cognitive linguistics arose – a new linguistic direction, which focuses on language as a cognitive mechanism involved in the representation (coding) and transmission of information, while cognitive mechanisms and structures of human consciousness are studied through linguistic phenomena [3, p. 109].

Until the early 1990s, foreign cognitive linguistics was a collection of individual research programs that were almost unrelated. However, already in the mid-90's in Europe the first textbook on cognitive linguistics "Introduction into cognitive linguistics" by F. Ungerer and H. Schmidt was published [7]. Among modern cognitive scientists it is expedient to name S. A. Jabotinska [2], I. S. Shevchenko [4], H. Strohner [6] and others, who constantly emphasize the importance of the "human factor" in language in their works.

The fact that at the present stage more and more linguists are beginning to share the concept of cognitive conditioning of basic linguistic units and structures, leads to a shift in the focus of research from obvious superficial textual representations (forms of expression) to the actual semantic units and structures of human knowledge and at the same time, to a greater or lesser extent, are reflected in language units, participating in the processes of generation and interpretation of language messages.

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Сарницька Д. О.

Глумакова О. І.

THE USE OF INTERNET TECHNOLOGIES IN THE STUDY OF FOREIGN LANGUAGES IN THE SCHOOL

(ВИКОРИСТАННЯ ІНТЕРНЕТ-ТЕХНОЛОГІЙ ПРИ ВИВЧЕННІ ІНОЗЕМНИХ МОВ У НАВЧАЛЬНОМУ ЗАКЛАДІ)

У статті досліджено застосування інтерактивних методів навчання, а також виникнення нового напрямку у вивченні іноземної мови за допомогою Інтернет-ресурсів із застосуванням різних принципів.

Ключові слова: *інтерактивні методи, інновація, Інтернет-технології, мультимедія, диференціація, оптимізація.*

The article examines the application of interactive teaching methods, as well as the emergence of a new direction in learning a foreign language using Internet resources using different principles.

Keywords: *interactive methods, innovation, Internet technologies, multimedia, differentiation, optimization.*

Processes of reforming the national education system of Ukraine require updating and modernization of educational technologies and teaching methods. Special Interactive methods become relevant in today's market development learning that stimulates innovative change in the cultural and social Wednesday. These methods are an active response to problem situations that arise both before the individual and before society as a whole. Conditions and needs of modern life have led to the emergence of a new direction in learning a foreign language, is led to the use of new Internet technologies.

Thus, the purpose of this study is the theoretical justification of the method learning a foreign language using Internet learning technologies. Achieving the goal determines the feasibility of solving the following tasks:

1.consider modern Internet technologies for mastering foreign languages;

2. identify the role of computers and multimedia in learning foreign languages;

3. consider the experience of implementing Internet technologies to improve learning efficiency;

4. eliminate difficulties in learning a foreign language by students.

Analysis of pedagogical and technical literature has shown that there are different variations of the concept of "Internet technology". Most scientists associate this concept with methods, tools, techniques, processes and processing environments various information. For example, in the "Concept of the national program information ”says that“ information technology is purposeful organized set of information processes using tools computers that provide high speed data processing, quick search for information, access to information sources regardless of location their location "[2]. Internet technologies according to M.I. Zhaldak and Yu.S. Ramsky - is "a set of methods, tools and techniques used to implement and ensure information processes in various fields human activity "[3].

In our opinion, learning a foreign language with the help of Internet technologies is an opportunity to work personally with each student, taking into account his abilities, level of knowledge, skills and abilities. Except this, the use of Internet technologies in foreign language teaching allows move away from traditional forms of learning and increase individualization educational activities of students, optimize the acquisition of language structures and grammatical rules, as well as to overcome the monotony of the lesson in the formation speech and communicative competence of students in education [1].The following principles are important in this case:

Differentiation. That is an opportunity to choose and offer to students necessary variants of educational tasks, of a certain complexity and quantity and in such sequence that corresponds to their cognitive abilities, level of knowledge and skills. You can solve a number of lessons in a computer class didactic tasks: to form reading skills and abilities, using global network materials; improve written language skills students; replenish their vocabulary, form a strong motivation to learning a foreign language [4].

Optimization. Availability of various means of presentation of educational material, its structuring with wide involvement of interactive types and forms of works [4].

Independence. Using a hyperlink system that gives opportunity for each student to choose the path and pace of study material [4].

When working with the curriculum with the help of Internet technologies, there is a methodical method of "transferring" students to a foreign language, a situation close to real life. In addition, students have interest in working with a computer, including a variety of computers programs.

Thus, we can say that the use of computer technology makes the learning process intensive, because it creates an atmosphere of competition, fosters the ability to cooperate. Such classes promote the development of creativity, forming their own views on the problems to be solved. During these classes students learn to compare, summarize, systematize knowledge and skills and thus develop their speech.

Література:

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Сизоненко Ю.С.
Тішечкіна К.В.

MANAGEMENT ASPECTS OF BLOCKCHAIN PLATFORMS

Представлені результати інформаційно-економічного аналізу інтернет-ресурсу однієї з компаній IT-індустрії в галузі криптовалют на базі технології блокчейну. Визначено завдання управління компанією в IT-галузі на базі технологій блокчейну: залучення партнерів з рекламних послуг та розробка спільних з ними програм; розвиток мереж CPA (розповсюдження інформації за фінансову винагороду); просування контекстної реклами на *спеціалізованих ресурсах, використання соціальних мереж для просування бренду компанії; активне використання цільової реклами та блогів у соціальних мережах; просування компанії в засобах масової інформації.*

Ключові слова: *управління інформаційними ресурсами; технологія блокчейн; криптовалюта; адаптація.*

The results of information and economic analysis of the Internet resource of one of the companies in the IT industry in the field of crypto currency based on blockchain technology are presented. The tasks of the company's management in the IT industry based on blockchain technologies have been determined: attracting partners from advertising services and developing joint programs with them; development of CPA networks (dissemination of information for financial reward); promotion of contextual advertising on specialized resources, the use of social networks to promote the company's brand; active use of targeted advertising and blogs on social networks; promotion of the company in the media.

Keywords: *information resources management; blockchain technology; crypto currencies; adaptation.*

Mobile systems, due to consumer qualities, ease of use, as well as technical and communication development in the field of portable devices, are increasingly replacing personal computers as everyday personal information and computing devices. The current trend is that mobile devices are increasingly crowding out stationary systems on the Internet. A large number of mobile services for various purposes have been developed, including payment systems [1]. Bitcoin, Ethereum and other decentralized networks based on blockchain technologies have certainly proven the relevance of independent, decentralized ledgers of transactions. However, decentralization and the lack of control by third parties imposes high demands on the resource intensity of network nodes and leads to a loss of universality.

The most attractive product based on blockchain technologies is the crypto currency segment - a new and rapidly developing unexplored phenomenon in the global economy, the production companies that occupy a certain niche in the field of financial services and arouse increased interest in society, especially from young people. It should be noted that there is almost complete absence of official statistics for the analysis and management of this segment of the digital economy. There is no such information for a wide range of users, therefore, analytical tasks of management and promotion of projects in this area are solved with the help of proactive socio-economic research [2; 3].

This segment is still little researched, therefore the purpose of the study is an information and economic analysis of the Internet resource of one of such companies, the IT industry, in the field of crypto currency based on blockchain technology. However, since the real company, on which the research was conducted, considered the obtained data to be a commercial secret and did not allow its name to be published, it was assigned a certain conditional name "IT company producing crypto currency." The direction and purpose of the resource is to attract investors, make investments, and provide the information necessary for this.

The company has been operating for several years, has a large staff of developers and advisors, each of whom is a highly qualified professional. The target audience of the site is made up of residents of different countries: America, Russia, Europe and Central Asian countries. Mostly male, between the ages of 18 and 35, with above average financial support. These are mainly employees of the banking, finance and IT industries.

Table 1 Traffic statistics of the site of the "IT-company producing cryptocurrency" for 2018−2019

The country	Number of visits	Average time attendance
Russia	12 107 (14.6%)	00:03:14
United States	5 359 (6.47%)	00:01:54
Indonesia	4666 (5.63%)	00:01:39
Ukraine	4837 (4.19%)	00:02:06
Brazil	3473 (2.15%)	00:01:22

The purpose of visiting the site is to invest your own funds, perform speculative actions, conclude partnership agreements, as well as diversify your income. It was revealed that in order to improve the statistics of website traffic, and ultimately, the capitalization of the company, this organization uses a strategy that is as follows:

1. an affiliate program is being implemented, which includes an agreement with third-party services engaged in advertising activities;
2. CPA networks are developing (dissemination of information for financial reward);
3. contextual advertising is promoted on sites devoted to this topic;
4. targeted advertising on social networks is used;
5. preparation and publication of articles in large mass media is actively underway;
6. the personal brand of the company was formed and promoted;
7. social media blogs are administered.

The number of site visits directly depends on the development of the cryptocurrency market, its popularization, as well as exchange rate fluctuations. The advertising and marketing strategy, which is developed by the marketing department, plays a significant role in site traffic.

For informational and economic research of the site, requests were sent to specialized services. The site was assessed by experts who, according to certain criteria, gave an overall assessment of the site. Also, the site is rated by the audience. At the time of the study, the following estimates were stated: ICO Bench - 4.9 out of 5.0, Track ICO - 5.0 out of 5.0, ICO Marks - 9.0 out of 10.0, Foundico - 9.5 out of 10.0, ICO Inspect - A +, Coin Khoj - 8.1 out of 10.0, which says about the successful promotion of the company in the Internet space 1.

Thus, the conducted research allows you to narrow down and define the main tasks of the company's management in the IT industry based on blockchain technologies. The main ones are: attracting partners from advertising services and developing joint programs with them; development of CPA networks (dissemination of information for financial reward); promotion of contextual advertising on specialized resources, use in social networks to promote the company's brand; active use of targeted advertising and blogs on social networks; promotion of the company in the media.

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Смутило О. В.

Глумакова О. І.

THE INFLUENCE OF GLOBALIZATION PROCESSES ON THE ACCOUNTING SYSTEM IN UKRAINE (ВПЛИВ ГЛОБАЛІЗАЦІЙНИХ ПРОЦЕСІВ НА СИСТЕМУ БУХГАЛТЕРСЬКОГО ОБЛІКУ В УКРАЇНІ)

У статті розглянуто особливості впливу глобалізаційних процесів на розвиток системи бухгалтерського обліку в Україні, проаналізовано результати і наслідки впливу глобалізаційних процесів світової економіки на розвиток системи бухгалтерського обліку в Україні.

Ключові слова: *бухгалтерський облік, глобалізація, глобалізаційні процеси, положення (стандарт) бухгалтерського обліку.*

The article considers the peculiarities of the impact of globalization processes on the development of the accounting system in Ukraine, analyzes the results and consequences of the globalization processes of the world economy on the development of the accounting system in Ukraine.

Key words: *accounting, globalization, globalization processes, provisions (standard) of accounting.*

Globalization is one of the most important characteristics of modern world economic development, which directly affects all spheres of public life. Globalization processes are constantly evolving. Particular importance in the study of the impact of globalization processes should be given to the accounting system in Ukraine.

In foreign literature, the question of the impact of globalization processes on the accounting system is considered in the works of J. Galbraith, P. Yeshchenko, A. Anderson, L. Burton, A. Arseenko, J. Stiglitz [1] and many others. This influence was reflected in the publications of such domestic scientists as O. D. Gudzynsky, M. Ya. Demyanenko, V. M. Zhuk, O. M. Petruk, I. B. Sadovska, G. G. Kireytsev and others.

The existing accounting system is conservative and imperfect, does not take into account the current conditions of business entities and does not use the latest advances in information and communication technologies. The lack of a proper theoretical justification of accounting as a science, inhibits the development of the accounting system in the face of globalization in Ukraine.

Professor Kireitsev GG concluded the following on the impact of globalization processes on the development of the national accounting system and the consequences of this impact: «Globalization of the economy should be understood as the creation of global industries, organization of global commodity and financial markets» [2].

In addition, the preparation of financial statements in accordance with IFRS [3] will mean a change in accounting methodology. Then at the stage of its grouping and generalization on the relevant accounts, registers and reports. The methods of valuation of accounting objects are also changing. The consequence of the above is a change in the Chart of Accounts, accounting records, in the methods of valuation of assets and reflected business transactions, ie in the methodology of accounting.

In summary, we can assume that failure to take into account the interests and needs of direct users of accounting information will reduce the efficiency of management and, accordingly, reduce the efficiency of the enterprise. The purpose of the first system will be the formation of information for the preparation of financial statements in accordance with the requirements of IFRS, the second - "internal", the purpose of which will be the formation of information in accordance with management requirements [4].

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Солончук Т.О.

Тішечкіна К.В.

USE OF MICROFERTILIZERS AND BACTERIAL PREPARATIONS AS ELEMENTS OF NUTRITION OPTIMIZATION AND ENVIRONMENTAL PROTECTION UNDER DIFFERENT SYSTEMS OF OIL FLAX GROWING

Основною метою проведення наших досліджень було вивчення впливу різних систем вирощування, обробки рослинних залишків азотними добривами і біодеструкторами стерні, а також спільне використання бактеріальних препаратів і мікродобрив на показники формування висоти рослин і врожайності льону олійного за умов Південного Степу України.

Ключові слова: *льон, системи вирощування, деструктор стерні, біопрепарат, мікродобрива, висота рослин, урожайність, економічні показники.*

The main research was to study different systems of cultivation, packaging of plant residues with nitrogen fertilizers and stubble biodestructors, as well as the joint use of bacterial preparations and microfertilizers on the formation of tall plants and the popularity of oilseed flax in the southern steppe of Ukraine.

Keywords: *flax, cultivation systems, stubble destructor, biological product, microfertilizers, plant height, yield, economic indicators.*

Field experiments were conducted in the conditions of the educational-scientific and practical center of the Mykolaiv National Agrarian University of the Southern Steppe zone of Ukraine. The soil of the experimental field is represented by the chernozem of the southern medium-loamy slightly saline, with a deep level of groundwater .The humus horizon is dark gray with a chestnut tinge, characterized by salinity and a narrow ratio of Ca 2+ * and Mg2 + (2.5-2.8). Characterized by high viscosity, lumpy and loose. It has a significant number of remnants of the roots of cultivated plants and weeds. The arable horizon is in the range of 0-30 cm. The transitional horizon has a coarse-grained or lumpy-prismatic structure. Under the humus horizon lies a carbonate iluvium. In addition, when drying the soil has a high density, low permeability prone to swelling. The lowest moisture content of 0-70 cm of the soil layer is -22.0%, wilting moisture -9.7% by weight of dry soil, density -1.40 g / cm3.

The predecessor of oil flax in the experiment is winter wheat. The experiments were performed with a variety of flax oil Orpheus. The background was a mineral fertilizer with a dose of N34R34K34. The scheme of the experiment included the following options: Factor A (Growing Systems):

- Traditional (Control);
- Mulching;
- Preservative.

Factor B (Variants of destruction of plant residues):

- Without the use of nitrogen fertilizers and stubble destructor (Control);
- Using 100 kg / ha of ammonium nitrate;
- Using EcoStern (2.5 l / ha) + 100 kg / ha of ammonium nitrate. Factor C (Microfertilizers and bacterial preparations):

K - Water treatment 300 l / ha (Control);

B - Water treatment 300 l / ha + Biocomplex-BTU-r (0.7 l / ha) + urea (5 kg / ha);

Kv - Water treatment 300 l / ha + system of microfertilizers Quantum (complex of chelated fertilizers Quantum - TECHNICAL (2.0 l / ha)) + functional microfertilizer Quantum - Akvasil (2.0 l / ha)) + urea (5 kg / ha);

B + Kv - Water treatment 300 l / ha + Biocomplex-BTU-r (0.7 l / ha) + system of microfertilizers Quantum (complex chelated fertilizers Quantum - TECHNICAL (2.0 l / ha) + functional microfertilizer Quantum - Aquasil (2.0 l / ha)) + urea (5 kg / ha).

In the first half of the growing season, with sufficient soil moisture, the development phases took place without deviations, the plants formed a relatively high and healthy seed yield. The root system was relatively well developed and grew deep. In the process of scientific research, phenological observations were made on the biometric indicators of the aboveground part of oilseed flax culture . Higher indicators of the length of the aboveground part of plants (50-54 cm) were observed in the variant with a preservative treatment system with integrated use of biological product Biocomplex-BTU-r and microfertilizer system Quantum against the background of treatment of plant residues with stubble destroyer EcoStern with ammonium nitrate.

When using a mulching and traditional treatment system, this figure decreased. Without the use of destructors, stubble plants of oilseed flax had the lowest height - from 35 to 50 cm, depending on the year of research. In the control variant (in the traditional system of cultivation without the use of nitrogen fertilizers and stubble destructor, as well as without the use of microfertilizers and bacterial preparations) and a similar variant in the mulching system of cultivation, they were the lowest (35-39 cm). Preservation system for growing flax oil on the option without the use of nitrogen fertilizers and stubble destructor formed taller plants (40-46 cm). To date, using a conservation system for growing crops in field crop rotation on the southern chernozem in arid climates, agricultural enterprises of various forms of ownership, it is possible to obtain a relatively high biological yield of seeds (1.86-1.90 t / ha and more), on against the background of mineral nutrition N34R34K34, with the treatment of plant residues of winter wheat as a precursor to the bacterial preparation of the stubble destroyer EcoStern at the rate of 2-2.5 l / ha and simultaneous application of ammonium nitrate 100 kg / ha in physical weight (working solution 300 l / ha) when using as a fertilizer for vegetative plants in the "Christmas tree" phase of the bacterial preparation Biocomplex-BTU-r and the system of microfertilizers Quantum with the simultaneous application of 5 kg / ha of urea.

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Стець А.В.

Глумакова О.І.

IMPACT OF THE DIGITAL ECONOMY ON ACCOUNTING (ВПЛИВ ЦИФРОВОЇ ЕКОНОМІКИ НА СТАН БУХГАЛТЕРСЬКОГО ОБЛІКУ)

У статті подано умови про цифрову економіку, що зростає із *збільшенням залучення в систему бухгалтерського обліку даних неекономічного характеру, та реалізовуються нові розробки IT-технологій . З використанням цифрової економіки стає можливим вивчення можливостей оцінки нових об'єктів обліку.*

Ключові слова: *Цифрова економіка, бухгалтерськії облік, блокчейн, інформаційні зрушення.*

The article presents conditions for the digital economy, which is growing with the increasing involvement of non-economic data in the accounting system, and new developments in IT technologies are being implemented . Using the digital economy, it becomes possible to study the possibilities of evaluating new accounting objects.

Keywords: *digital economy, accounting, blockchain, information shifts.*

The digital economy is not and cannot be a separate industry. This is the basis, context, and link between a significant number of processes, industries, and operations. Digitalization is the transformation of knowledge and information into digital form, which provides quick and easy access to information and exchange of information between people by connecting to digital equipment. The development of the digital economy also has a certain impact on the state of accounting.

Digitalization of accounting provides an opportunity to use remote communication, which is more efficient and allows you to perform certain operations at a distance. At the same time, the importance of accounting operations and the role of an accountant is not downplayed. Digital accounting, by contrast, in the context of using the Internet as a means, evaluates a professional accountant.

So, the main positive impact of the digital economy on accounting, we can note the following. There is a cash flow in real time; there is a decrease in certain costs; the importance of automating accounting and reporting activities increases due to accuracy; there are such features of the accounting process as the speed of exchange and reliability of storage; the ability to use accounting consulting to your advantage; the identification and increase of new accounting objects; the development of innovative methods for evaluating new accounting objects; the formation of approaches to the integration of various types of accounting, etc. The positive impact of the digital economy on accounting allows generating, transmitting and interpreting financial and accounting data in electronic format, as well as developing theoretical, methodological and applied aspects of accounting development.

Using the digital economy, it becomes possible to study the possibilities of evaluating new accounting objects, in particular, such as intellectual human capital, Social Capital, customer base, innovative products, and so on. The importance of the digital economy increases with the increasing involvement of non-economic data in the accounting system. New developments in IT technologies are being implemented, such as cloud technologies, open technology platforms, electronic reference and information systems, and the creation of a single international format and content of financial statements in electronic form. In our opinion, thanks to the digital economy, an accounting system should be created that integrates information about the internal business processes of the enterprise and the external environment.

According to some accountants, regarding accounting methods in the digital economy, "it is advisable to abandon the stereotypes of their perception as something once and for all resolved, static and unshakable. While maintaining the methodological core of accounting, it is important to develop and expand the range of methods used, while ensuring their compliance with both traditional and new accounting tasks» [1].

Thus, interest in blockchain technology, which is changing the world as much as the Internet did in its time, is growing every day on the part of all civilized states and international institutions. The list of leaders in its implementation includes the United States, Canada, Brazil, Australia, Israel, the United Arab Emirates, Georgia, Estonia, the United Kingdom, France, and Germany. Ukraine is no exception, for which the scale and pace of digital transformation should become key characteristics of the country's development, and since 2016 this technology has been gradually introduced in various industries [2].

A blockchain is a distributed data registry that stores information about each transaction made in a closed peer-to-peer user system. Data is stored as a sequence of blocks (hence the name – blockchain) with transaction records. They cannot be forged, because each new record confirms existing chains. To change certain data, you need to change the information in all other blocks. At the same time, since the system is distributed, up-to-date information about entries in it is stored by all its participants and automatically updated when any changes are made. Unlike centralized money systems, where information Consequently, significant technological and informatization shifts caused by the digitalization of the economy, as well as the growth of the information potential of the economic space, cannot but affect the state of accounting and Accounting Science. They also dictate new opportunities for the development and modernization of the accounting profession.

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УДК 811.111

Сусуловський Д. Ю.

Ганніченко Т. А.

UKRAINE IS A MARITIME STATE OR A COUNTRY BY THE SEA?

У майбутні десятиліття здатність країни забезпечувати зростаючі потреби в продовольстві та інших ресурсах, а також місце на світовій арені будуть значною мірою визначатися тим, наскільки повно країна буде використовувати можливості, що представляються Світовим океаном. Морська діяльність будь-якої держави була і залишається однією з найважливіших складових економічного зростання та забезпечення національної безпеки. Провідні морські країни світу проводять активну морську політику та досягають значних успіхів в освоєнні морського середовища.

Україна має славну історію морської діяльності, але за останні 20-25 років вітчизняний морегосподарський комплекс зазнав великих збитків. Україна перетворюється з міцної морської держави на "країну у моря".

Однак Україна все ще має значний потенціал для відродження морської діяльності.

***Ключові слова**: морська держава, держава біля моря, конкуренція, конкурентоздатність, ринкова економіка, суднобудування, рибальство, економічній потенціал.*

In the coming decades, the country's ability to meet growing needs for food and other resources, as well as its place on the world stage, will be largely determined by how fully the country will take advantage of the opportunities offered by the world's oceans. The maritime activities of any state have been and remain one of the most important components of economic growth and national *security. The world's leading maritime countries pursue an active maritime policy and achieve significant success in the development of the marine environment.*

Ukraine has a glorious history of maritime activity, but over the past 20-25 years, the domestic maritime complex has suffered great losses. Ukraine is transforming from a strong maritime state into a "country by the sea."

However, Ukraine still has significant potential for the revival of maritime activities.

***Keywords**: maritime state, state by the sea, competition, competitiveness, market economy, shipbuilding, fisheries, economic potential.*

Ukraine has access to two seas and access to 6 neighbors, such as Moldova, Romania, Bulgaria, Turkey, Georgia, and Russia, which provides great opportunities for international trade. Access to the seas also makes it possible to trade in seafood and other marine goods. Due to this, the importance of the maritime sector of the economy is difficult to overestimate.

The maritime economic complex is a multifunctional structure that meets the needs of the national economy in transport. Seaports are an integral part of the transport and production infrastructure of the state. The efficiency of seaports, infrastructure development affect the competitiveness of domestic enterprises in the world market.

To understand the essence of the topic, you need to define the meaning of the terms "maritime state" and "state by the sea":

The sea state is a state which has marine resources, uses them to develop trade and a national economy.

Country by the sea is a country that has access to the sea, formal access to maritime goods, but does not use them (or does not use them effectively enough) in the development of related industries and the economy as a whole.

So, Ukraine is accurately country by the sea, because Ukraine is a country located in Central and Eastern Europe, in the southwestern part of the Eastern European Plain. On the territory of Ukraine, there are 63,119 rivers and streams with a total length of over 206,000 km, of which 102 km or more are 3302. There are about 20,000 lakes in the country, of which only 43 have an area of 10 km or more.

However, is Ukraine a maritime state?

To find the answer to this question, we propose to compare Ukraine with a country that has precisely secured the status of a maritime.

The world example of maritime power is Great Britain. The leading role in the country belongs to maritime transport (86% of cargo turnover), it provides international and domestic relations. As the United Kingdom is an island nation, all its external transportation and trade are related to sea and air transport. About 90% of the total cargo turnover is accounted for by maritime transport, including 25% for cabotage. Cabotage is a term used to refer to the "sailing of a commercial cargo or passenger ship between seaports of the same State". The UK has a well-developed infrastructure. The main elements of the country's transport infrastructure are: inland waterways (5 thousand km), more than 70 sea and 200 river commercial ports.

The British economy is highly dependent on the state of the national merchant navy. According to the Ministry of Transport and the British Chamber of Shipping, about 95% of the tonnage and 75% of the value of British foreign trade cargo, as well as up to 25% of domestic trade goods are transported by water.

Economics or economic sciences – a set of social sciences about the economy, namely - the organization and management of material production, resource efficiency, distribution, exchange, marketing, and consumption of goods and services.

Based on the above prerequisites, the paper aims to discuss the concept of "maritime state"; view the history of shipping of the state; consider maritime assets, in particular, those owned by Ukraine and identify trends in a modern maritime policy of the country; "Ukraine - a maritime state or a state by the sea" - to answer questions; analyze the level of development of industries economically related to the sea.

FISHING

The history of Ukraine as a maritime district began in the early 20th century. In the Russian Empire, fish were harvested and processed exclusively by hand. It was caught in inland waters (1913 inhabitants 80.2% of the total number of fish in the country) and in the coastal areas of the European North and Pacific Oceans. In 1913, $ 1.1 million was seized in the Russian Empire. t of fish and seafood. During the years of Soviet rule, the fishing industry became a highly developed branch of the food industry. A powerful fishing fleet has been created, equipped with the latest equipment for exploration, fishing, and its packaging. It is built to develop the coastal base - fish ports, shipyards, ship repair and cooperage plants, net knitting fabrics, fish factories, refrigerators. Organized ocean and sea fishing. Catches of much of the fish and reproduction of seafood are carried out in the Atlantic, Arctic, Pacific, Indian Oceans, Antarctic waters. In 1980, fish were seized in the USSR, and 9.5 million hryvnias were harvested from sea animals and seafood. tons (1940 - 1.4 million tons). The most important centers of the fishing industry of Ukraine - Sevastopol, Kerch, Odesa, Mariupol, Berdyansk. In Sevastopol, Kerch, and Odesa the big base of ocean fishing in warehouses of ports with a complex of the enterprises on the repair of vessels, industrial tools of catching, refrigerators, canneries is created.

But during the independence and transition to a market economy every year the catch of fish in Ukraine is significantly reduced. On store shelves, more than 85% of total fish products are imported. This is even though most recently the Ukrainian fishing industry was among the top five world leaders.

In this regard, fish prices have soared, and Ukrainians, choosing to buy a kilo of hake or a kilo of pork, often prefer the latter. As a result, the consumption of fish products in Ukraine has decreased many times in recent years.

According to the Association of Fishermen of Ukraine, in 1991 Ukraine caught 1.1 million tons of fish and had 238 ocean-going vessels, of which 40% were factory vessels that processed fish into fish products on board. Imports of seafood and fish in the domestic food basket at the beginning of independence were only 10%.

But in 25 years the situation has changed significantly and not for the better. Over the years, fishing in Ukraine has decreased almost 15 times. In 2013, it amounted to only 216 thousand tons, and in 2016 - and quite 78.5 thousand tons. A significant reduction in production in 2013-2016 is due to the loss of Crimea. At the same time, only 5 ocean-going vessels remain in Ukraine today, 4 of which fly the New Zealand flag and practically do not work on the Ukrainian market, and another one is leased for krill fishing in Antarctica.

As a result, imports of fish products in Ukraine today account for more than 85% of all sales in the country. Norway remains the leader in fish and seafood supplies in Ukraine. It is followed by Iceland and the United States.

SHIPBUILDING

The history of Ukrainian shipbuilding is rich and voluminous, during the beginning and development of the shipbuilding industry in general, many were created and modernized devices, machines, generations of workers changed, production technologies were updated, and bought factories with related industries, and enterprises cooperated and coordinated. The work was not only in the construction and repair of ships and vessels. Products were prepared that could be related to shipbuilding only indirectly.

The weight of shipbuilding in Ukraine in the Russian Empire was insignificant (13%). Shipbuilding in Ukraine developed in the 1920s and 1930s; In 1928-29 it accounted for 14% of all mechanical engineering production, and its weight in the USSR increased. Several new plants were built and old ones were reconstructed; after the Second World War, the destroyed factories were rebuilt and reconstructed and new ones were built. For example, the oldest information about the "Black Sea Shipyard" dates from 1887. That is, the plant is now 132 years old.

In the Ukrainian SSR the main enterprises of the shipbuilding industry were located in Mykolayiv, Odesa, Kherson, Kyiv; smaller (mostly ship repair) in

Sevastopol, Zhdanov, Kerch, and outside the USSR - in Taganrog, Novorossiysk, Tuapse; river ship repair in Zaporizhzhia, Dnipropetrovsk, Kiliya, Pinsk, etc.

The largest factories: Black Sea Shipyard in Mykolayiv, originated in 1907 from the union of two shipbuilders head (built 1895-97), produces ocean-going ships, tankers, dry cargo ships, and diesel-electric ships, bases "Soviet Ukraine" and "Soviet Russia", with a displacement of more than 20,000 tons each, the research vessel "Academician Sergei Korolev", gas turbine "Paris Commune", etc.); Kherson shipbuilding was built in 1951-53, produces ocean-going vessels, as well as to riverboats, steamships, etc .; Kyiv Shipyard "Lenin's Forge", founded in 1862 as a machine builder enterprise, from 1913 (ch. after 1945) transformed into a shipbuilder head, produces river vessels, sea fishing trawlers, etc.

Shipbuilding statistics in the USSR were not published, and there is no information on the construction of warships at shipyards in Ukraine. There are assumptions that until 1941, 15-20 warships were produced annually in Ukrainian factories (until 1914, Ukrainian shipbuilding produced mainly warships; as of 1914, 8,300 people worked in military shipbuilding at Mykolayiv plants).

Now in Ukraine, various types of vessels are being built, among others: dry cargo, bulk tankers, whaling bases, freezer fishing trawlers, receiving and transport, refrigerators, timber trucks, reconnaissance, passenger ships on hydrofoils, cargo and passenger, etc .; significantly increased the structure of troops. ship. In addition to shipbuilding, there are ship repair companies.

In the first half of 2002, Ukrsudprom's plants produced products worth UAH 270 million ($ 51 million), which is 14.8% more than in the same period last year.

The improvement of the situation in the shipbuilding industry is largely due to its restructuring. The vast majority of enterprises have been transformed into open joint-stock companies. Non-core industries separated from the factories and became independent economic entities. Factories lost the social sphere, which required significant maintenance costs.

The cooperation of several established Ukrainian plants with European shipbuilders has become a favorable factor: ship hulls are being built in Ukraine and completed in Europe. Thanks to this scheme, Damen Shipyards Okean, Zatoka Shipyards (Kerch), Leninska Kuznya (Kyiv), Kyiv, and Kiliya Shipyards and Shipyards have orders for the construction of hulls of various types.

However, many problems remain. At some enterprises, the construction of ships under previously concluded unprofitable contracts continues. Factories have great difficulty in obtaining loans to modernize production, with a lack of working capital, with capacity utilization.

In 2006, the production volumes of shipbuilding enterprises of Ukraine reached UAH 2,303 million, while the growth of production compared to 2005 amounted to 11.1%. The order portfolio for 2007 is 42 vessels worth $ 248 million, including 14 complete vessels worth $ 156 million. (for comparison: in 2006 the order portfolio was 52 units worth $ 329.7 million).

In general, in 2000–2006, there were positive trends in shipbuilding in Ukraine. According to the data, in 2006 shipyards built and delivered to customers 26 vessels and vessels, with a deadweight of 206.9 thousand tons, worth $ 135 million, including $ 99.6 million for export and $ 35.9 million for the domestic market. million.

CONCLUSION

For centuries, Ukraine has gained capacity in the maritime sector of the economy, which is still enough to consider Ukraine a "maritime state", but in recent years of independence, there have been negative trends in the development of shipping, shipbuilding, fishing, and more. If Ukraine does not work on reforming, optimizing the work of enterprises in this area, it will soon lose the status of a maritime state.

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Тимощук А.Д.

Тішечкіна К.В.

GROWING WINTER BARLEY IN THE KHERSON REGION

The article presents the features of growing winter barley in the Kherson region. Продуктивність культури в даній області та які сорти краще вирощувати для сталих урожаїв. Надано рекомендації стосовно використання гербіцидів та норми їх використання. Вказано на які хвороби потрібно звернути увагу під час вегетації рослини, оскільки вони можуть завдати шкоди майбутньому урожаю.

Ключові слова: *ячмінь озимий, Херсонська область, сорт, урожай.*

At the statti, special features have been introduced for the cultivation of winter barley in the Kherson region. Productivity of the crop in this area and

which varieties are best grown for sustainable yields. Recommendations on the use of herbicides and the norms of their use are given.. It is indicated what diseases you need to pay attention to during the growing season of the plant, as they can damage the future harvest.

Key words: *winter barley, Kherson region, variety, harvest.*

Winter barley can be attributed to precocious cereals, as it reaches maturity 7‐ 14 days earlier than winter wheat, as a result, this crop makes it possible to grow post-harvest crops and have high yields. In the Kherson region with a long warm autumn, winter barley is a valuable precursor for winter wheat.

Winter barley has a high yield potential. In the Kherson region, it is able to yield 60-80 c / ha and more grain. Thus, according to field experiments of the Institute of Irrigated Agriculture NAAS, its yield under irrigation is 81-85 kg / ha. The genetic potential of existing in production, as well as new varieties of barley of intensive type under irrigation increases to 80-120 kg / ha [1].

Many factors influence the production of high and stable yields, namely the selection of varieties that can provide a stable grain harvest in all weather conditions. When growing winter barley, special attention should be paid to the selection of varieties, so for analysis in each farm you can grow 2-3 varieties for comparison and choose varieties with the best characteristics, namely, first of all, yield, resistance to the most common diseases. In recent years, many new high-yielding varieties of this culture have been bred.

The following varieties are recommended for growing by intensive technology in the Kherson region: Worthy, Silhouette, Jason, Periwinkle, Yarna, Ivanhoe, Mirage, Delicatessen, Rosava, Snow Queen, Storm. Varieties Rosava and Snow Queen belong to the two-handed, it gives the opportunity to sow in autumn and spring. The largest area in the Kherson region for cultivation is occupied by the Snow Queen variety.

Most often, winter barley in the Kherson region is grown by intensive technology, as well as winter wheat. The best precursors for winter barley are occupied steams, legumes, corn, sunflower, sugar beets, cotton, winter wheat, which goes after perennial herbs.

For sowing you need to use sorted large seeds of the first class of the sowing standard. 14 days before sowing the seeds are treated against root rot and soil pests to reduce the risk of damage to plants during the growing season. Sowing in the Kherson region begins from the second decade of October to the beginning of the first decade of November, as in recent years there has been a warm and rainy autumn. Winter barley is sown in narrow-row and conventional row methods. The seeding rate depends on the predecessor, type of cultivation, variety, sowing qualities of seed.

In the tillering phase of winter barley, if available, dicotyledonous weeds should be controlled with herbicides: agent - 0.4-0.6 l / ha; dialene, 40% in. p. - 0.7-1.2; granist (granstar) rangoli 0.5 kg / ha - 0.020-0.0250 kg / ha and others. It should also be noted that winter barley during its growing season is affected by many diseases, the most common are root rot, powdery mildew, Fusarium graminearum, helminthosporiosis, which as a result destroy the yield and seed quality.

It is believed that the best way to harvest winter barley is separate, followed by threshing rolls, but this method is more energy consuming. Harvesting begins when 80-85% of the grains reach waxy and full maturity. Early harvesting leads to "draining" of the grain in the rolls, as a result it becomes thin, because some of the accumulated nutrients go to the straw. To date, however, direct combining is of the most use and grain moisture should not exceed 14% [2].

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Тирпак К.П.

Тішечкина К.В.

GROWING CUMIN IN THE MYKOLAIV REGION

У статті наведено переваги вирощування Кмина звичайного у районі південного Степу. Розказано про особливості культури та надано рекомендації щодо вирощування, в кінці наведенні результати прибутковості, розраховані за научним методом.

Ключові слова: *Кмин, урожайність, ефірні олії, вирощування, вегетація.*

The article presents the advantages of growing Cumin in the southern steppe. The features of the culture are presented with given recommendation for cultivation, and the results of profitability calculated by the scientific method are given at the end.

Key words: *Cumin, yield, essential oils, cultivation, vegetation.*

Caraway (Carum carvi L.) is a biennial herbaceous plant of the Apiaceae family. Cumin seeds contain 4-7% of essential oil and 14-22% of fatty oil. Essential oil and its components - carmon (50 -65%) and limonel (20-30%) are used in medicine, confectionery, perfume, alcoholic beverages, food and tobacco industries. [1]

On the territory of Ukraine, cumin is not grown on large areas, its crops are located in Khmelnytsky, Vinnytsia and Ternopil regions, until 2014, crops grown in the Crimea were also taken into account. Now it is difficult to calculate accurate data on the number of hectares allocated for cumin in Ukraine, as most crops are located in backyards. This crop is most common in Finland, where its area is, according to ProAgria, about 24 thousand hectares. It is grown by 1,400 agricultural producers, which is one quarter of the world's producers. [2]

Cumin is resistant to cold, so the seed of this spice is planted in early spring or autumn before frost. The seeds germinate at + 6 ... + 7 ° C. For planting it is better to choose well-permeable nutrient soils with a neutral reaction. There are about 2 g of seeds per 1 m². Sow the seeds in rows with an interval between them of about 35-45 cm planting depth is 1, 5-2, 5 cm so that the sprouts came up earlier, the planting site is covered with film. The seeds germinate in 2-3 weeks. Plants tolerate short-term drops in temperature. After the seedlings grow up, thinning is carried out, leaving a gap between them of 15-20 cm

Cumin culture is two-year - in the first year of the growing season harrowing and apply inter-row tillage at least 4-5 times is carried out. If necessary, thickened crops in the phase of 3-4 true leaves are thinned. For the second year in early spring the crops are harrowed across the rows. Cumin is a cold-resistant and precocious crop, so the plant in the first year of life quietly overwinters, grows quickly in early spring and in late April gives marketable products. But temperatures above 30 ° C negatively affect the formation of the crop. At the same time, cumin is a moisture-loving plant, so it gives high yields only in the area of sufficient moisture. Moisture is absorbed slowly by the seeds, so the seedlings appear only 18-25 days after sowing. Keep in mind that cumin fruits ripen at different times and crumble easily. Therefore, they are collected separately when browning 35-40% of the fruit, and direct combining - 50-60%. The cleaned seeds are dried. Another plus of growing cumin. Like its closest relatives anise, fennel, dill, this culture is a valuable honey plant.

In Ukraine, the culture is not popular among agricultural producers due to undeveloped cultivation technology.

After calculations, it was determined that the possible yield of cumin in the steppe zone, which was determined by the formula, is 7.25 t / ha, this result was obtained using the average moisture content, and the calculation of the possible yield on the quality of the soil as a result is 1.5 t / ha.

Thus, for cultivation in the Southern Steppe of Ukraine it is possible to obtain the yield of cumin sowing based on the potential of 1.5 t / ha and the level of profitability of 650%.

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Тішечкіна К.В.

Ганніченко Т.А.

NAMES OF PLANTS IN UKRAINIAN AND ENGLISH DICTIONARIES

Стаття присвячена дослідженню сільськогосподарської термінології. Розглянуто поняття «термін» та проаналізовано лексико-семантичні особливості деяких термінів рослин (аґрус, айва, акація, алича, амарант, баклажан та інші) за допомогою словників української та англійської мов.

Ключові слова: *термін, термінологія, сільське господарство, словник.*

The article deals with some agriculture terminology. Concept “term” is considered. Lexical peculiarities of some terms of plants (gooseberry, quince, acacia, cherry-plum, amaranth, aubergine and etc) are analyzed with used Ukrainian and English dictionaries.

Keywords: *term, terminology, agriculture, dictionary.*

Ukraine is a valuable agrarian state for the international community, so the further development of our country will be connected with this direction.

Attracting investment requires improving the knowledge and skills of professional translators. Accurate translation of agricultural terminology is the key to proper and efficient use of Ukrainian lands.

Translation is a linguistic contact and simultaneously a phenomenon of bilingualism. A professional translator must know not only two languages, but also be able to find and correlate the communicatively equivalent means of these languages, taking into account the peculiarities of a particular act of communication, to know the principles, methods and techniques of translation [3, p. 37].

When defining the term, researchers B.M. Golovin and R.Y. Kobrin indicate that "the term is a word or subordinate phrase that has a special meaning that expresses and shapes the professional concept and is used in the process of cognition and development of scientific and professional objects and relations between them "[1, p. 5].

Research of questions of translation and analysis of professional agricultural terminology and scientific and technical terms in general was carried out by domestic scientists and researchers: Gorbunova N., Kondratyuk S., Kolesnik N., Pomiguyeva L., Semko N. and others.

Agricultural terms can be divided into several thematic groups, such as animal and plant names, plant and animal diseases, land cultivation methods, and more.

The purpose of our work is to analyze the lexical-semantic features of some terms of plant names in Ukrainian and English.

The sources of the study were data from 7 dictionaries of Ukrainian, English and Russian.

A number of studied terms retain lexical meaning both in Ukrainian and in English lexicographic sources. The Ukrainian nouns "антонівка", "алича", "апорт" are one-component, English variants are multi-component. In addition, the "аніс" and "алича" tokens are being synonymous with translation:

áґрусовий (СУМ 1, 18) – прикметник до аґрус;

gooseberry (CORD, 168) – *adj;*

айвá (СУМ 1, 25) – південне плодове дерево родини яблуневих;

quince (**Ling.; АРСХС, 608);**

quince, quince-tree (CORD, 3);

quince (DCO) – a hard fruit that looks like an apple and has a strong sweet smell;

quince (DA, 201) – *noun* a small tree (Cydonia vulgaris) native of western Asia, the hard pear-shaped sour fruit of which are rich in pectin and used to make jellies and other preserves;

quince (MED, 1157) – *noun* [C/U] a hard round fruit that looks like a yellow apple and can be eaten only when it is cooked. It is usually used for making jelly;

айвóвий (СУМ 1, 25) – прикм. до айва;

quince (CORD, 3) – *adj*;

акáція (СУМ 1, 26) – назва кількох видів посухостійких дерев або кущів з білими чи жовтими квітками;

acacia (**Ling.;** CORD, 3; **АРСХС, 12);**

acacia (DCO) – a tree from warm parts of the world that has small leaves and yellow or white flowers;

acacia (DA, 2) – *noun* a species of tree often grown for its pretty leaves and blossoms;

acacia (MED, 6) – *noun* [C] a tree with small white or yellow flowers that grows in warm countries;

аличá (СУМ 1, 33) – 1) плодове дерево, що росте на півдні; рід сливи; 2) плід цього дерева;

cherry plum, myrobalan plum (**Ling.; АРСХС, 511, 576);**

cherry-plum (CORD, 5);

cherry plum **(**DA, **47) – *noun* a cooking plum (Prunus cerasifera) which is small and usually bright red;**

анíс (1) (СУМ 1, 46) – 1) однорічна трав'яниста ефіроносна рослина; ганус; 2) насіння (плоди) цієї рослини, що використовуються в медицині, а також як пряноці;

ані́с (2) (СУМ 1, 46) – 1) сорт яблуні; 2) запашні кисло-солодкі плоди цієї яблуні;

anise apples **(Ling.)** – сорт яблук;

anise, anise apples (CORD, 6; **АРСХС, 40**);

anise (DCO) – a Mediterranean plant with small, yellowish-white flowers and seeds that taste of liquorice, used to give this flavour to food and drink;

aniseed (CORD, 494; **АРСХС, 40**) – аніс, анісове насіння;

aniseed (MED, 47) – *noun* [U] the seed of plant called *anise*, used for adding flavour to food and drink;

ані́совий (СУМ 1, 46) – прикм. до аніс;

anisic **(Ling.);**

анто́нівка (СУМ 1, 51) – 1) зимостійкий сорт яблуні; 2) плід цього дерева, велике жовтувате кисло-солодке запашне яблуко, що дозріває восени;

antonivka apples **(Ling.);**

апо́рт (СУМ 1, 55) – 1) один з кращих осінньо-зимових сортів яблунь; 2) великий кисло-солодкий плід цього дерева;

Oporto apple tree; Oporto apple(s) (fruit) **(Ling.).**

The name of the plant "аґрус" in English dictionaries is presented not only in the direct meaning, which coincides with the Ukrainian one. In British unofficial language, "be a gooseberry / play gooseberry" is used when it comes to two lovers who want to be alone:

а́ґрус (СУМ 1, 18) –1) кущова рослина з колючими гілками та великими кисло-солодкими їстівними ягодами; 2) ягоди цієї рослини;

gooseberry (**Ling.; АРСХС,** 346**);**

gooseberry bush, collet. gooseberries (CORD, 168);

gooseberry (DCO) – a small green fruit covered with short hairs, which grows on a bush and has a sour taste;

gooseberry (DA, 114) – *noun* a soft fruit, usually green in colour, from a small prickly bush;

gooseberry (MED, 615) – *noun* [C] a small green fruit with a sour taste that grows on a bush and can be cooked to make sweet foods; be a gooseberry / play gooseberry *Br E informal* to be with two people who love each other and would prefer to be alone together.

Among the lexemes studied there are terms that are interpreted differently in different dictionaries, or have multiple meanings and multiple translation options:

амара́нт (СУМ 1, 37) – трав'яниста рослина з родини сирицевих, деякі види вирощуються як декоративні;

amaranth, pigweed (**Ling.);**

amaranth (**АРСХС, 33) – 1)** ***бот*****. щириця, амарант (Amaranthus); 2) амарант (харчовий барвник);**

pigweed (DA, 190) – *noun* same as knotgrass;

knotgrass (DA, 142) – *noun* a common weed (Polygonum aviculare) which affects spring cereals, sugar beet and vegetable crops. Its spreading habit prevents other slower-growing plants from growing. Also called *ironweed, irongrass, pigweed, wireweed*;

арнау́тка (СУМ 1, 61) – 1) сорт ярої пшениці з твердим і білим зерном; 2) хліб із борошна цього сорту пшениці;

arnautka (**АРСХС, 52) –** ***бот*****. арнаутка (Triticum durum).**

So in the English-Russian agricultural dictionary the noun "amaranth" is served not only in the meaning of the plant, but also as the food coloring. Unlike foreign lexicographic sources, the Ukrainian Dictionary in eleven volumes captures the "арнаутка"token in two meanings. In addition to the main value - a cereal plant - another interpretation is given - bread made from flour of this type of wheat.

Among the agricultural terms considered, which have some differences in lexical meaning in the Ukrainian and English, we can mention the "баклажан" token:

баклажа́н (СУМ 1, 92) – 1) однорічна овочева рослина з плодами довгастої форми синього або фіолетового кольору; 2) плід цієї рослини; 3) *рідко*. Те саме, що помідор;

aubergine; *амер*. eggplant **(Ling.);**

aubergine, egg-plantn (CORD, 10; **АРСХС, 58, 261**);

aubergine (DA, 17) – *noun* a purple fruit of the eggplant (Solanum melongena), used as a vegetable. A native of tropical Asia, it is sometimes called by its Indian name ‘brinjal’;

aubergine (MED, 77) – *noun* [C/U] *Br E* a vegetable with a smooth dark purple skin and white flesh;

eggplant (DCO) – *noun* [C/U] an oval vegetable with a shiny, dark purple skin;

eggplant (DA, 84) – *noun* a plant with purple fruit (Solanum melongena), used as a vegetable. It is a native of tropical Asia;

eggplant (MED, 446) – *noun* [C/U] *Am E* an aubergine.

As we can see, the Ukrainian term “баклажан” has synonymy with translation. Analyzing the translation options for this term, it can be stated that the British version *aubergine* and the American *eggplant* retain the basic Ukrainian lexical meaning. However, the Ukrainian-language dictionary in eleven volumes indicates that the above term can rarely have meaning of “tomato”.

In summary, we can say that the vast majority of terms considered have a lexical meaning in Ukrainian and English. With respect to multicomponent tokens, the dominance of the conjugations in which the noun is the basis may be indicated.

Since scientific progress is keep moving and the creation of new terminology dictionaries is not keeping pace with this process, the topic we have discussed is relevant and needs further study. The results of the work can be used when compiling special dictionaries and manuals.

LIST OF ABBREVIATION

АРСХС – Англо-русский сельскохозяйственный словарь / Под ред. В. Г. Козловского, Н. Г. Ракипова. – М: Рус. яз., 1983. – 880 с.

СУМ – Словник української мови : [в 11 т.]. – К.: Наукова думка., 1970. – Т. I. – 800 с.

CORD – Concise Oxford Russian Dictionary. – Oxford University Press, 1998. – 1007 p.

DA – Dictionary of Agriculture : third edition. – London, 2006. – 269 p.

DCO – **http://dictionary.cambridge.org/**

Ling. – http://www.lingvo.ua/ru

MED – Macmillan English Dictionary : for advanced learners. – Oxford, 2006. – 1692 p

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Цибулькіна А. С.

Глумакова О. І.

RISK IN ACCOUNTING
(РИЗИК В БУХГАЛТЕРСЬКОМУ ОБЛІКУ)

У роботі наведено значення поняття ризику і його джерел. Надано класифікацію джерел ризику, а також різні його приклади. Вказано специфічні ознаки ризику в бухгалтерському обліку і визначено, чому він виникає.

Ключові слова: *ризик, бухгалтерський облік, джерела ризику, невизначеність, випадковість.*

The proceedings presents the meaning of the concept of risk and its sources. The classification of sources of risk, and also its various examples is given. Specific signs of risk in accounting are specified and it is defined why it arises.

Keywords: *risk, accounting, sources of risk, uncertainty, randomness.*

According to the Law of Ukraine "On Accounting and Financial Reporting in Ukraine", accounting is the process of identifying, measuring, registering, accumulating, summarizing, storing and transmitting information about the company's activities to external and internal users for decision making [1].

As in any activity, in accounting there are certain uncertainties, conflicts, unpredictable factors of influence that may threaten the appropriate conduct of business, create certain obstacles to achieve the main goal - to make a profit. These factors, situations, and above all uncertainty form a risk for accounting.

Accounting risk is an objective characteristic of the activity of any business entity, due to the presence and active action of uncertainties, which allows both to obtain economic benefits in the form of business income and to suffer losses due to loss of resources, income and capital [2].

There are sources of risk - these are primarily various factors that cause conflict, uncertainty and inconsistency of performance. They can be divided into two groups: independent (not directly dependent on decision-makers) and dependent (directly dependent on decision-makers) (Fig. 1).

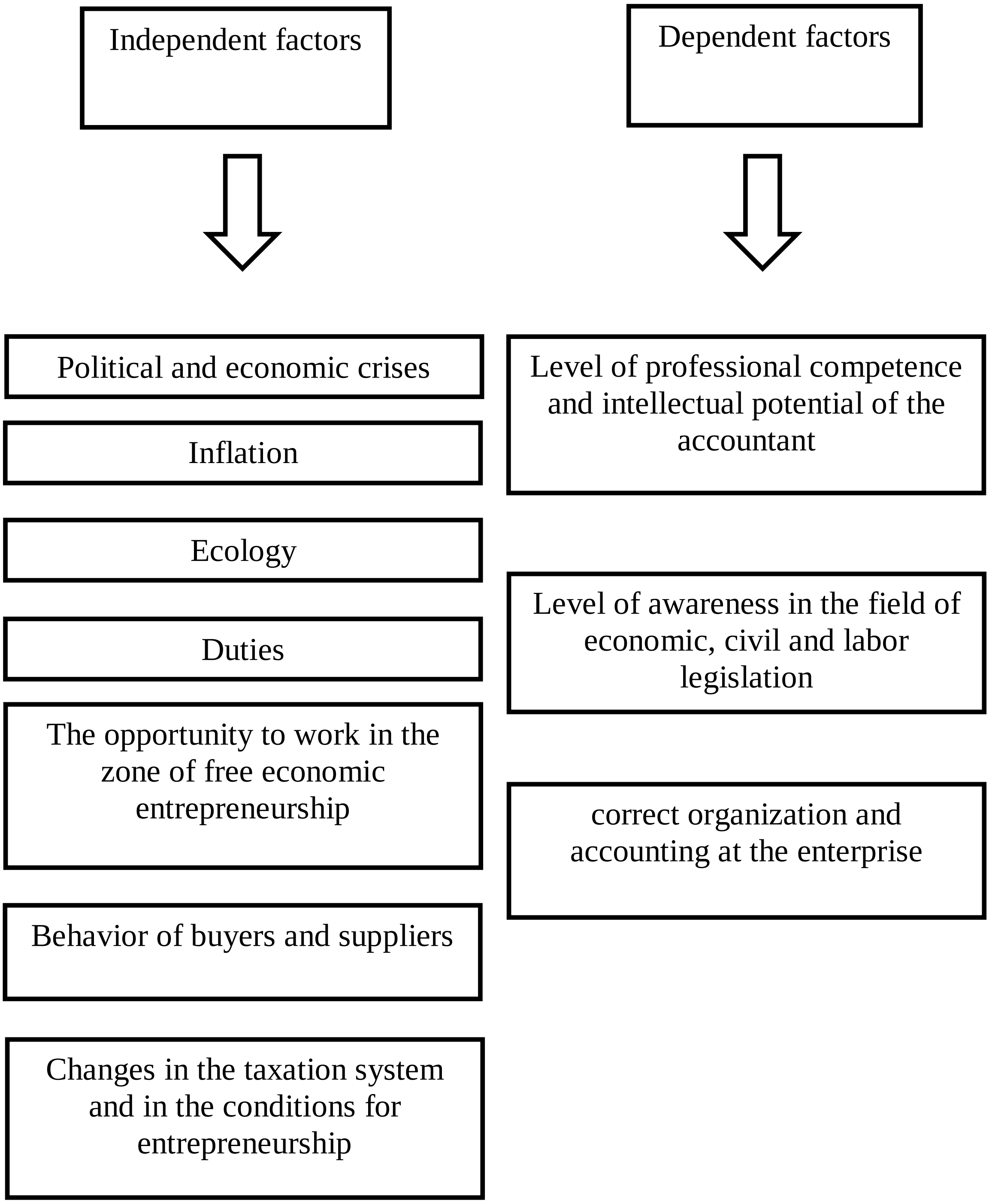

Fig.1 Classification of risk sources in accounting

Examples of risk in accounting are the risk of non-payment by the buyer of purchased products, the risk of non-return of funds by the debtor, the risk of cessation of production, breach of contractual obligations, imperfections of government regulators, etc. [3].

Specific signs of risk in accounting are uncertainty and randomness.

Uncertainty is the result of ignorance, ignorance or insufficient information about the laws of activity in the field of business management. Uncertainty is characterized by human subjectivism that is the possibility of making wrong decisions, as well as the negative impact on economic activity, which does not allow managing the economy effectively. The source of uncertainty in the accounting system can be each of its elements and the channel of communication between these elements [3].

Randomness is a phenomenon or fact that occurs suddenly and is not caused by anything. Randomness is characterized by the inability to predict it and can have both negative and positive impact on further business activities.

We can conclude that uncertainty arises due to the constant movement of information. When there is no ambiguity in the management of the enterprise in decision-making, then there is a factor of uncertainty. In this case, there is a risk.

Therefore, the risk in accounting is conscious, unpredictable, accidental and uncertain in obtaining a positive or negative result of the enterprise.

In conclusion, we can say that the risk in accounting certainly exists; it is manifested in the uncertainty of management decisions in the enterprise and is random. Risk can have both negative and positive effects on management. The degree of this impact is determined by the results of the activity - income or loss.

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3. UDC 657 Vyhivska IM, aspir. Zhytomyr State Technological University, Risk in accounting: the problem of interpretation.

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