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**RENEWABLE ENERGY TODAY**  
(Альтернативні енергії в наш час)

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Experts on “green” alternative energy say that the shift from the current petroleum-powered society will not be an entirely easy one. The amount of expertise and infrastructures needed to push that shift looks mind-boggling, although Germany has already shown its capacity to generate at least 10 per cent of its total energy needs from wind turbines and solar clusters.

The report provides detailed analysis and forecasts of the global wind power market and the China wind market in particular. It also helps in analyzing and forecasting key metrics relating to the installed capacities, market size and growth. The report facilitates to understand onshore and offshore market in China. It provides information relating to the major wind farms onshore and offshore projects and also the upcoming projects in China. The report helps to comprehend the wind turbine industry and the regulatory framework regarding the wind market in China.

Wind power is an affordable, efficient and abundant source of domestic electricity. It's pollution-free and cost-competitive with energy from new coal- and gas-fired power plants in many regions. The wind industry has been growing rapidly in recent years. In 2011 alone, 3,464 turbines went up across the United States, and today, American wind generates enough electricity to power more than 11 million homes, creates steady income for investors and landowners, and provides manufacturing, construction and operation jobs for at least 75,000 Americans. A typical 250 MW wind farm (around

100 turbines) will create 1,073 jobs over the lifetime of the project. And by generating additional local and state tax revenues from lease payments, wind farms also have the potential to support other community priorities, such as education, infrastructure, and economic development.

In some months, wind energy provides more than 6 percent of our nation's electricity, and experts estimate that in the future, wind energy could realistically supply five times that amount -- 30 percent or more of our electricity needs. Still, wind turbines and transmission systems need to be sited carefully to minimize their impacts on wildlife and the landscape

The wind's kinetic energy can be harnessed by a wind turbine. The wind moves the turbine's blades, which transfer energy through a central hub to a generator. The generator converts this mechanical energy into electrical energy that is then delivered to the power grid.

According to the U.S. Department of Energy, the cost of wind energy has come down 85 percent in the last 20 years. As of 2010, top performing wind farms in areas with excellent wind resources had costs averaging about 7 cents per kilowatt-hour, making wind the most cost competitive source of non-hydroelectric renewable electricity

- Wind energy produces no polluting emissions of any kind, including those that cause global warming.
- Wind turbines use a fuel that's free, inexhaustible and immune from the drastic price swings to which fossil fuels are subject.
- With careful siting and outreach to the local community, wind farms can be built in a fraction of the time it takes to construct coal or natural-gas power plants. A 50-megawatt wind farm can be completed in less than a year.
- In the right location, it takes only three to eight months for a wind energy farm to recoup the energy consumed

by its building and installation -- one of the fastest "energy payback times" of any energy technology on the market.

- Although bird and bat safety are ongoing concerns, wind power does not contribute to the plethora of other environmental and public health costs caused by conventional fossil power production: acid rain in lakes, mercury in fish, particulate-matter respiratory illnesses, coal mine slag, nuclear waste fuel storage, and so on. The National Academy of Sciences estimates that electricity generation from coal, oil-fueled vehicles and transportation, and electricity production from natural gas caused an estimated \$120 billion in damages in 2005, with health-related damages accounting for almost all of these costs.

- The growing use of wind energy creates manufacturing and technical jobs, and significantly more jobs per dollar invested compared to non-renewables technology, according to the National Renewable Energy Laboratory.

- Wind power consumes no water during operation. This will be an increasingly important attribute as the water-energy nexus grows in importance and as water use becomes an increasingly important facet of defining sustainability.

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## **DIE WICHTIGSTEN WIRTSCHAFTSBEREICHE DEUTSCHLANDS**

(Економічний потенціал Німеччини)

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Die Wirtschaft ist in Deutschland sehr stark entwickelt. Das bedeutendste Produktionszentrum ist das Ruhrgebiet. Hier befinden sich die wichtigsten Eisenhüttenwerke des Landes. Hochentwickelt sind auch der Maschinenbau, der Fahrzeug- und Waggonbau. Mehr als die Hälfte der Elektroenergie wird in diesem Gebiet erzeugt.

Deutschland ist größte Exporteur von Gütern. Die zahlreichen Kanäle, die Bundesrepublik durchziehen, haben eine große Bedeutung für die deutsche Wirtschaft. Fast 25 % aller Güter werden auf dem Wasserwege transportiert. Bedeutende Industriezweige sind: die metallverarbeitende Industrie, der Maschinenbau, die Uhrenindustrie und andere feinmechanische Industriezweige. Von großer Bedeutung für die Ökonomie der BRD ist der Fremdenverkehr. Ungefähr 8 Millionen Touristen aus verschiedenen Ländern besuchen jährlich dieses Land.

Für ausländische Investoren ist der Standort Deutschland traditionell nicht nur wegen des technologischen Know-hows attraktiv, sondern auch wegen der zentralen geografischen Lage, der sehr gut ausgebauten Infrastruktur, der Rechtssicherheit und der qualifizierten Arbeitskräfte. Zu den bedeutenden Branchen in Deutschland gehört der Automobilbau: VW, Audi, BMW, DaimlerChrysler, Porsche und Opel. Der rasante technische Fortschritt lässt insbesondere

die Informations- und Kommunikationstechnologie rasch an Bedeutung gewinnen. Sie entwickelt sich zu einer treibenden Kraft im Dienstleistungssektor. Rund 2,5 Prozent seines Bruttoinlandsproduktes gibt Deutschland daher zurzeit für Forschung und Entwicklung (F&E) aus. Deutschland ist eine Soziale Marktwirtschaft, das heißt: Der Staat garantiert freies wirtschaftliches Handeln. Die wichtigsten Handelspartner sind Frankreich, Rußland, die USA und Großbritannien.

Wie in allen westlichen Industrienationen vollzieht sich seit etlichen Jahren auch in der deutschen Industrie ein Strukturwandel. Die Bedeutung der Industrie schwindet und der Dienstleistungssektor tritt zunehmend an ihre Stelle. Gleichwohl ist die Industrie nach wie vor die wichtigste Säule der deutschen Wirtschaft und hat im Vergleich zu anderen Industriestaaten wie Großbritannien oder den USA eine breite Basis acht Millionen Menschen arbeiten in Industriebetrieben. Die wichtigsten Industriezweige sind der Straßenfahrzeugbau (227 Milliarden Euro Umsatz, 777000 Beschäftigte), die Elektrotechnikbranche (152 Milliarden Euro Umsatz, 799000 Beschäftigte), der Maschinenbau (142 Milliarden Euro Umsatz, 868000 Beschäftigte) und die chemische Industrie (113 Milliarden Euro Umsatz, 429000 Beschäftigte). Einige traditionelle Industriebranchen (Stahl, Textil) sind in den vergangenen Jahren durch Verlagerung der Absatzmärkte und den Druck aus Niedriglohnländern zum Teil stark geschrumpft, oder wie etwa in der Pharmaindustrie durch Übernahmen und Fusionen in den Besitz ausländischer Unternehmen gelangt.

Das Fundament für die internationale Wettbewerbsfähigkeit der deutschen Wirtschaft bilden aber nicht nur die Großunternehmen wie etwa Siemens, sondern Zehntausende kleiner und mittelständischer Unternehmen (bis 500 Beschäftigte) des verarbeitenden Gewerbes, insbesondere des Maschinenbaus, der Zulieferindustrie, aber auch der neuen und wachsenden Zukunftsbereiche der Nano- und Biotechnologie, die sich häufig in Clustern organisieren (siehe

Info-Flache Seite 99). Der Mittelstand beschäftigt mit über 20 Millionen Menschen mit Abstand die meisten Arbeitnehmer. Im Maschinenbau, einer Paradedisziplin, haben die meisten Unternehmen sogar weniger als 200 Mitarbeiter obwohl sie Produktionsausrüstungen von weltweit herausragender Qualität für die Industrie herstellen. In diesem Marktsegment ist Deutschland mit einem Welthandelsanteil von 19,3 Prozent Weltmarktführer.

Zu den bedeutenden Branchen in Deutschland gehört der Automobilbau. Jeder siebte Arbeitnehmer arbeitet hier; zum Export trägt die Branche mit 40 Prozent bei. Mit den sechs Herstellern VW, Audi, BMW, Daimler Chrysler, Porsche und Opel (General Motors) ist Deutschland neben Japan und den USA der größte Autoproduzent der Welt. Rund sechs Millionen Automobile laufen jährlich in Deutschland vom Band; im Ausland produzieren deutsche Marken noch einmal 4,8 Millionen Fahrzeuge.

Insbesondere die technischen Innovationen der Fahrzeuge made in Germany werden von den Kunden geschätzt. Mit 142 Milliarden Euro Umsatz im Jahre 2004 ist DaimlerChrysler weltweit der drittgrößte Autobauer und die Nummer eins in der Premiumklasse. Der Sitz und die wichtigsten Werke von DaimlerChrysler sind in Stuttgart, wo auch Porsche zu Hause ist. Erfolgreich operiert auch Volkswagen, der mit einem Umsatz von 89 Milliarden Euro und einem Weltmarktanteil von 11,5 Prozent (2004) größte Autobauer Europas mit Stammwerk in Wolfsburg. Zur Spitzengruppe der deutschen Automobilbauer gehört außerdem BMW in München mit einem Umsatz von 44 Milliarden Euro.

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## **EDUCATION AT THE UNIVERSITY OF CORDOBA**

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The Universidad de Córdoba (UCO) was granted chartered in 1972 and combines the dynamism of a young and expanding university with the academic rigour and teaching excellence of an established institution. The UCO has a student population of 15,500, as well as 1,400 teaching staff and 700 administrative and services personnel. This room for growth has given the University the dynamism to adapt to the 21-Century demand for teaching excellence and proven scientific expertise.

Schools of the University

School of Law and Social Science

School of Architecture, Urban Studies, and Design

School of Exact, Physical and Natural Sciences

School of Economics

School of Chemistry

School of Agriculture

School of Medicine

School of Philosophy and the Humanities

School of Mathematics, Astronomy, and Physics

School of Languages  
School of Dentistry  
School of Psychology  
School of Arts (since November 2011)  
Affiliated Institutions of Secondary Education  
Our Lady of Monserrat College  
Manuel Belgrano School of Business  
Other Affiliated Institutions  
National Clinical Hospital  
National Maternity  
Dental Clinic  
Blood Laboratory  
Museum of Paleontology and Anthropology  
Academy of Sciences  
Center for Advanced Studies  
Departments and Services of the University  
Steps: Healthcare system for university students

Athletic Department: Offers students opportunities to participate in sports and other physical activities, primarily on campus

University Dining Services: Operates during the academic year and offers meals from Monday through Friday, with three daily menus overseen by a nutrition specialist

Career Assistance: Specialized staff-people provide counseling to students and prospective students on planning for a professional career, and on academic matters

Grants: Grant programs funded by the national government and by contributions from students of the university

Main Library: Includes more than 150,000 manuscripts and periodicals from the 19th century

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<http://www.uco.es/internacional/extranjeros/>
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[http://en.wikipedia.org/wiki/National\\_University\\_of\\_Córdoba](http://en.wikipedia.org/wiki/National_University_of_Córdoba)  
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## **STAGES OF DEVELOPMENT OF ECONOMY IN THE UK**

(Етапи розвитку економіки у Великобританії)

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United Kingdom of great Britain and Northern Ireland consists of four large areas: England, Scotland, Wales and Northern Ireland. The area of the country 244.1 thousand sq. km, the UK is one of the most developed capitalist countries. Exactly the UK is one of the «oldest» countries with a market economy, it originated capitalist production relations, having first international company. Britain was the first naval and commercial power, and for several centuries owned the largest Maritime fleet in the world.

After the Second world war Britain rather painfully experienced the transition to civilian model of development Economics, which was due to several factors that have had both positive and negative consequences for the national economy, the most important of them were:

Joining the Marshall plan (1948), which allowed the country to receive nearly 2.4 billion. in the form of supplies of U.S. goods and more than 300 million. in the form of short-term loans.

The loss of markets in the Arab East and South-East Asia, the impact of which to the beginning of the Second world war was dominant. The introduction of free exchange of the pound to the dollar, which provoked a powerful enough financial crisis 1947, after which this idea had to be abandoned for the coming years.

During the 50-ies, we continued to implement the main objectives of the Keynesian model with its main tool - the management of aggregate demand and the implementation of the principle of full employment. At this stage we expanded the state's role in the socio-economic field. At the beginning of the 1960s, both the government of conservatives and labour have tried using traditional Keynesian tools to improve the balance of payment, as a rule, it had a certain effect. In this period of high growth, the concentration of industrial and banking capital, which led to a rather contradictory process: on the one hand increased the role and importance of the British financial consortiums in world and European economy, on the other rapidly been increasing its presence in the American capital in the British economy. This imbalance has led to an increasing demand for technology products that were manufactured abroad, and therefore significant excess of imports over exports. An additional factor in the crisis of mid 70-ies was overloaded British budget military expenditure, which at that time was about 1/5 of the then GDP.

The economic downturn of the 1970s and next to long-term depression has led to a systematic deterioration of the economic situation in the UK, the main manifestations of which are: the balance of payments crisis, the deterioration of the foreign economic positions in the world economy, growth of social tension, high inflation, the inefficiency of the public sector (primarily coal industry, which was in great need of

subsidies from the budget). One by one starting to fall apart Keynesian institutions, and the first of them was parastatal national Council for economic development, created in 1962, in which structure included representatives of government, business and trade unions. It was at this time in Britain refuse from the model of indicative planning, which was the pride of the country in 60 years.

With the coming to power of the conservative government led by Margaret Thatcher in may 1979, began a new stage of development of the national economy, which is often called the «neo-conservative», and the policy pursued by the then British Prime Minister «Thatcherism». Full implementation of neo-liberal Anglo-Saxon (Anglo-American) model continued in the 90-ies of the 20th century and early 21st century., when the power in the country came to the labour party. In modern economic literature softened somewhat neo-liberal variant of development of the British economy is often called «a model of shareholder capitalism» (Shareholder capitalism, which differs from European capitalism complicity) (Stakeholder capitalism). The main differences between the first of them are: the high level of mergers and acquisitions leading companies; high capitalization of securities; low compared to other EU countries, the level of redistribution of GDP through the budget; a higher level of competition and the absence of legislation that would restrict her; removing part of the social restrictions were introduced during the Premiership of Margaret Thatcher, the rapid development of «social investment», the aim of considerable investments in people (education, culture, science, health care).

In our time, the British model of development in the framework of the European Union also faces numerous changes, which are often referred to as Europeanization of its economy. The main question in this case is the occurrence or non alignment with the European Monetary Union (EMU), which envisages not only conformity (or nonconformity) the



Maastricht criteria, but also the refusal (or limit) the traditional means of influence at the national level from the policy of «expensive» or «cheap» money. Major British and European capitals and the Government So Blair see a benefit they gain from the reduction of transaction of the national currency and the Euro, and hence a greater availability of goods and services on European markets. Opponents argue that the new collective currency - the Euro is the risk of a currency unit, through that which is connected with economic systems which have a different level of development and, through that, the attempt of the emissions from their governments (i.e. intentional violation of monetary transactions) with the aim of reducing the budget deficit is a threat to the integrity of the EMU. If a transition to the Euro will be made in the near future, the process of convergence (convergence) would take several years, because it requires not only compliance «European monetary standard», but the further modernization of the British economy.

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**THE BENEFITS AND PERSPECTIVES OF  
SHALE OIL FOR THE USA**

(Преваги та перспективи видобутку сланцевого  
газу для США)

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Oil shale, also known as kerogen shale, is an organic-rich fine-grained sedimentary rock containing kerogen from which liquid hydrocarbons called shale oil can be produced.

Since 2008 tight-oil production in America has soared from 600,000 to 3.5m barrels per day. Thanks to tight oil and natural gas from shale, fossil fuels are contributing ever more to economic growth: 0.3 points last year alone, according to J.P. Morgan, and 0.1 to 0.2 a year to the end of 2020, according to the Peterson Institute, a think-tank. Upscale furniture stores and luxury-car dealerships have sprung up in Midland since the boom began. In all, the unconventional-energy boom will create up to 1.7m new jobs by 2020. Another benefit of tight oil is that it is much more responsive to world prices. Some economists think this could turn America into aswing producer, helping to moderate the booms and busts ofthe global market.

Besides directly creating new jobs and income, the fossil-fuels boom could help growth by reducing America's vulnerability to oil-price swings, in two ways. First, as production rises and imports shrink, more of the cash that leaves consumers' pockets when the oil price rises will return to American rather than foreign producers.

The second channel lies in the economics of shale. Oil flows relatively easily through the porous rocks that make up a conventional reservoir, so a conventional well can tap a large area. As a result, the volume of oil pumped each day declines slowly, on average at 6% per year. By contrast, oil flows much more sluggishly through impermeable tight rock. A well will tap a much smaller area and production declines quite rapidly, typically by 30% a year for the first few years. The International Energy Agency reckons maintaining production at 1m barrels per day in the Bakken requires 2,500 new wells a year; a large conventional field in southern Iraq needs just 60.

This all means that when oil prices rise, producers can quickly drill more holes and ramp up supply.

Oil firms try not to over-react to shortterm price fluctuations, of course. Capital, equipment and labour all cost money, so they try to ramp up production only in response to what they think will be longterm shifts in the oil price.

The ban on crude-oil exports hurts producers and makes it harder for America to become a swing supplier. Light, sweet (ie, low-sulphur) West Texas Intermediate already trades at a discount of \$8 to Brent, its global peer. That is due mostly to transport and storage bottlenecks in America, but increasingly the export ban makes a difference. In recent decades American refiners have reconfigured themselves to handle the heavier, sour oil imported from Mexico, Venezuela and Canada's tar sands, leaving them with less capacity for refining tight oil, which is light and sweet.

The oil price at which shale producers break even ranges from \$60 in the Bakken to \$80 in Eagle Ford, reckons Michael Cohen of Barclays, a bank. If exports yielded an extra \$1 to \$1.30 a barrel, he estimates that might raise total output by as much as 200,000 barrels per year.

If the ban were lifted, crude-oil exports could start more or less straight away. The necessary pipes and tankers are mostly there already. But the political debate is only in its

infancy. By law the president can allow exports he considers in the national interest. Barack Obama has yet to express a view on the ban.

The main beneficiaries of the ban are the refiners. They buy light, sweet American crude for less than the global price, turn it into petrol and then sell that at the global price. Exports of refined petroleum products are not banned, and have, unsurprisingly, soared.

Defenders of the ban (including, naturally, some refiners) claim that if America exported more oil, Saudi Arabia would reduce its own output. Prices to American consumers would not fall, they say, and might even rise. Historical evidence says otherwise, however. When Congress allowed Alaska to export crude oil in 1995, its west-coast customers did not pay any more for petrol, diesel or jet fuel.

Oil producers would obviously benefit from lifting the ban. So might other Americans, in less obvious ways. A global oil market that fully included America would be more stable, more diversified and less dependent on OPEC or Russia. The geopolitical dividends could be hefty.

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**ECONOMIC RELATIONS WITH UKRAINE  
ENGLISH-SPEAKING COUNTRIES**

(Економічні зв'язки України з англomовними  
країнами)

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External links are more relevant and diverse constructed on the basis of equality and mutual benefit, after Ukraine became independent, independent state.

Greatest importance in the development of Ukraine's economy is foreign trade. Today, meet all the needs of the population of a country efforts difficult. With this task can be handled only by a well-developed foreign trade. Ukraine's foreign trade consists of exports and imports of goods and services. For a long time, Ukraine's foreign trade was characterized by a negative balance, but in recent years, thanks to the revival of trade with Europe, the balance was positive.

The development of our country is closely connected with its external relations with other countries. Of particular importance are the economic relations that occur in the form of foreign trade, international specialization and cooperation, investment, exchange of labor, scientific and technical information. Services. They play an important role in the economic development of Ukraine.

With many types of products Ukraine is trying to enter the global market. In particular, products that we exported to 107 countries. However, these products have low competitiveness, so that Ukraine could enter the world market it needs to improve the quality of products.

Very important in foreign trade has value in the export and import of raw materials and finished products, their range. Beneficial to the country as exports dominated by knowledge-based finished products, and imports - raw product group. However, 80% of Ukraine's exports is raw. Thus, the external relations of the country there are significant challenges that await his decision.

This problem was studied in the works of O. Belarus, Budkin V., V. Gubskiy, I.Hushcha, M. Dudchenko, V. Kuzmenko, D. Lukyanenko, Makogon Y., A. Plotnikov, C. Slyshova, O. Soskin. Their research and development is an important contribution to the development of modern economics. However, the problem of external economic relations between Ukraine and Belarus it requires in-depth research and methodological studies and structural elucidation for the development of effective forms of cooperation, which determines the importance of the subject of intelligence [1].

The purpose of this article is to analyze and track the dynamics of new economic relations between Ukraine and the type of English-speaking countries. This applies, above all, the volume of export-import operations between the two countries, defined as foreign trade.

The main trade partners of Ukraine in English country ranks 4th among other countries. Ukraine as a strategic trade partner of the English-speaking ranks third in foreign trade. The main Ukrainian exports are agricultural products - 26 percent, metal products - 24.5 percent, chemical products - 17.4 percent and machinery - 18.6 percent. Recently, increased wheat exports to the U.S. by 1.8 times. In 2010, total imports from English-speaking countries in Ukraine amounted to 407,1 million and decreased compared to 2000 to 194.8 million, or 32.4 percent. The main imports are energy in Ukraine - 40.3 percent, agricultural products - 10.7 percent, machinery - 20.1 percent, light industry - 6.1 percent and wood products industry - 3.6 percent [2]. On the mutual interest of both countries in

trade evidenced by the fact that in the years 2010-2013 turnover increased 3.5 times - from 563 million to over 1.8 billion, and 2013, reached a level of 2.4 billion dollars. 2013 on the basis of close cooperation with the Embassy of the central and regional administrations English-speaking world producers of export products, structural units of the American Chamber of Commerce, through the use of new, progressive forms of trade and economic cooperation in the reporting period was able to significantly increase the volume of trade, while maintaining a high rate of exports of products to the Ukrainian market [3].

Important trading partner for the English-speaking world among Ukrainian regions are Kyiv (including Kyiv, Ukraine), Dnepropetrovsk, Donetsk, Kharkov, Poltava and Zaporozhe region. They accounted for over 78 percent of the total volume of trade with Ukraine. The basis of English exports is ready consumer products engineering, petrochemical, construction industry, foodstuff: tractors, trucks, refrigerators and freezers, elevators and lifting equipment, parts and equipment for motor vehicles and tractors, oil, bitumen, polymers of ethylene, tires, fertilizers potassium, cord fabric, synthetic fiber, ceramic plates, wooden construction, polished glass, wallpaper, sausages, fish [5].

Today in Ukraine there are over 100 structures of commodity distribution merezhianhlomovnyh performing dealer and dystrybuterski function, their number is constantly increasing. Every year a meeting of heads of border regions of both countries. Such events were held in the cities of Brest, Ivano -Frankivsk, Mozyr, Zhytomyr. Every year organized national exhibitions in both countries. 2006 Kiev hosted the National Exhibition English-speaking countries and business forum of business circles [6].

You can also state that the Ukrainian -Belarusian relations inherent stability, mutual interest in increasing cooperation, first of all - trade and economy provided by geographic proximity, high level of production and scientific-

technical relations in almost all sectors of the economy . All this contributes to the strengthening of trust between countries.

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## **DIE ENTWICKLUNG DER TIERZUCHT IN DEUTSCHLAND**

(Перспективи розвитку тваринництва в Німеччині)

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**Intensivtierhaltung** oder **Massentierhaltung** bezeichnet die technisierte Viehhaltung meist nur einer einzigen Tierart in ländlichen Großbetrieben mit nicht ausreichenden verfügbaren landwirtschaftlichen Nutzflächen,



um die benötigten Futtermittel selbst zu erzeugen. Das primäre Ziel ist dabei die größtmögliche Erhöhung des erwirtschafteten Ertrages. Die Bezeichnung der Haltungsform als Massentierhaltung wird vom Deutschen Bauernverband jedoch als „politische Kampfpapare“ eingestuft und abgelehnt.

Die intensive Tierhaltung unterscheidet sich von der extensiven Tierhaltung durch geringere Flächennutzung und stärkere Nutzung anderer Produktionsfaktoren. Systeme der Intensivtierhaltung sind insbesondere in Industrieländern verbreitet, verzeichnen jedoch hohe Wachstumsraten in einigen Entwicklungsländern. Mit der Intensivierung geht häufig eine Vergrößerung der durchschnittlichen Betriebsgröße einher. Herausforderungen für intensive Systeme bestehen insbesondere im Bereich der Tiergesundheit, Abfallentsorgung sowie Wasser- und Energieverbrauch. Tierschutzfragen sind zudem Gegenstand von Diskussionen.

Im Zuge der Industrialisierung im 19. und 20. Jahrhundert hat sich die Gesellschaft und Wirtschaft Europas grundlegend verändert. Auch in der Landwirtschaft gab es einen enormen Produktivitätsanstieg und deutlich weniger Erwerbstätige. Optimierungen in der Rinder- und Schweinezucht führten zu einer beträchtlichen Verbesserung der Versorgung der Bevölkerung mit Fleisch und Tierprodukten. Nach dem Zweiten Weltkrieg setzte die Hauptphase der industriellen Landwirtschaft in Europa ein, die in den USA schon in der ersten Hälfte des 20. Jahrhunderts zu spüren war. Auf der einen Seite handelt es sich dabei um einen tiefgreifenden Strukturwandel durch konsequente Nutzung des agrartechnischen Fortschritts. Andererseits ist der Prozess mit einer Vielzahl von Folgeproblemen behaftet, der mit Begriffen wie Agrarfabrik, Agribusiness oder Agrarindustrie assoziiert wird.

Intensive Systeme sind für viele klimatische Verhältnisse geeignet. Sie sind besonders in den OECD-Staaten, aber auch mit steigender Tendenz in Asien verbreitet.

In Getreideimportregionen wie den Niederlanden oder Norddeutschland befinden sich intensive Tierhaltungsbetriebe meist in der Nähe von Seehäfen. In Getreideexportländern wie den USA wird die intensive Viehhaltung häufig in den Getreideanbauregionen betrieben (z. B. Schweine in Iowa, Rinder in Texas). In Entwicklungsländern mit schlecht entwickelter Infrastruktur befinden sich die Betriebe in der Nähe urbaner Zentren, da tierische Produkte hohen Anforderungen beim Transport unterliegen (Kühlung). Intensive Haltungssysteme finden sich auch in den GUS-Staaten (Milchvieh) und Nordafrika (Schafe).

Generell führen hohe Besatzdichten und große Tiergruppen beispielsweise bei Schweinen zu Lungenentzündung und stärkerer Infektion mit Chlamydien. Intensive Tierhaltung führt zu Selektion von Parasiten und Pathogenen, die schneller wachsen, früher infizieren und schließlich virulenter sind. In der Vergangenheit haben sich so bereits einige virulente Grippestämme gebildet. Epidemiologen empfehlen den Einsatz von Impfstoffen bei Tierhaltern in der Geflügel- und Schweineproduktion.

Moderne Haltungssysteme mit ganzjähriger Bestallung in spezialisierten Gebäuden und vollständige Versorgung mit Futtermitteln ohne Nahrungssuche werden für die Entwicklung komplexer, multifaktorieller Erkrankungen mitverantwortlich gemacht. Dazu zählen Lungenentzündungen nach dem Tiertransport (shipping fever), Mastitis beim Rind, Rhinitis atrophicans und enzootische Pneumonie bei Schweinen sowie infektiöse Bronchitis bei Geflügel. Dazu zählt auch die chronisch obstruktive Lungenerkrankung bei Pferden, Zehenhautentzündung des Rindes bei Milchkühen und die Moderhinke bei Schafen. Ursachen sind neben den Erregern die Haltungsfaktoren wie schlechte Belüftung, staubiges Heu, verpilzte Einstreu, Überbelegung, niedrige Raumtemperaturen, hohe Luftfeuchte und Transportbelastung. Inspektionen durch Veterinärmediziner der Tierkörper in Schlachtbetrieben

belegen, dass 30-50 % der Schlachtschweine Atemwegsveränderungen aufweisen, die auf akute oder länger zurückliegende Erkrankung hindeuten. Lediglich 30% der Tierkörper sind beanstandungslos. Es besteht noch Forschungsbedarf für belastungsarme und tierartgerechte Haltungssysteme, die ökonomisch betrieben werden können.

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## **ENGLISH AS AN OFFICIAL BUSINESS LANGUAGE WORLDWIDE**

(Англійська мова – мова ділового спілкування)

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Learning English can be the cornerstone of success in the business world due to the fact that English has become a global language in many industries.

A growing number of firms worldwide are adopting English as their official language.

English has emerged as the global language of trade and commerce in the past few decades, affecting many key aspects of business in the modern world. The English language first spread as the result of colonial expansion, and has become the standard for all important official communications in an

increasingly large number of countries with a wide variety of native languages. In the modern world, thanks to the Internet, English continues to spread as the major medium through which both small businesses and large corporations do business.

The fashion of studying English began in places with small populations but global ambitions such as Singapore (which retained English as its *lingua franca* when it left the British Empire in 1963), the Nordic countries and Switzerland.

The practice spread to the big European countries: numerous German and French multinationals now use English in board meetings and official documents.

The Académie française may be prickly about the advance of English. But there is no real alternative as a global business language. The most plausible contender, Mandarin Chinese, is one of the world's most difficult to master, and least computer-friendly. It is not even universal in China: more than 400m people there do not speak it.

Corporate English is now invading more difficult territory, such as Japan. Rakuten, a cross between Amazon and eBay, and Fast Retailing, which operates the Uniqlo fashion chain, were among the first to switch. Now they are being joined by old-economy companies such as Honda, a carmaker, and Bridgestone, a tyre maker. Chinese firms are proving harder to crack: they have a huge internal market and are struggling to recruit competent managers of any description, let alone English-speakers.

Huawei has introduced English as a second language and encourages high-flyers to become fluent. Around 300m Chinese are taking English lessons.

There are some obvious reasons why multinational companies want a *lingua franca*. Adopting English makes it easier to recruit global stars (including board members), reach global markets, assemble global production teams and integrate

foreign acquisitions. Such steps are especially important to companies in Japan, where the population is shrinking.

There are less obvious reasons too. Rakuten's boss, Hiroshi Mikitani, argues that English promotes free thinking because it is free from the status distinctions which characterise Japanese and other Asian languages. Antonella Mei-Pochtler of the Boston Consulting Group notes that German firms get through their business much faster in English than in laborious German.

English can provide a neutral language in a merger: when Germany's Hoechst and France's Rhône-Poulenc combined in 1999 to create Aventis, they decided it would be run in English, in part to avoid choosing between their respective languages.

Tsedal Neeley of Harvard Business School says that "Englishnisation", a word she borrows from Mr Mikitani, can stir up a hornet's nest of emotions. Slow learners lose their self-confidence, worry about their job security, clam up in meetings or join a guerrilla resistance that conspires in its native language. Cliques of the fluent and the non-fluent can develop.

Ms Neeley argues that companies must think carefully about implementing a policy that touches on so many emotions. Senior managers should explain to employees why switching to English is so important, provide them with classes and conversation groups, and offer them incentives to improve their fluency, such as foreign postings. Those who are already proficient in English should speak more slowly and refrain from dominating conversations. And managers must act as referees and enforcers, resolving conflicts and discouraging staff from reverting to their native tongues.

Mr Mikitani, who was a fluent English speaker himself, at first told his employees to pay for their own lessons and gave them two years to become fluent, on pain of demotion or even dismissal. He later realised that he had been too harsh, and started providing lessons on company time.

There are 27 member states in the European Union (EU), and 54 in the Commonwealth of Nations. English is one of the main official languages in the EU through which all business is conducted.

Businesses worldwide are facing up to the reality that English is the language on which the sun never sets. Still, Englishnisation is not easy, even if handled well: the most proficient speakers can still struggle to express nuance and emotion in a foreign tongue. For this reason, native English speakers often assume that the spread of their language in global corporate life confers an automatic advantage on them. In fact it can easily encourage them to rest on their laurels. Too many of them (especially Englishmen, your columnist keeps being told) risk mistaking their fluency in meetings for actual accomplishments.

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### **LABOUR MARKET AND TRADE UNIONS**

(Ринок праці та профсоюзи)

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Workers are more than abstract factors of production.  
Workers are people who need a good job and a worthy salary

so they could not only buy the things necessary to them, but also maintain families. However, workers are not callous machines, therefore they are interested in both quantity and quality of work they are performing.

As a whole, the market looks like the chaotic crowd of sellers and buyers. It seems almost a miracle that food is produced in suitable amounts, gets transported to the right place, and arrives in a palatable form at the dinner table. However, the stare on economy of any city or the state convinces us that the market system is not a chaos, but economic order. The own internal logic is inherent in this system. This system works!

The labour market gives a workplace to the worker and labour to the employer. The labour market regulates a salary, working conditions, medical attendance privileges and other details important for workers.

The labour market can be considered from two sides. From one side, as the system of public relations connected with hiring in employment spheres, where buyers, i.e. employers, and sellers of work (hired workers) co-operate. From the other side, as the mechanism that synchronizes the price and working conditions between workers and employers and regulating supply and demand.

Infrastructure of the labor market — is a set of various institutes and organisations that serve the labour market and provide its functioning, namely:

- Pension system;
- Employment services (state and commercial);
- Personnel services of the enterprises (HR departments);
- Labour unions;
- Associations of employers.

Both state and commercial placement services perform labour market adjustment, promotes hiring, preparation and retraining of staff, supports the unemployed.

Trade union is the voluntary non-profitable public organisation uniting the citizens, connected by common interests in their professional (labour) activity.

Trade unions possess considerable market force and sometimes act as monopolists in the labour market. They carry on negotiations with owners of the enterprises during the conclusion labour contracts in which it is underlined who can occupy certain workplaces, how much should salary be and what conditions should provide the enterprise owner. In addition, trade unions raise such questions as the sizes of pensions, medical privileges and working hours. Besides, trade unions try to conclude the collective labour contract with favorable conditions for workers and even can make the decision to start the strike, i.e. the full termination of labour deliveries.

**Conclusions.** Labour market in economics is defined as the mechanism that helps buyers and sellers co-operate with each other. Moreover, the labour market forms prices for the goods and services, changes average rates of a salary and defines working conditions. Empirical researches show that trade unions raise salary rates for their residents compared to non-members so it leads to occurrence of discrimination.

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**MEDICAL TOURISM AND GLOBALISATION.  
BUSINESS ASPECTS**

(Медичний туризм і глобалізація. Бізнес аспекти)

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Clare Morris hardly noticed when she tore the meniscus in her knee while dancing. She heard that repairing the damage at a hospital in South Carolina would cost \$15,000. But then she found that she could have her knee repaired at a good hospital in Costa Rica for \$7,400.

Just a decade ago, stories like hers seemed to point to the future of health care. A knee replacement costs \$34,000 in America, but just \$19,200 in Singapore, \$11,500 in Thailand and \$9,500 in Costa Rica, according to Patients Beyond Borders, a consultancy. A hip replacement is \$4,000 cheaper in Spain than in Britain.

In the mid-2000s American insurers set out to find these savings by touring foreign private hospitals. They found that many were as good as their rich-world counterparts, and far cheaper. In 2008 Deloitte predicted an “explosive” boom in medical tourism, saying that the number of Americans going abroad for health care would grow more than tenfold by 2012.

It did not happen. Poor data were part of the problem: whereas Deloitte counted 750,000 American medical tourists in 2007, McKinsey, another consultancy, found at most 10,000 a year later. It is generally agreed that the number of medical tourists has grown since then—Thailand’s Bumrungrad

hospital, which is popular with foreign patients, reports “steady growth”. Patients Beyond Borders estimates that as many as 12m people globally now travel for care, perhaps 1m of them Americans. Industry insiders admit that growth has not matched the initial heady expectations.

Patient interest also turned out to be lower than predicted. Though some patients in the rich world seek out deals, most receive adequate health care at a manageable price and would prefer to stay at home. Potential savings are often insufficient to trump concerns about quality and the lack of recourse if something goes wrong. In 2008 Hannaford, an American supermarket chain, offered to pay the full cost of hip and knee replacements for its employees, including travel and patients’ usual share—provided they would go to Singapore. None took up the offer.

The predicted growth depended on medical tourism evolving from an individual pursuit to a cost-saving measure embraced by insurers and governments. But without reliable projections, insurers were reluctant to invest in the idea. In 2009 Arnold Milstein of Stanford University estimated that less than 2% of spending by American insurers went on the kind of non-urgent procedures that might be moved abroad.

The legwork required also turned out to be formidable. Insurers had to choose foreign hospitals, negotiate contracts and malpractice insurance, and arrange follow-up care with American providers. By the time the battle over Obama care distracted them from contemplating transnational forays, most seemed to have concluded that they would not be worthwhile anyway. Companion Global Health Care, a subsidiary of Blue Cross Blue Shield, is the only big medical-tourism offshoot of an American insurer. Governments have shown a similar lack of enthusiasm, perhaps because state promotion of medical tourism is usually seen as an admission of policy failure. In 2002 Britain allowed patients facing long waits to seek treatment elsewhere in Europe. Liam Fox called the decision

“humiliating” and criticized the government for not spending more at home. In Germany patient advocates blame government stinginess for the fact that some retired people choose, for reasons of cost, to live in eastern European care homes. Overall, only 1% of public health-care spending in Europe now crosses borders. But the mere possibility of medical tourism is starting to change health care in unexpected ways. The biggest gains have gone not to patients, insurers or governments, but to hospitals, which have calculated that they could win more business by reversing the trend and going abroad to find patients. America’s Cleveland Clinic will open a branch in Abu Dhabi next year. Singapore’s Parkway Health has set up hospitals across Asia. India’s Apollo Hospitals have a branch in Mauritius. And though American firms and insurers have mostly stopped scouring the globe for bargains, some have negotiated bulk rates with top-notch hospitals at home. PepsiCo, a food giant, made a deal with Johns Hopkins in Maryland. Other firms are said to be working on similar schemes. The future of medical tourism may be domestic rather than long-haul.

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**MODERN LANDSCAPE DESIGN**  
(Сучасний ландшафтний дизайн)

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What will the garden on the plot, decides his boss. Task landscape designer acquaint him with the latest advancements art planning and landscaping the garden. It is believed they are relevant today or not. It turns out that in planning a garden is no ready-made formulas and rules. Here the main sense of style, freedom of creativity and intuition. Tell you what the current trends in landscape design.

Many famous gardens, which are considered masterpieces of landscape art, were often created as contrary to the existing rules, but simply for inspiration. That's modern landscape design solutions can be quite different. At their summer cottage garden can be a place where different plants for fans of all wild and natural, grow their own. This so called natural style in landscape design. But the same garden can be transformed into organized space and its subordinate laws of landscape architecture.

Trends in landscape design always reflected the spirit of his time. Trendsetters in landscape gardening art collected annually at the exhibition in Chelsea ( UK). Its winners for several years show open plan garden , referring to the idea of its naturalness .

Planning an English garden with its lawn licked , went out of fashion and style has given way to an abandoned garden. An example is a mansion of Prince Charles of Wales at Clarence . It was he who , a quarter of a century ago, began to create your ecological garden, which would be perfectly combined with nature. While this trend was not popular.

Today, Prince Charles is considered by the legislator of the modern trends in landscape design. So now considered fashionable highlighted naturalness garden with many wild thickets where there are hedgehogs, frogs, snails and birds.

One kind of modern landscape design is a Mediterranean garden. Its feature is the area with plenty of light, which are gravel beds, mosaic walls and unglazed pots of flowers. Plants preferred for this landscape hedges, cut trees and vine. Of course, this would look great abundance of wild plants, grasses and ornamental grasses. Mediterranean style in a modern landscape design is convenient because it does not require much water.

In colder area nature lovers shrubs planted in the garden with winter berries, evergreens and looking trying to keep the winter ornamental grasses .

Active part in the fashion vertical gardening. The practice of growing plants on balconies, in the summer house, on the grill, walls and even the roof of his suburban home is becoming increasingly popular especially among those who do not have enough space for partitioning a large garden .

It remains popular garden sculptures and small artificial ponds and fountains spherical shape with brass or stone. You can also very vtovkmachty in boulder groove and put it on a modest stream of water. Let it symbolizes the proverbial water sharpening stone . Although dry creek landscape is hit by high fashion.

For those who are situated in the forest, too, there are many ways to create a romantic landscape. Winding stream that flows into the tightened duckweed pond, bench beneath lush crown silver willow, linden alley and beech nuts, not to mention the thickets of jasmine and lilac. Well, glades, sprinkled with summer poppies, wild daisies, cornflowers and other wildflowers.

These are the kinds of modern landscape design can be implemented in its plot.

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### THE WIND ENERGY

(Повітряна енергія та її переваги)

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Wind is a form of **solar energy**. Winds are caused by the uneven heating of the atmosphere by the sun, the irregularities of the earth's surface, and rotation of the earth. Wind flow patterns are modified by the earth's terrain, bodies of water, and vegetative cover. This wind flow, or motion energy, when "harvested" by modern **wind turbines**, can be used to generate **electricity**. The terms "**wind energy**" or "**wind power**" describe the process by which the wind is used to generate **mechanical power or electricity**. Wind turbines

convert the kinetic energy in the wind into mechanical power. This mechanical power can be used for specific tasks (such as grinding grain or pumping water) or a generator can convert this mechanical power into electricity to power homes, businesses, schools, and the like.

Wind turbines, like aircraft propeller blades, turn in the moving air and power an **electric generator** that supplies an electric current. Simply stated, a wind turbine is the opposite of a fan. Instead of using electricity to make wind, like a fan, wind turbines use wind to make electricity. The wind turns the blades, which spin a shaft, which connects to a generator and makes electricity.

**Wind Turbine Types.** Modern wind turbines fall into two basic groups; the **horizontal-axis** variety, like the traditional farm windmills used for pumping water, and the **vertical-axis** design, like the eggbeater-style Darrieus model, named after its French inventor. Most large modern wind turbines are horizontal-axis turbines.

**Turbine Components.** Horizontal turbine components include:

- **blade** or **rotor**, which converts the energy in the wind to rotational shaft energy;
  - a **drive train**, usually including a gearbox and a generator;
  - a **tower** that supports the rotor and drive train;
- and
- other equipment, including controls, electrical cables, ground support equipment, and interconnection equipment.

**Wind Turbine Size and Power Ratings.** Wind turbines are available in a variety of sizes, and therefore power ratings. The largest machine has blades that span more than the length of a football field, stands 20 building stories high, and produces enough electricity to power 1,400 homes. A small home-sized wind machine has rotors between 8 and 25 feet in diameter and

stands upwards of 30 feet and can supply the power needs of an all-electric home or small business. **Utility-scale turbines** range in size from 50 to 750 kilowatts. Single small turbines, below 50 kilowatts, are used for homes, telecommunications dishes, or water pumping.

**Advantages and Disadvantages of Wind-Generated Electricity. A Renewable Non-Polluting Resource.** Wind energy is a **free, renewable resource**, so no matter how much is used today, there will still be the same supply in the future. Wind energy is also a source of **clean, non-polluting, electricity**. Unlike conventional power plants, wind plants emit no air pollutants or greenhouse gases. According to the U.S. Department of Energy, in 1990, California's wind power plants offset the emission of more than 2.5 billion pounds of carbon dioxide, and 15 million pounds of other pollutants that would have otherwise been produced. It would take a forest of 90 million to 175 million trees to provide the same air quality.

**Cost Issues.** Even though the cost of wind power has decreased dramatically in the past 10 years, the technology requires a **higher initial investment** than fossil-fueled generators. Roughly 80% of the cost is the machinery, with the balance being site preparation and installation. If wind generating systems are compared with fossil-fueled systems on a "life-cycle" cost basis (counting fuel and operating expenses for the life of the generator), however, wind costs are much more competitive with other generating technologies because there is no fuel to purchase and minimal operating expenses.

**Environmental Concerns.** Although wind power plants have relatively little impact on the environment compared to fossil fuel power plants, there is some concern over the **noise** produced by the rotor blades, **aesthetic (visual) impacts**, and birds and bats having been killed (**avian/bat mortality**) by flying into the rotors. Most of these problems have been resolved or greatly reduced through technological development or by properly siting wind plants.



**Supply and Transport Issues.** The major challenge to using wind as a source of power is that it is **intermittent** and does not always blow when electricity is needed. Wind cannot be stored (although wind-generated electricity can be stored, if batteries are used), and not all winds can be harnessed to meet the timing of electricity demands. Further, good wind sites are often located in **remote locations** far from areas of electric power demand (such as cities). Finally, wind resource development may compete with other uses for the land, and those **alternative uses** may be more highly valued than electricity generation. However, wind turbines can be located on land that is also used for grazing or even farming.

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**THE YOUTH OF UKRAINE AND WHAT IS ITS  
INTERESTED IN?**

(Молодь України і її інтереси)

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Students prefer to spend their free time in the company of friends, books or computers. These are the results of the annual program of International Sociological Research Institute Gorshenina "Students - image of the future ", passed with UNIAN. In particular, according to a survey in Poland,

Ukraine, Russia and Kazakhstan, most of the students in their free time prefer to meet with friends (Poland - 83.5 %, Ukraine and Russia - by 79.9 %, Kazakhstan - 59.6 %) [1].

Polish students also enjoy listening to music in their spare time (63.8 %) and reading books, newspapers, magazines ( 56.2 %) and Kazakhstan's youth prefers to engage in household chores (54.6 %) and reading books, newspapers and magazines ( 46.4 %).

Thus more than half of Russian and Ukrainian students spend free time on computer games and the Internet (Russia - 57.5 %, Ukraine - 51 %), half of Russians also spends their free time doing household chores (52.5 %), Ukrainian and half (50.4 %) - listening to music [2].

Commenting on the survey, the director of the Institute of Philosophy of NAS of Ukraine, Doctor of Philosophy Miroslav Popovich noted that despite everything, personal communication is the foundation of the educated world. "What pleases me and unite us all this is the delight of any youth in a common pastime. All without exception, equally, we are and in the West like to communicate" - he said.

M. Popovich noticed that online communication is perhaps the main channel of communication and pastime.

"But then goes reading. Reading was very stable element among young people, however, the most interesting thing is that the youth is read, but they read magazines like "Playboy", detectives or serious literature , " – said the expert.

He also drew attention to the fact that many young people like to listen to music - both in Ukraine and Poland. "Where they listen to music? It's a very interesting stuff. Our listening in the kitchen, European and American – in the car, so mere fact that information goes through channels and mainly through radio, different sounds in different countries ", - said M. Popovich [3].

In his opinion, the lifestyle of the Ukrainian youth behaves just like young Western neighbors of Ukraine. "You

could say that the entire civilized world will shift towards the Internet somewhere, but at the same time the foundation of the life style will remain private fellowship," - said the scientist.

International social research "Students - Image of the Future" was conducted by the Institute Gorshenina from October 2010 to March 2011.

Total according to a random sample to be surveyed 5,155 students at 22 higher education institutions of four countries: Ukraine, Russia, Poland and Kazakhstan.

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**AGRARIAN SECTOR OF UKRAINE:  
PROBLEMS AND PERSPECTIVES OF  
DEVELOPMENT**

(Аграрний сектор України: проблеми та перспективи розвитку)

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Agricultural sector is a special sector of Ukraine's economy, because its development has a decisive influence on the Ukrainian people's standard of living. 1% of growth in agriculture provides 2% of economic growth in general. According to foreign experts' researches, Ukraine is a country with the highest rate of agricultural production's potential reserves [1, p. 16].

Agricultural sector of Ukraine makes up about 10% of GDP of the country and provides the population with food at the level of 95% that is one of the highest rates in the world. Besides of that, the agricultural products market of Ukraine has a vast potential to increase in the absolute numbers and great possibilities to substitute many import positions. Due to UNO data Ukraine closes the set of three world leaders as for the dynamics in agricultural production (after Brazil and Russia). The sector becomes even more attractive taking into consideration the dynamic growth of food prices in 2013–2014 in the world as a whole and in Ukraine in particular [2, p. 18].

The question of agricultural sector's development is crucial for the state. It is connected with the competition in the home and world markets of agricultural products. In addition, the successful solving of the problem of effective development of agricultural sector in Ukraine's economy increases its

competitiveness, but the world food problem becomes not only purely national, it becomes international importance and remains unresolved. That's why the state should play an important role in the development of agrarian sector, creating conditions for efficient agricultural manufacture. But the land reform hasn't given the expected results yet, it hasn't caused a significant increase in the amount efficiency of agricultural production, rational use of land resource potential and, consequently, food security. Previous changes have not been able to stimulate sustainable development of agricultural enterprises of the state and private ownership. The main volume of production shifted to farms [4].

For centuries agriculture has been an integral part of everything Ukrainian, be it art or the famous national cuisine. The symbols of earth, fertility, plants and sun are everywhere. You can discover them in historical reviews about Ukraine, in fine arts, in folklore. And it is no wonder. Traditionally mostly peaceful peasants populated the territory of Ukraine. The ancient practice of living off the soil and agricultural products has made Ukraine one of the world leading producers of grains, vegetable oils, sugar. If you are looking for the country with favorable conditions for agricultural business there is hardly a better option than Ukraine [3, p. 312].

Despite the dramatic changes Ukrainian economy has been passing through during the last decades, the national agricultural sector still holds its strong positions mainly due to its abundant resource base. The major alimentary products exported internationally are grains, rapeseeds, vegetables, sugar, sunflower oil, milk powder and meat. 20% of the agricultural exports including non-food batches go to Russia, while the countries of the European Union take up to 17% of the volume. China, Turkey and the United States of America receive 7%, 6% and 4% of food exports from Ukraine respectively [1, p. 12].

Experts claim only 45-50% of the Ukrainian arable lands are used to cultivate crops while meat and poultry production has drastically decreased over the past decade despite the world's growing demand for food. Private farmers run their businesses mainly due to legal agreements allowing using the land lots for the time periods ranging from 5 to maximum 49 years. The economic forecasts proving agricultural output of Ukraine is not likely to be seriously affected by the world financial crisis make this country one of the most attractive for exploration and investments [2, p. 36].

The western region of Ukraine is rich in diverse agricultural and natural resources. Geographically it can be divided into the Western part (or Carpathians) and the North-Western part.

Carpathians region includes Lviv, Zakarpattya, Ivano-Frankivsk and Chernivtsi regions. The agro-industrial complex of this area includes agriculture and processing industries. In the forest-steppe area cattle breeding, pig breeding, grain planting, flax and sugar beet cultivation are widespread. In the mountains the cattle breeding prevails. Due to the geological and climate conditions these lands can't be used for arable planting. Therefore, sheep breeding traditionally played the leading role here. The steep mountain slopes are suitable for this agricultural sector. Polonyny or subalpine grasslands are covered with bilous – plant which only sheep can eat. Flax and potato are also popular here. In Zakarpattya region you can find lots of households involved into viticulture, gardening and tobacco cultivation [1, p. 17].

The North-western area consists of Rivne and Volyn region. People mostly cultivate rye, flax, hop, winter-crops, wheat, sugar beet and potato there. However the region tends to live off cattle breeding: pig and sheep breeding, poultry, rabbit and fish farming, as well as beekeeping are popular. Thousands of family households are small and most are poorly equipped. Local farmers work in fields as they have been doing for years.

They cut hay with hand scythes, carts and ploughs are driven by horses [2, p. 115].

Central Ukraine is Kirovograd, Cherkassy, Vinnytsia, Zhitomyr, Poltava and Kyiv regions. All of these except Kyiv are mainly agrarian. The regional agro-industrial sector is known for the diverse plant cultivation and animal breeding. People cultivate winter wheat, barley, maize, sugar beet, sunflower, hemp, coriander. The leading sectors are milk production and cattle breeding. Enterprises, specializing in breeding pigs, sheep, rabbit, and poultry are also popular. and pond fish breeding are developing. Every region has its peculiarities. For instance, in Vinnytsia region the horticulture and viticulture are widespread, also represented a unique branch of agricultural production as a hop planting. Vinnytsia region is ranked first in the country for the production of cereals and sugar beet, shares the 1-2 places for the production of vegetables with Autonomous Republic of Crimea. The major crops grown in Kirovograd area are winter wheat, barley, maize, beans, buckwheat and millet, as well as sunflower and sugar beet. The production of soybeans is rapidly growing. The dominant trends in horticulture are apples, pears, plums, cherries and berries [3, p. 315].

The southern part of Ukraine includes Odessa, Mykolayiv, Kherson regions and the Autonomous Republic of Crimea. An area of the appointed territory is 113.4 thousand square km. South Ukraine is a region of immense steppes, fertile soil and intensive sun shining regime. At the same time some of these areas suffer from the lack of water resources in summer. Diversified agro-industrial complex of the Southern Ukraine is one of the most developed in the country. Winter wheat, barley, maize, millet, rice, sunflower, tobacco occupy significant areas here. Also we can mention sugar beets, flax, soy, sesame, peanuts, essential oil and medicinal plants. Large areas are used for vineyards, orchards, cultivating vegetables and melons. Dairy and beef cattle, pigs, poultry and sheep

breeding is widespread. Fish breeding and fish processing industry are developed in the regions washed by the Black and Azov seas [4].

To the East Agricultural zone of Ukraine usually included Kharkiv, Poltava and Sumy regions. The total area is 84 thousand km<sup>2</sup>. Agricultural lands of the East Agricultural region occupy up to 79% of its area, agriculture is better developed than livestock breeding. The main specialization of agricultural production is the cultivation of cereals, sugar beet and sunflower. Potatoes and vegetables are grown in suburban areas of the large cities. In sector of animal husbandry dairy and meat cattle breeding and pig breeding dominates. Apiculture and sericulture enterprises are also developing [1, p. 31].

The basic problems of the agricultural sector in our country are: low efficiency of agricultural production; inadequate mechanism of investment security; inefficient use of land for agricultural purposes; reducing the supply of agricultural machinery and critical depreciation of taxes assets; inadequate infrastructure and mechanism of regulation of conditions in agricultural markets; deformation of production's structure; aggravation of social problems in rural areas. All mentioned problems of agricultural sector must promptly take effective management decisions. After all, Ukraine has always been renowned for its agricultural production. That's why, in order to develop its agricultural sector, Ukraine should focus on: environmental tech of agricultural production, which includes energy and resource saving technologies; effective management of enterprises of market type with an appropriate level of government regulation and support; developed agricultural sector with a reliable market for the existence of public order and public investment; expert-oriented, mixed agricultural sector with elements of concentration, cooperation, specialization.



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### **THE SHERLOCK HOLMES MUSEUM**

(Музей Шерлока Холмса)

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The most famous address in the world is marked by brown brick wall of a building in 1815: Baker Street nr.221b, London. Here, in 1990 opened the first museum of imaginary literary character, Sherlock Holmes famous hero of the stories of Arthur Conan Doyle. A so successful they were in the late 19th century adventures of private detective and collaborator with his friend Dr. Watson, Holmes's existence that would not be questioned by its fans everywhere. World fame brings hundreds of thousands of visitors to the memorial house of the long street Baker and souvenir shop next door. Museum recently joined the list of London sights, and daily or simply

curious groups of fans expected to visit the three floors of old buildings.

The rooms are faithfully maintained exactly as described in the stories. You can spend time in Sherlock Holmes study, Dr. Watson's room on the 2nd floor and Mrs. Hudson's room- the landlady of the lodging house who prepared meals and looked after her two tenants. Mrs. Hudson is always in attendance to assist visitors with their questions.

The museum's beautiful Victorian interiors have been carefully created from references in the Sherlock Holmes stories. There are three floors of exhibits and a souvenir shop on the ground floor.

The first floor is the well-known study, the sets of many films on the publication of Arthur Conan Doyle. A large door to the bedroom gives Sherlock Holmes. Arranged modest, this room talking about her master the simple bed, a suitcase prepared for any unexpected departure, table and left open the book most interesting paragraph, thick volumes filled closet, police lamp with figures and photographs of offenders.

Doctor Watson's bedroom is on the second floor. It has a variety of private papers belonging to the published cases and especially a diary with notes and excerpts from the famous Adventure manuscripts of "The Hound of the Baskervilles." Watson's bedroom from the second floor, guess the presence of a passion for medicine, biology and exotic travel. Ensure the artistic paintings collection of medical journals and related medical parts, including an early device for measuring blood pressure.

The third floor is made of wax figures and there before us, still as a statue, the host of this museum: Sherlock Holmes.

In The Sherlock Holmes' Museum you step back a hundred years in time. It is unique. There is no modern virtual reality, but it is all virtually real. There are no horrors, no mummies or hidden corpses... Even so, the atmosphere of this

quiet house is electric. You have a feeling as if the great detective had just left the room for a moment with Dr. Watson, and Mrs. Hudson is somewhere in the backrooms, and you'll see her entering the room with a tray of tea cups.

Everything in the museum reminds us of the stories we know so well. It is filled with things which Holmes and Watson would have had — Holmes' violin, his deerstalker and pipe, the Persian slipper in which he kept his tobacco, unanswered letters pinned to the wall with a knife, his magnifying glass...

The Sherlock Holmes' Museum is unlike other museums. Very little here is locked up in glass cases. You can sit in Holmes' s armchair by the fireplace, you can examine his things and put on his deerstalker.

The museum is open every day of the year except Christmas Day.

Other places to investigate are 2, Devonshire Place, where the Sherlock Holmes author Sir Arthur Conan Doyle had a medical practice and the Sherlock Holmes Pub (10-11Northumberland Street, Westminster), where there is another replica of Homes' study, memorabilia and a collection of TV and film stills.

Brilliant intelligence, spirit of observation extraordinary passion for unraveling the mysteries will forever define the complex character of Sherlock Holmes. And, similarly, his pipe, magnifying glass and hat its unmistakable silhouette match wherever it looms: a thrilling description of a scene from the book, a magazine picture or a movie production.

Surely, Sherlock Holmes solves the case and saves entangled innocent victim or suspect. London and Europe have their greatest detective of their time. Heated living room fireplace, you can hear his voice penetrating: "Elementary, Watson, elementary."

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### **PROBLEMS OF FOREIGN ECONOMIC ACTIVITY IN UKRAINE CRISIS**

(Проблеми зовнішньоекономічної діяльності в  
Україні)

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Foreign economic activity is one of the main directions of development of many modern states, the source of the goods whose production is not possible within the country, as income from the export-import operations. For many countries, where for some reason no manufacturing processes, FEA - the only way to provide themselves with the necessary goods.

In connection with Ukraine's desire to become a full member of the international cooperation and exchange of goods, to establish economic cooperation with foreign partners, the volume of foreign trade operations commit quite strongly increased in recent years. In addition, many domestic enterprises have expanded their activities reached new levels, including the captured share of foreign markets. Of course, all

this had a positive impact on the economy, as promoted the growth of national income increased Ukraine's image in the international market. However, the global financial crisis has affected the foreign economic activity of the country, namely for the reduction of export and import flows [2].

According to the State Statistics Committee, the negative balance of foreign trade in goods in Ukraine in January-September 2008 amounted to USD14, 283 billion, which is 2.1 times more than in the same period of 2007. Exports of goods in the first nine months increased by 50.1 % - up to USD53 billion 562.3 million, imports - by 60.2 % to USD67, 845 billion [1]. Began in October 2008, the crisis over the last month helped reduce imports by 50% ! According to the State Customs Service, to Ukraine in October, compared with the same period last year, imported 44% less mineral products, 17% of fuel and energy products, and 28% less chemical products and rubber.

At the same time the country got 32% more food products, 19% - machinery and transport equipment. Most noticeably decreased flow of exports directed to the countries of Western Europe [1]. Lack of proper order in terms of foreign trade activities, unwarranted weakening of state control in this area has a negative impact on the development of the national economy, leading to a significant outflow of capital from the country, as the unstable political and economic situation in Ukraine can not stimulate business investment. In these circumstances, the liberalization of foreign trade, inefficient public exchange controls led to " leak " the capital of Ukraine. Besides " impaired " and the course itself to liberalize foreign trade activities: pointless to boost exports, the foreign currency revenues are deposited abroad and invested in the Ukrainian economy. Today, Ukraine is a large part of foreign operations are not happening at the state level and at the level of private enterprise, and the state only establishes legal norms by which

regulates the accuracy and legitimacy of international cooperation.

To change the extremely unfavorable developments must finally end the misconception that only the state should create rules of market behavior, and even the economy, if it does not interfere with itself through the market will self-development and self-regulation. Therefore, in order to significantly increase the effectiveness of Ukraine's participation in the international division of labor relations in the world, changing the position of the foreign economic sphere, the main emphasis should be placed on government support [3].

Therefore, we can say that Ukraine during the economic crisis should focus on supporting domestic producers, as well as its exports while limiting imports. Thus, the state is called upon not only to set general guidelines FEA reforms, but also pave the way for them consistently. In the first place need hard and at the same time balanced state policy aimed at overcoming the crisis, in order to transform it into an efficient sector of the Ukrainian economy.

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**POTENTIAL OF UKRAINE'S AGRICULTURE**  
(Потенціал сільського господарства України)

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Ukraine is blessed with rich farming and forestry resources. According to the Statistical Year Book of Ukraine (1996), about 71 percent of the country's surface (41 million hectares) was used for agricultural activities.

About 80 percent of the agricultural area is arable land, two-thirds of it the agriculturally rich "black soil" (chernozem). The primary food harvest products are barley, maize, potatoes, rice, sugar beets, and wheat. The primary meat products are beef and veal, lamb, pork, chicken, horse, and rabbit. In terms of value, the largest agricultural exports in 1998 were refined sugar, raw sugar, beef and veal, sunflower seed, and fish. The total value of agricultural exports in 1998 estimated \$1.898 billion. The total value of agricultural imports in 1998 was \$999 million. The largest single crop produced in 1999 was potatoes at 15.4 million metric tons. The number-two crop was sugar beets at 13.89 million metric tons, followed by wheat at 13.47 million metric tons. The main livestock product was beef and veal with 786,000 metric tons, followed by swine with 668,000 tons, and chicken with 194,500 tons.

In recent years, agricultural production has declined drastically because of a decrease in the number of tractors and combine harvesters in working order and to the lack of fertilizers and pesticides. According to official data, between 1991 and 1997, the number of tractors in use decreased from 497,300 to 361,000. (In order to operate efficiently, it is estimated that the country would need 515,000 tractors in use.) Similar shortfalls exist for harvesting combines. Between 1990

and 1997, the consumption of pesticides and fertilizers per hectare declined about 78 percent. From 1995 to 1999, crop production declined by an average of almost 10 percent per year, while livestock production declined by an average of 9 percent per year. These shortfalls in agricultural inputs reflect declining investment in agriculture, and feed directly into declining production.

Under communism, agricultural lands were held by the government and worked by the people, who owned no land. Privatization planned to shift most such land into the hands of individuals and farming collectives (jointly held farming cooperatives). By August 1995, the transfer of lands into private hands had begun. Over 8 million hectares of land had been privatized, with plots averaging 5 hectares. By 1996, most of the agricultural land in Ukraine was in collective and private hands, although 40 percent was still owned by the government. Household plots and private farms accounted for about 15 percent of the Ukrainian territory and they filled an important role in the delivery of products to the marketplace.

In general, the agricultural sector is experiencing serious internal difficulties, due to the transitional nature of the economy. A new policy and direction for Ukraine's agricultural sector is necessary. Agriculture poses the greatest challenge to the survival of Ukraine's political leaders, because almost half of the Ukraine's population live in rural areas.

About 57% of the total land area is arable, with another 11% utilized as permanent pasture land. Agriculture accounted for 17% of GDP in 2001. As in other former Soviet republics, total agricultural production has dramatically declined since 1990. Although the rate of decline is slowing, yearly declines still prevail. The average annual decline during 1990–2000 was 5.8%. By 1999, the agricultural sector was only producing 47% as much as it had during 1989–91. Production amounts in 1999 included (in 1,000 tons): sugar beets, 13,890; potatoes, 15,405; wheat, 13,476; dry peas, 510; fruit, 1,594; sunflower seeds,



2,750; cabbage, 1,015; grapes, 270; wine, 73; soybeans, 42; and tobacco, 3.

Ukraine's steppe region in the south is possibly the most fertile region in the world. Ukraine's famous humus-rich black soil accounts for one-third of the world's black soil and holds great potential for agricultural production. However, the soil is rapidly losing its fertility due to improper land and crop management. Ukraine typically produced over half of the sugar beets and one-fifth of all grains grown for the former USSR. In addition, two of the largest vegetable-oil research centers in the world are at Odessa and Zaporizhzhya. Agroindustry accounts for one-third of agricultural employment. To some extent, however, agroindustrial development has been hampered by the deteriorating environment as well as a shortage of investment funds due to the aftermath of the nuclear power plant disaster at Chernobyl. According to estimates, nearly 60,000 hectares (148,250 acres) of arable land in the Chernobyl vicinity are now unavailable for cultivation. Out of 33 million ha (81.5 million acres) of total arable land, more than 17 million ha (42 million acres) are depleted, 10 million ha (24.7 million acres) are eroded, and another 10 million have excessive acidity. Furthermore, 17% of arable land is located in areas where there is risk of drought.

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**BRITISH MONARCHY: PAST OR FUTURE OF  
THE MODERN COUNTRY**

(Британська монархія: минуле чи майбутнє сучасної  
країни)

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*The paper is concerned with Elizabeth II and Lady Di. It is known that Queen Elizabeth - a woman known on both sides of the Atlantic. It should be noted as the head of of all British Commonwealth, it was and remains a living symbol of the United Kingdom, as well as the former might of the Empire on which the sun never sets. At the moment this woman - a living symbol of England. Much attention is given to Lady Di - the People's Princess. The text gives valuable information about popular people and their lives*

At present the British royal family is headed by Queen Elizabeth. When the Queen was born on the 21st of April 1926, her grandfather, King George V, was on the throne and her uncle was his heir. The death of her grandfather and the abdication of her uncle brought her father to the throne as King George VI.

As a child she studied constitutional history and law as well as art and music. In addition she learned to ride and acquired her enthusiasm for horses. As she grew older she began to take part in public life, making her first broadcast at the age of 14.

The marriage of the young Princess Elizabeth to Philip, Duke of Edinburgh took place in November 1947. She came to

the throne after her father's death in 1952 and was crowned in Westminster Abbey in June 1953.

Among Queen Elizabeth's many duties are the regular visits she makes to foreign countries, and especially those of the Commonwealth, whose interests and welfare are very important to her. The Queen has allowed the BBC to make a documentary film about the every day of the royal family. She also started the tradition of the "walkabout", an informal feature of an otherwise formal royal visit, when she walks among the public crowds and stops to talk to some people.

The annual Christmas broadcast made by the Queen on radio and television has become a traditional and popular feature of the season, and there were widespread celebrations and special programmes of events in 1977 to mark her Silver Jubilee.

The Queen's husband, Duke of Edinburgh, was born in 1926 and served in the Royal Navy. He takes a great deal of interest in industry, in the achievements of young people (he founded Duke of Edinburgh's Award Scheme in 1956) and in saving raise wild animals from extinction.

The Queen's heir is Charles, Prince of Wales, who was born in 1948, married Lady Diana Spencer and has two children, Prince William and Prince Harry. The Prince of Wales is well-known as a keen promoter of British interests.

In recent years he has become outspoken on such controversial topics as modern architecture, violence in films and on television, and the standard of English teaching in schools. His wife Diana, Princess of Wales (often called in mass media Princess Di), won the affection of many people by her modesty, shyness and beauty. Unfortunately, she died in a car accident in August, 1997.

The Queen's other children are Princess Anne (born in 1950), Prince Andrew (born in 1960) and Prince Edward (born in 1964). Anne, Princess Royal, has acquired a reputation for

being arrogant, but in recent years has become quite popular with the general public.

The Queen is widely known for her interest in horses and horse-racing. She is now president of the Save the Children Fund, Chancellor of the University of London and carries out many public engagements.

Prince Andrew, Duke of York, served as a helicopter pilot in the Royal Navy. In 1986 he married Miss Sarah Ferguson (Fergie, for short) and has two daughters.

Prince Edward is keen on the theatre. This interest began while he was at university. He quit the Royal Marines, and is now pursuing a career with a theatrical company.

The Queen Mother, the widow of the late King George VI, celebrated her one hundred birthday in 2 000 and died in 2002. The Queen's only sister, Princess Margaret, Countess of Snowdon, is well-known for her charity work.

So I want to tell more about the woman who played an important role in the history of Great Britain. Diana - the People's Princess.

Diana Spencer was born on the first of July 1961 in Sandringham in England. She had two older sisters and a younger brother. In childhood she liked games, swimming, running and dancing. She wanted to become a dancer. Besides she loved children very much and at the age of sixteen she worked in schools for very young children.

Diana became princess, when Prince Charles, the Queen's son, asked her to be his wife and they got married. They seemed to be a happy couple at first. They had two sons. They travelled a lot they worked a lot, they visited many countries together. But Diana was not quite happy because they did different things and Charles didn't understand her.

Why was Diana the most famous, the most beautiful,

the most photographed woman in the world?

Why did she win the hearts of millions and millions of people in many countries? Why did so many people come to London to remember her when she died? Why did the car accident which took her life, become such a total shock to crowds of people? Why did people feel the need to be in London at the funeral?

Why did the tears and love at the funeral move the world?

The answer is so simple. Matthew Wall, a student at St. Michael's College in Burlington said: "She was such a lovely lady. She did so much for those people less fortunate than herself".

She was a kind woman. Hundreds of people talked about Diana's kindnesses. She liked ordinary people, though she was rich and had many rich friends. Wherever she was, she was always ready to lend a hand. She was devoted to the sick and the poor. She visited hospitals for people with AIDS and for lepers and wasn't afraid to touch them, talk to them, listen to them.

She worked on children's charities, and had teamed up with Hillary Clinton in an effort to ban landmines. And it's not only money, that she wanted to give people. She wanted to give them a part of her soul, to make them happy because she was unhappy herself. She wanted to give them love, because she needed love herself.

Rock stars (Sting, Elton John), pop singer George Michael, film stars and producers (Tom Hanks, Steven Spielberg, Nicole Kidman, Tom Cruise) and other famous people were among her friends. But she had more friends among ordinary people.

Diana was seen many times in floods of tears, because

of the pressures of her loveless 15-year marriage. It is not a secret that Diana was hounded and humiliated to the point of mental breakdown and was able to pull through only because she knew she had the love of the people to buoy her in her darkest hours.

She was, indeed, the People's Princess.

*Стаття присвячена Єлизаветі II і Леді Ді. Відомо, що королева Єлизавета - жінка, відома по обидві сторони Атлантики. Слід зазначити, що будучи головою всієї Британської співдружності націй, вона була і залишається живим символом Великобританії, а також колишньої могутності Імперії, над якою ніколи не заходить сонце. На даний момент ця жінка - живий символ Англії. Велика увага приділяється леді Ді - Народній принцесі. Стаття дає цінну інформацію про популярних людей і їх життя.*

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**ADVANTAGES AND DISADVANTAGES OF  
KEEPING DINING TRADITIONS IN BRITAIN**

(Переваги та недоліки дотримання столового  
етикету в Британії)

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Busy schedules seem to make it nearly impossible to share a meal together as a family. Even though you, your partner, and your children may all have busy schedules, having family dinner is important. Not only does eating together nourish your body, it's a nurturing tradition.

Many families these days have allowed their schedules to dictate how and where they eat. Rather than spending dinner time together as a family around the table, there are meetings, sports practice, and other obligations to meet. As a result, they may be growing further and further apart.

One of the many benefits of sharing family dinner together is that it keeps the family connected. The children know they'll have their parents' undivided attention at that time. The family can talk about their lives, share concerns, and seek support and advice for dealing with problems.

For many people, as they were growing up, having dinner together as a family was one way to share their love for one another. There was time to communicate opinions without fear of reprisal, and few topics were off limits. For children, having their parents' undivided attention was an expression of love.

Sharing meals is also a way for a family to develop trust among the members. The family dinner table was the place parents could teach their children to share their feelings,

reinforce the family's values, learn to take turns talking, and explain why family traditions are important.

Research has proven overwhelmingly that children who have meals with their family at least twice a week are less likely to try drugs or alcohol, less likely to become depressed, and more likely to make good grades. Who knew eating with your family around the dinner table could be so good for children and teens?

Another benefit of having a family dinner is helping your family develop good eating habits. When you're eating at home, you're less likely to be eating as much junk food. If you're running from place to place, you'll likely pick up fast food in between activities. That's no way to eat on regular basis. Eating at home allows you to provide fruits and vegetables, control sweets, and control the fats your family eats.

Eating at home is also considerably cheaper than eating out. You have control over how much you spend, the serving sizes your family eats and the types of foods you buy. Since you're at home, why not teach the children and teens in your family how to cook so they'll have that skill when they move out?

It is possible someone in the family will have an activity or appointment that can't be broken, and that's okay. Having an occasional meal where the whole family can't be present isn't a problem. When you're trying to create a nurturing tradition such as family dinner, it's important to be flexible but not allow the interruptions to your family dinners become the norm.

Getting everybody gathered for dinner at the same time every evening can be a challenge when each family member has a different schedule. Setting up a family meeting and discussing the best time to sit down together each night is a good way to make dinner together a regular habit. Planning a dinner schedule helps meal preparation go more smoothly for



the person cooking and ensures regular quality time together for the whole family:

1. Call a family meeting. Gather everyone together for about 30 minutes and compare schedules. Give each family member a sheet of paper and a pencil and ask them to list their regular schedules for every day of the week.

2. Pick a time for a planned family dinner. Choose an hour in the evening when everyone can meet at the same time at the dinner table. It might be the same time every night, or different times on various nights.

3. Discuss the menu. List any food allergies on the top of another sheet of paper and create two columns, one with likes and one with dislikes. Put ingredients or dishes that your family enjoys in one column and the recipes that your family does not find appealing in another.

4. Set up the menu. Use a calendar to help you plan by the week or month the meals you'll be making and the days on which you'll be serving them.

5. Shop for meal ingredients and prepare the meals. If some meals are more difficult or time-consuming to prepare, make them on the weekends and store in the refrigerator to avoid stress during the week.

Dinner time is often underutilized as a way for family members to connect with one another and enjoy each others' company. Between busy working parents and kids with extracurricular activities it's easy to forget that spending time eating together is a way to engage in conversation and not only to talk about the day, but to have fun and laugh together. Try a few conversation starters and activities to jump-start this family time.

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## **THE GLOBAL ECONOMIC CRISIS AND UKRAINE**

(Світова економічна криза та Україна)

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In the 20's the world economy as a whole has evolved steadily, but in the U.S. began in autumn 1929 economic crisis, which quickly spread to other countries. The crisis began in New York with a crash on the stock exchange and engulfed the banking system, industry and agriculture. The Exchange Panic October 23, 1929 caused a catastrophic decline in the stock price, which inflated the stock price speculators. When stock prices have come off of face value and began to fall, lenders demanded repayment. Bears to obtain the necessary funds began to sell shares, accelerating them this fall. During the period from 1929 to 1933 , the total share stock price decreased 4.5 times.

The collapse rate securities on the New York Stock Exchange caused panic in the U.S. and all other countries of the West. A huge wave of financial and economic turmoil swept across the Western world. The crisis has become pervasive nature, but most strongly impressed the U.S. (the Great Depression).

During the four years of the Great Depression, industrial production in the U.S. fell by 46.2 %, the most affected automotive ( -80 %), production of iron (-79 %), oil

production ( -78 %), coal ( -59 %). During the years of crisis have failed 135 thousand industrial and financial companies, 19 major rail companies went bankrupt banks in 5760. Foreign trade decreased 3.1 times, domestic - 2 times. The fall in stock prices has affected 15 out of 20 Americans. Layoffs lead to unemployment, wages halved, many people ended up homeless, there are "Hoover town " - built around the remnants of boxes and materials, begins hunger. Falling living standards exacerbated social tensions: the protest, "hunger marches", pickets, demonstrations

The crisis in the industry intertwined with the agrarian crisis. Wheat harvest in 1934 decreased by 36%, corn - 45%. 18% of farmers ruined. To prevent falling prices, farmers are destroying the products of wheat burned in furnaces of locomotives and steamships, milk was poured into the water, potato and cotton fields filled with kerosene.

England's economic crisis struck in the form of falling prices, problems with obtaining credit, mass closures. Industrial production declined by 23%. Particularly notable was the fall in the following areas: manufacturing of iron (-53 %), shipbuilding (8 times). Falling prices for agricultural products led to the ruin of the farmers fall in industrial production resulted in unemployment. Similar expressions of the global economic crisis experienced in France.

The crisis also had a negative impact on world trade. Reducing trade turnover led to decline in international relations. Only in the 1931-1932 biennium 75 countries increased customs duties, imposed various quotas and other import restrictions.

Disturbed the foundations of financial ties between the countries. In the autumn of 1929, inflation has swept the country from an agrarian economy. In September 1931 a new wave of inflation prompted Britain to abolish the gold standard, and in the spring of 1933 went off the gold standard and the United States.

The economic crisis in Germany has become particularly acute. This was due to the country's dependence on foreign capital. The most difficult was 1932: Industrial output fell by 40%, 68 thousand companies went bankrupt, power engineering and automotive industry reached 25%, construction - 20%, mining of coal and lignite decreased over the years in 30-40%, steel and iron fell by half, broke monetary system was reduced by 60% the volume of foreign trade an increasing number of unemployed, which in 1932 reached 7 million.

In the Soviet Union during the Great Depression coincided with a period of dispossession and starvation. However, isolated from the world, the Soviet economy did not experience any significant impact of economic downturn. At first glance it looked like a confirmation of Marx's theory of crisis and contributed to the spread of communist and socialist views in the world. When the Soviet trade representative in New York announced the 6 thousand jobs, it received 100 thousand applications. Many Western intellectuals turned a blind eye to reports of mass death, expressing sympathy for the Soviet Union.

Some experts believed that the cause of the Great Depression was the Second World War, which caused massive procurement of arms. Although this explanation of events has a probability analysis of historical sources indicates the beginning of economic stabilization in 1932-1933, that is, long before the war.

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## **DIE GETREIDEARTEN – DIE WICHTIGSTEN LANDWIRTSCHAFTLICHEN KULTURPFLANZEN IN DER UKRAINE**

(Зернові культури – найважливіші  
сільськогосподарські рослини в Україні)

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Es gibt Pflanzen, die die schon seit vielen tausend Jahren zur Ernährung von Menschen und Tieren beitragen. Wir bezeichnen sie als Getreide: 1) Jäger und Sammler wurden zu Bauern, 2) Gerste, 3) Roggen, 4) Weizen, 5) Hafer, 6) Mais, 7) Buchweizen, 8) Emmer, 9) Dinkel, 10) Einkorn, 11) Hirse.

Vor ungefähr 6000 bis 8000 Jahren lernten die Menschen, dass man den Samen einiger Gräser auch aussäen konnte. Einige Monate später erntete man dann sehr viel mehr, als man gesät hatte. Die Menschen legten Felder an. In der Nähe der Felder bauten sie Häuser. Bis dahin waren sie als **Jäger und Sammler** umher gezogen. Die Gräser, aus denen man Körner gewinnen konnte, nannte man **Getreide**. Bei uns werden vor allem Gerste, Roggen, Weizen, Hafer und Mais gesät und geerntet. Andere wichtige Getreidearten auf der Erde sind Reis und Hirse, aber die werden bei uns nicht angebaut. Auch Buchweizen, Emmer, Dinkel und Einkorn dienten seit vielen tausend Jahren der menschlichen Ernährung, sie werden bei uns jedoch nur selten gesät und geerntet.

**Die Gerste.** Diese Getreideart wird schon seit mehr als 6000 Jahren angebaut. Sie stammt ursprünglich aus Ostasien, unter anderem aus China. Die Ähren der Gerste haben in der Regel lange Grannen. An einer Ähre wachsen etwa 25 bis 50 neue Körner. Im September/Oktober wird Wintergerste gesät.

Aus ihr gewinnt man Futter für Tiere. Die Sommergerste sät man bei uns im März oder April. Sie benötigt nur knapp 100 Tage bis zur Reife. Sommergerste wird vorwiegend zum Brauen von Bier verwendet. Aus Gerste macht man auch Whisky.

**Der Roggen.** Diese Getreideart stammt aus Vorderasien. In Nordeuropa wurde Roggen schon vor Christi Geburt angebaut. Er wird im Oktober gesät und kann im August des folgenden Jahres geerntet werden. Bei uns wird aus Roggenmehl vor allem Brot gebacken.

**Der Weizen.** Weizen wird schon seit mehr als 6000 Jahren angebaut. Aus Weizenmehl werden Brot, Brötchen und Kuchen gebacken und Nudeln hergestellt. Aus Weizen gewinnt man auch Stärke und Alkohol. Etwa die Hälfte der Weizenernte wird als Viehfutter verwendet. Unsere Bauern säen Mitte September bis Anfang Dezember den so genannten Winterweizen aus. Die Pflänzchen überwintern auf dem Feld und können im Frühjahr schnell weiter wachsen.

**Der Hafer.** Dieses Getreide galt lange Zeit als nutzloses Unkraut. Zur Kulturpflanze ist der Hafer vor etwa 2000 bis 3000 Jahren geworden. Er stammt wie die meisten Getreidearten aus Vorderasien. Hafer wird im März oder April ausgesät und im August geerntet.

**Der Mais.** Menschen nutzen den Mais schon seit über 5000 Jahren. Er stammt aus Südamerika. Von dieser Pflanze kann man alle Bestandteile außer den Wurzeln als Futter für Tiere verwenden. Mais wird Mitte April bis Anfang Mai gesät. Auf einem Quadratmeter wachsen 8 - 10 Pflanzen. Mais braucht sehr viel Dünger. Dazu benutzt man vor allem Gülle.

Gerste, Roggen, Hafer und Weizen werden mit einem Mähdrescher geerntet. Bei der Maisernte werden Maishäcksler eingesetzt.

**Buchweizen.** Buchweizen ist gar kein Weizen, sondern er gehört zu einer Pflanzenfamilie, die man als Knöterichgewächse bezeichnet. Diese Pflanze ist anspruchslos

und gedeiht auch auf Böden, die wenig fruchtbar sind. Sie wird ungefähr 30 bis 80 cm hoch. Die Blüten sind weiß. Buchweizen ist sehr frostempfindlich. Man kann ihn bis zu sieben Jahre lang in Folge auf der gleichen Fläche anbauen.

**Emmer.** Emmer gehört zu den Getreidearten, die von Menschen schon seit mehr als 10.000 Jahren ausgesät und geerntet wurden. Heute wird diese Pflanze jedoch in Europa kaum noch angebaut. Emmer kann im Winter Temperaturen bis zu minus 20° C aushalten. Die Pflanzen knicken allerdings leicht um.

**Dinkel.** Diese Getreideart wird schon seit vielen tausend Jahren angebaut. Sie ist eng mit dem Weizen verwandt. Sie verträgt ein raueres Klima, ist nicht so anfällig für Krankheiten, bringt jedoch weniger Ertrag. Das Mehl lässt sich auch nicht so leicht zum Backen verwenden wie das Weizenmehl. Man kann Dinkel schon ernten, wenn die Körner noch nicht reif sind. Dann nennt man das Getreide Grünkern und macht zum Beispiel Suppen daraus.

**Einkorn.** Dieses Getreide ist ebenfalls eine der ältesten Arten, die Menschen für ihre Ernährung nutzen. Zum Beispiel hatte der Steinzeitmensch "Ötzi", der vor etwa 5.300 Jahren lebte und dessen Leiche man vor einigen Jahren in den Alpen fand, Reste von Einkorn in seinem Magen. Einkorn wächst auch auf wenig fruchtbaren Böden und ist sehr widerstandsfähig gegen Krankheiten. Der Ertrag ist allerdings viel geringer als bei Weizen.

**Hirse.** Es gibt zwei wichtige Unterarten der Hirse: die Kolbenhirse und die Rispenhirse. Diese Pflanzen sind in Europa nur noch wenig verbreitet. Ihre wichtigsten Anbaugeländer liegen heute in China, Afghanistan und Indien. In manchen Gebieten sind sie dort das wichtigste Grundnahrungsmittel.

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## **MODERN BANKING SYSTEM IN UKRAINE**

(Сучасна банківська система України)

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Banks are one of the main sources of financial resources investment in the economy of the country. For 01.12.2012 there were 194 registered banks in Ukraine, 176 among them have licenses for performance of banking operations, 52 banks are the ones with participation of the foreign capital, including 20 with 100 % foreign capital. Many experts say that the main macro indicator, which is used in order to measure of banks capitalization on macro level, is the correlation of regulatory capital to GDP. As of 1 January 2012 the ratio of the banks' general assets to the GDP amounted to 109.5% , the ratio of the banks' assets to the GDP amounted to 96.2%, the liabilities to the GDP – to 83.6%, and the equity amounted to 12.6% of GDP [3].

Banking system is the most important part of the financial system of Ukraine. It is often defined simply as an aggregate of banks functioning in the economy of the country. The current banking system in Ukraine is two-tiered, comprising the central bank of the country and commercial banks. The central bank of Ukraine is the National Bank of Ukraine, it controls the national currency, supervise the



banking system and issue current banking regulations. Commercial banks operate under the authorization and supervision of the NBU. Presently there is a big possibility of the second turn of the world crisis to come, which can have a negative impact on the country's economics on the whole and particularly on the banking system. But despite expectations of the new surge of the crisis plans of Ukrainian banks for 2013 are quite pragmatic.” The banking sector of Ukraine shows a lot of positive tendencies. As the National Bank of Ukraine notes, growth rates of the key indicators of Ukrainian banks development are comparable and even a little bit exceed the performance achieved by banks of EU countries. Results of 2011 demonstrated that the banking system assets increased by 11%, credits – by 9% (including ones in national currency), regulatory capital – by 11% and private persons' deposits increased by 13%. In 2013 the banking system of Ukraine has been showing breakeven results for 3 consecutive months - the banks' profit in the 1stquarter amounted to 1.7 billion UAH compared to losses incurred a year before. In addition, a number of positive legislative innovations were implemented in Ukraine [1].

One of the burning problems of banking sector today is lack of resources. This fact is confirmed by the international rating agency Standard and Poor's, which estimates the necessary additional capitalization of Ukrainian banks in UAH 92 billions., taking into account the scale of problems with the quality of assets. Credit operations reserve level was 8, 4%, though in some banks it exceeds 20%. This testifies to the fact that there are potentially problematic debts on balances of some banks. The basic causes of the unprofitable activity of the banking system were increase in value of money resources and considerable degradation of asset quality. This led to the expenditure on reserve allocations in active operations. If negative tendencies in economy continue the unprofitable banking activities may trigger the liquidation of some financial

institutions. The low quality of the income-earning assets and the weak operational environment are the key factors limiting the liquidity of the banking sector. This is stipulated by a considerable amount of problematic and potentially problematic liabilities, an essential concentration of credit portfolios of the majority of banks among a limited number of borrowers as well as a high level of currency component in the structure of profit-earning assets of the banking system [3].

With the purpose of improvement of banking institutions in Ukraine, it is necessary to do some arrangement, in particular:

1. To enhance the capitalization of banking system.
2. To provide disclosure of banking information by creating the system of independent rating agency and credit bureaus.
3. To increase the prudential supervision of banking institutions, including risk management.
4. To improve the mechanism for recovery of troubled banks and bank liquidation procedures.
5. To develop the structure of banking sector towards the optimal combination of large banks with extensive branch network of regional and specialized banks with the purpose to approach full-fledged banking service to the people.
6. To develop and implement policies of banking risks management, including the establishment of the possible types of risks for macroeconomic and financial stability and determination of measures for their control [1].

National bank of Ukraine is taking important steps towards recovery of banking sector by adopting new laws and tightening regulation demands from one side and decreasing discount rate in order to widen an access to resources. Despite all abovementioned difficulties experts positively assess the future of the banking system. The most difficult times for banking sector are behind and it is important to make conclusions from the mistakes of the previous years.

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### ***ECHINACEA. USE IN LANDSCAPE DESIGN***

(Ехінацея, використання в ландшафтному проектуванні)

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*Echinacea purpurea* (Latin *Echinácea purpúrea*) - a perennial plant of the family Asteraceae or Compositae (Asteraceae). Earlier this plant belongs to the genus *Rudbeckia* species with the same epithet.

Nature has made many gifts to man. One of them - *Echinacea*. In this beauty all useful: inflorescence, stem, roots.

*Echinacea* Leaves oval- narrow, hairy , toothed, with streaks of green, sometimes with a purple tinge at the base. *Echinacea* flowers are large, with a radial arrangement of petals and pineal serving " bristly " core. This core ( receptacle ) and gave the name of *Echinacea* : Greek *ěchīnos* - hedgehog. *Echinacea* flowers appear on upright stems hard to reach an average of 1.5 m in height ( from *Echinacea purpurea* ) . Some varieties of *echinacea* have fragrant flowers . Massive dark roots of *Echinacea* edible and have a sharp taste.

*Echinacea* - the first thing that comes to mind is that it is a useful remedy . But above all beautiful *echinacea* longtime

perennial. Although of ehinotsei really make medicine for immunity.

It is a perennial plant native to North America with beautiful purple buds. Has a specific taste and smell. Cultivated in Ukraine as an ornamental and medicinal plant.

#### *Healing properties echinacea*

Cottagers echinacea can replace an entire first aid kit , because Echinacea purpurea - a unique medicinal plant. From flowers to the roots it has medicinal actions , acting on the whole body , stimulating the immune system, increasing the body's defenses , helping the body to quickly deal with the disease , bringing poisons and toxins , destroying viruses, fungi . Therefore, the preparations of echinacea used as an antibiotic and most valuable as immunostimulatory agent against various viral and bacterial diseases . Echinacea preparations produced and sold in drugstores in the form of tablets, capsules, infusions , tea, and in dry form.

#### *Landing echinacea*

All this I am writing to that ideal place to grow perennial - Echinacea purpurea flower (Echinacea purpurea) - open sun. If this is not possible, you can put a flower in partial shade, which he was not too hurt. Plants are put in the ground at a distance of 50-60 cm from each other. Better to plant them in the spring, because delenki rooted slowly. This should be done as soon as the leaves begin to appear, and the bases of stems had not stiffen. Not bury the root neck, it should remain at the level of the soil.

#### *Soil for echinacea*

Well grow bigger and faster to develop drought-resistant and heat-loving echinacea is in a fertile , moist soil and nutrient . Her numerous branched roots penetrate into the ground to a depth of 25 - 30cm , so the soil should be deeply processed and ground during landing should make compost.

Since echinacea flower prefers acidic soil , digging in the ground when you want to add a little lime. Furthermore, we

must consider when planting that perennial no fan and light sandy soils .

#### *Care of echinacea*

If fulfill these conditions at planting , then further care for the plant is as follows.

Fertilize the plant or organic complex fertilizers ( 20g in a bucket of water) twice a season. At the beginning of plant growth and the appearance of buds.

Although the plant is drought-resistant , it is better not to give ground to dry out , especially in the dry summer and water it , especially in hot windy weather , if possible, on a regular basis . Unable to endure drought , echinacea can not tolerate flooding.

When the flowers wither , their heads cut better , it prolongs flowering. Echinacea purpurea - very decorative plant , which adorns the flower from July until the end of September . She does not have a period in which she looked sloppy. Even dry stalks with brown balls - at the center, if they do not cut , will decorate the garden in winter. But usually fall to the ground, cut the plant and its slightly hilled . Echinacea little sick, but in a cool, rainy summer may be affected by powdery mildew

#### *Reproduction Echinacea*

At one point Echinacea purpurea can grow 5-6 years , then it is desirable to transplant . Propagated by dividing the bush and plant seeds. You can sow in a greenhouse or open ground , seedlings bloom the 2nd year. Since this process is slow and careful , it is easier to propagate the plant by dividing the bush . Share plant , preferably spring.

Echinacea is very similar to all of us known daisy . But this plant came to us we were from North America. Americans call Echinacea Purple coneflower, « purple flower - bump ." Most applicable in the gardens of Echinacea purpurea . It has many varieties and each year the number of new products updated fine . Echinacea is often moats - purpurea , but

breeders have worked over white, yellow , orange color . There terry and echinacea .Also plant height from tall to dwarf varieties.

Echinacea purpurea is used for cutting , flowerbeds and perennial borders . It goes well with asters , Fleabane, Horseweed , delphinium , coreopsis , daisy and others quite large plants . When forming a flower garden " tone on tone " very beautiful combination is obtained by placing the next few plants Echinacea , Monarda dvoychatoy Koloskova and liatris . After fall of dried petals " hedgehogs " Echinacea is sometimes used as dried flowers

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**ECOLOGICAL AND HISTORICAL PROBLEMS  
OF SOPHIA'S PARK'S KEEPING IN UKRAINE**

(Екологічні та історичні проблеми утримання  
Софіївського парку України)

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Park Sophievka is the main place of interest in Uman and is one of the most famous and picturesque works of the landscape architecture. You can see unique sceneries, exotic plants and rare trees, sky-blue ponds, fountains and cascades, grottoes and antique sculptures there. In the very heart of this park you can find a hand-made river, at the bank of which you can have a great rest.

Uman dendro park Sophievka is the real world landscape architecture masterpiece of the end of the XVIII-th century and the beginning of the XIX-th. The park is spread over the territory of 154,7 h. and is situated at the outskirts of the ancient town Cherkassy, Uman region. It is considered to be the standard of the landscape composition of water, land, architectural works and sculptures. This masterpiece, which was created in the shortest period of time, still astounds the imagination of visitors. Unique sceneries, exotic plants and rare trees, sky-blue ponds, fountains and cascades, grottoes and antique sculptures...all this you can see visiting the park.

The park was established in 1796 by rich polish magnate Stanislav Schensny Pototsky in honour of his beautiful greek wife Sophia and was presented to her at the day of her birthday in may 1802. The idea of park creating in romantic style using roman and greek mythology belonged to Sophia. A very talented polish military engineer Ludwig Metsel was the first architect of Sophievka. The peasants of Pototsky did the

hardest work in this park. And about 800 people worked in park every day. After the death of Pototsky the park became the property of his wife Sophia, and after her death her son Alexander inherited it.

In 1832 after the Polish uprising that was supported by Pototsky all his properties were seized and given to Kiev state chamber. From 1836 to 1859 the park was the property of the military settlements managing organization and was called (not officially) Tsaritsa garden. The architecture academician A. I. Shtackensneider was invited here for creating new architectural works. That was the period of prosperity. A lot of houses are creating: the main gates, the main alley, and the first paved road named Sadovaya, that connects now the park with the town.

In 1859 the park has become the property of the main gardening college, transferred from Odessa to Uman. The park is going to be the educational basis of the college, its flora is enriching; the English park is made of the rare plant species by the scientist W. Pashkevich. Nowadays this English park covers the territory about 2 hectares in its northern part of Sophievka and borders with the stalls amphitheatre in west, and with the French fields in south. In the English park there are about 100 kinds and forms of trees and bushes that are growing for 15-100 years.

After the revolution and the Civil war Sophievka is renamed and is called the III-international park, then it exists as the part of the gardening college, that later became the higher educational institution and now it is Uman agricultural Academy. In 1929 Sophievka was declared as the state reserve and till 1955 it was put under different departments and ministries supervision. During the Great Patriotic war a lot of architectural monuments were destroyed.

After Uman deliberation in May, 10, 1944 the park has renewed its work. In 1955 Sophievka was given under the jurisdiction of national Science Academy of Ukraine.



Nowadays there is the biggest introduction and acclimatization center of the right bank forest-steppe Ukraine on the territory of this park. There are more than 2 thousand plant taxons. 4 scientific departments conduct their activity there; the only Research Scientific Institute in Ukraine is building there too.

It deals with the problem of Ukrainian natural-historic landscapes preservation. Sophievka is well known not only all over the world. Uman wonder is known in the universe too: in 1984 the small planet № 2259, discovered by the soviet astronomer Burnasheva in June, 19, 1971, has received the name of Sophievka in honour of this dendro park.

In 1995 Sophievka participated the international competition Europe Nostra and got all the prizes: medal, diploma and bas-relief board for the park restoration after the act of God in 1980 and also for the historical and cultural monuments preservation. A new entrance park zone was organized with all infra-structures, meant for visitors servicing.

This zone is connected with the entrance from the side of Sadovaya str. by means of the alley-pavement system. And the Main Entrance after the reconstruction together with the Art House of scientists of Ukraine original creation that is situated a little bit higher from the entrance, is the picturesque visiting card of Sophievka.

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## **DEUTSCH-UKRAINISCHE ZUSAMMENARBEIT**

(Українсько-німецьке співробітництво)

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Die Geschichte der deutsch-ukrainischen Beziehungen ist lang und interessant. Die Forscher glauben, dass man Parallelen schon bei den Ahnherren der Ukrainer und der germanischen wie auch germanisch-keltischen Volksstämme seit der zweiten Hälfte des ersten Jahrtausends vor unserer Zeit finden kann. So heiratete der deutsche Kaiser Heinrich IV die Enkelin des Fürsten Jaroslaw Jewpraksia. Die Tochter des Erzbischofs Bernhard wurde mit dem Sohn des Fürsten Jaroslaw verheiratet. Im 13. Jahrhundert werden im Magdeburger Recht solche Städte wie L'viv, Vinnytsja, Cernihiv, Poltava, Sytomyr, Hluchiv genannt, u.a. das Recht auf deren Selbstverwaltung; von der Festigung der deutsch-ukrainischen Beziehungen zeugt auch ein intensiver Städtebau. Man baute Rathäuser, Handelsanstalten, Kirchen, z.B. in L'viv und Drohobytsch. Ein wichtiges Zeugnis dieser Beziehungen war auch das Wirken des bekannten Architekten Gottfried Schedei aus Hamburg in Kyiv. Unter seiner Leitung wurden der Glockenturm der Kyivo-Petscherska Lawra und die Aufstockung der Kyiver Akademie im Podol errichtet sowie der Bischofspalast rekonstruiert. Der Prozess der Selbstbestimmung des ukrainischen Volkes und vor allem das Besinnen auf die eigene nationale Identität zog noch mehr die Aufmerksamkeit Westeuropas und auch Deutschlands auf sich. 1648 verteidigten unter der Leitung von Bohdan Chmelnyzkyj die Kosaken mit "Feuer und Schwert den Glauben und die Wahrheit. Mit dem Wachstum der Popularität der Kosaken

wuchs auch das Interesse für Sitten und Bräuche und Volkslieder der Ukrainer. In deutschen Archiven gibt es Lieder- und Melodiesammlungen ukrainischer Tanzmusik, die als "kolomyjky", "kosatschok" in Westeuropa Popularität erfuhren. Wilhelm Meiller hat im 18. Jahrhundert die der Ukraine gewidmete Literatur sorgfältig untersucht und die "Beschreibung der Ukraine" von Beauplan in die deutsche Sprache übersetzt. J. Engel gab 1796 in Halle die "Geschichte der Ukraine und ukrainischer Kosaken" heraus. Im Laufe der historischen Entwicklung haben beide Völker dieselben philosophischen und theologischen Quellen des Platonismus und Neoplatonismus (areopagetische Literatur, frühchristliche Exegese u.a.) benutzt. An den ukrainischen Universitäten, besonders an der Kyivo- Mogylanischen Akademie, waren die Naturwissenschaften (Physik, Geographie, Anatomie, Mathematik) sehr populär. Dafür interessierten sich auch Hryhorij Skoworoda und Gottfried Wilkemann. Zu den obligatorischen Fächern gehörten an den Hochschulen auch die von Christian Wolf gehaltenen Vorlesungen in Philosophie, durch die sich die Studenten mit der philosophischen Lehre von Gottfried Wilhelm Leibniz und Nikolaus Cusanus bekannt machten. Es ist auch der Einfluss des Gründers der Ästhetik, Alexander Gottlieb Baumgarten, zu erwähnen, dessen Vorlesungen in Halle J. Wilkenstein und Simeon Todorskij (später die Lehrer von H. Skoworoda) besuchten. Die Harmonie der Werke von Johann Sebastian Bach hat die ganze klassische Musik, insgesamt die ukrainische mit ihren Vertretern Maxim Beresowskij (1745-1777), Dmytro Bortnjanskij (1757- 1825), Artem Wedel (1767-1806) beeinflusst. Die geistigen Chorwerke der obengenannten Komponisten sind eine Synthese der europäischen Musikstile, die in die ostslawischen Länder eingedrungen sind. J. S. Bach hatte einen sehr großen Einfluss auf Bortnjanskij. Die liturgische Tätigkeit von Beresowskij und Wedel wurde von Mozart, Palestrina und Bach stark beeinflusst. Sie verwenden

den von Bach formierten Kontrapunktstil und bilden einen neuen Stil der Heterophonie aus. "Bei jeder Wiederholung des Gesanges erscheinen sowohl bei den Chor- als auch bei den Solosängern neue Wörter, neue Varianten. Manchmal setzt der Chor nicht auf der früheren Stelle ein, sondern der Reihe nach oder verhält überhaupt bei dem einen oder anderen Gesang. Der Chor hat volle Freiheit beim Übergang von allgemeiner oder teilweiser Einstimmigkeit zur Vielstimmigkeit, die einen unerschöpflichen Ozean der Gefühle wiedergibt. Als echte Hymne der Tätigkeit der bekannten Meister des Chorkonzertes können die Worte von Florenskij dienen: "Die Kirchenmelodien, die mit der Antike so eng verbunden sind, stellen die hohe Kunst die höchste Vokalkunst dar, die nur mit der Instrumentalmusik von Bach zu vergleichen ist. Seit dem 18. Jahrhundert wächst in Deutschland das Interesse für ukrainische Kultur, Philosophie, Literatur und Volkslieder. Man übersetzt ukrainische Volkslieder und wissenschaftliche Forschungsarbeiten auf dem Gebiet der Literatur und Folklore. In Stuttgart wurde von Friedrich Bodenstedt in deutscher Sprache die Antologie ukrainischer Lieder "Poetische Ukraine" herausgegeben. In den 30er und 40er Jahren erscheinen in deutscher Sprache die der ukrainischen Thematik gewidmeten Werke von Nikolaj Gogol' *Taras Bulba*, *Die Mainacht* und *Wij*. Seit der 2. Hälfte des 19. Jahrhunderts erscheinen auch deutsche Übersetzungen der Werke von T. Schewtschenko. Eine große Rolle in der Festigung deutsch-ukrainischer Beziehungen spielte Iwan Franko. Viele seiner publizistischen und philosophischen Werke sind in deutscher Sprache geschrieben; er übersetzte auch die Werke mehrerer ukrainischer Dichter ins Deutsche. Mit seinen Übersetzungen der Dichtungen von Schiller, Goethe und Heine bereicherte Iwan Franko die ukrainische Literatur. Von großer Bedeutung ist auch die Tätigkeit von Olga Kobylanska. Sie lebte in deutschsprachiger Umgebung, besuchte eine deutsche Schule und beherrschte die deutsche Sprache so gut, dass sie ihre

ersten Erzählungen in Deutsch schrieb. Einen besonderen Einfluss auf die Festigung 6 Pavel A. Florenskij, Neokoncennyj trud "Uvodovorotov mysln", Sbomik nacu.Statej ANSSSR deutsch-ukrainischer Beziehungen Ende des 19. - Anfang des 20. Jahrhunderts hatte Friedrich Nietzsche. In der sowjetischen Literatur galt er als "Faschismus-Ideologe". In der ukrainischen Öffentlichkeit der zweiten Hälfte des 19. Jahrhunderts vollzog sich eine Wendung von der üblichen existentialistisch-romantischen Weltanschauung hin zu im Westen populären naturalistisch- ositivistischen Strömungen. Das zeigte sich im Schaffen von Iwan Franko und Michajlo Drahomanow. Die Ideen von Nietzsche hatten Einfluss auf die Erneuerung des existentialistisch-romantischen Geistes in der ukrainischen Philosophie und in den kunst-literarischen Kreisen ukrainischer Intelligenz; davon zeugen die Werke von Olga Kobylanska, Lessja Ukrainka, Wolodymyr Wynnyschenko zeugen. Es ist auch eine für die deutsch-ukrainischen Beziehungen wichtige Tatsache, dass der Gründer der nationalen musikalischen Schule, Mykola Lyssenko, am Leipziger Konservatorium in den Jahren 1867-1869 bei E. Wenzel, Carl Reinecke und Ernst Richter studierte. Reinecke nannte ihn "einen der tüchtigsten und begabtesten Studenten". Das "Leipziger Tagesblatt" vom 10.04.1869 berichtete über die Abschlussprüfung von M. Lyssenko, in der er das Fünfte Klavierkonzert von Beethoven aufführte: "Das Spiel von M. Lyssenko aus Kyiv war wirklich wunderbar. Den ersten Teil eines komplizierten Konzertes hat er begeistert und einwandfrei interpretiert. Die glänzende Kadenz war, wie wir wissen, von dem Musiker. Sie entspricht völlig dem Werkinhalt und rief stürmischen, lang anhaltenden Beifall hervor." Es ist nicht zu bezweifeln, dass die Vielseitigkeit der historischen kulturellen Formen zwischen der Ukraine und Deutschland ihre Fortsetzung in unserer Zeit finden.

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### **ASPECTS OF GENETIC SAFETY AND ECOLOGY IN UKRAINE**

(Проблеми генетичної безпеки та екології України)

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One of the most important issues of our time is environmental. In recent years, in biosphere appeared about 4 million of new chemical compounds, including many of those that damage deoxyribonucleic acid (DNA). It is not an accident that the number of monsters in the world with each passing decade increased to several percent. There are 2 ways solving the problem: first, to stop further pollution, and second, to protect man from the mutational effect of chemical and physical mutagens. We need to establish genetic services in the country.

The rapid increase in population on earth, the growth of industry, energy and transport development, intensification of

agriculture and other anthropogenic factors (added to the nature by human activity changes affecting the organic world) led to a sharp increase by human for natural processes and, consequently, to a violation of natural ecosystems in many parts of the world. This leads to contamination of the biosphere with new chemical and physical agents. Among the pollutants are and mutagenic factors too called mutagens environment that appeared in the environment during last decades.

In addition, it is necessary to determine the extent to which environmental mutagens can exert influence on the hereditary apparatus of humans, animals, plants, microorganisms, viruses. Using this information we will be able to predict the extent and depth of possible changes in heredity during their performance in the future. From the other side there are some benefit associated with the use of nuclear energy, general chemicals agriculture and industry, the development and use of drugs in medicine and veterinary medicine, food preservatives etc. However, one should be taken into account the danger of increasing mutations in germs and somatic cells induced by mutagens environment and prevent it. Mutations happened in the germ (generative) cells are detrimental to the health of future generations in heredity, and those that happened in somatic cells, leading to an increase in the incidence of malignant tumors structures and other functional disorders of the human body and animals that exist now on the Earth.

According to the opinion of experts in scientific and technological progress most harmful anthropogenic substances that pollute the environment, in order of their harmful effects: are pesticides, heavy metals, dioxins, carbon, sulfur and dioxin products of oxidation, oil, sewage industry, chemical fertilizers, organic and radioactive wastes, nitrogen oxides, etc. This partial list of pollutants violates the ecological balance in large areas and threatens the whole biosphere, including man as a constituent part of it. In addition to the environmental

consequences of the harmful health effects of current generations, pollution of the biosphere has also genetic consequences.

As a measure to ensure the safety of human genetic-related solutions to many problems that are common to genetics and environment, then in the first place is to protect the environment from pollution by genetically active substances - mutagens. Failure to use genetically active substances to fight with weeds, insects, pests, pathogens and developing biological methods. Development of biological methods of fight with weeds, insect pests, pathogens, etc. will help to give up many mutagens which are used now. This would preserve the gene pool of the planet and use it to create new plant varieties, animal breeds and strains [1].

At first, the problem of genetic safety in Ukraine has a low level of environmental consciousness of the society. The level of Environment in Ukraine today is catastrophic. In most cases, it is caused by human industrial activity. It is important to remember that the environment is directly related to the health of the society, which is now considerably deteriorated.

Today we are seeing a decrease in birth giving and an increase in mortality, which is threatened with extinction and bio - genetic degradation of the people in Ukraine.

One of the biggest man - made disasters not only for Ukraine, but also around the world, is the Chernobyl disaster, which occurred in April 26, 1986. The accident at Chernobyl nuclear station was and is unfortunately will have a significant influence impact on the environment in Ukraine. The explosion at the nuclear reactor and fires it in a short period of time 7 tons of nuclear fuel got into the air. The radioactive element cesium -137 was equal to the radiation from the explosion of several dozen atomic bombs dropped by the Americans in 1945 on the Japanese city Hiroshima.



As a result, emissions of large quantities of radioactive materials held steady and long-term contamination. Radioactive contamination in Ukraine affects human health directly and indirectly. Radiation is harmful in large doses (human exposure, causing their death) and small (an increase in number of sick nesses). It is known that 95% of the radionuclides enter the body through food, especially through milk, meat, fish, and gifts of the forest. Therefore, they should be checked for these substances, especially in polluted areas.

Agricultural products collected in the contaminated soils are often harmful to use. Therefore, to maintain the health of a person needs a clean environment, uncontaminated food and water.

So, planning your business activities, providing needs of the population, it is important to remember the preservation of the environment as the most necessary condition, which providing our existence [2].

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## ENGLISH CULTURE AND TRADITIONS

(Англійські культура і традиції)

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One of the most peculiar features of life in England which immediately strikes any visitor to this country is the cherishing and preserving of many traditions, sometimes very archaic as they may seem. In England traditions play a very important part in the life of the people. Englishmen are proud of their traditions and have kept them up for hundreds of years. For instance, on Sundays theatres and shops are closed, people do not get letters and newspapers. Very few trams and buses run in the streets of London on Sundays. Uniforms are not particularly characteristic of this fact. However, when one sees the warders at the Tower of London with their funny flat hats, their trousers bound at the knee, and the royal monogram on their breast, one feels carried back to the age of Queen Elisabeth I.

And should you chance to see the Lord Mayor of London riding through the streets of the city with the black robe and gold chain, his medieval carriage, and all sheriffs, councilors and other members of the suit, you have a picture of living history.

Tourists visiting London are usually eager to see Buckingham Palace, the official London residence of the Queen and the King. The house was bought by George III from the Duke of Buckingham, from whom it takes the name.

Queen Victoria was the first to make the Palace the official residence of the Sovereign. The colourful ceremony of the Changing of the Guard before the Palace is of great interest

for a newcomer. The Quardsmen in their red coats and bearskin caps march behind the Drum Mayor and the Band. Whenever the Irish Quards are responsible for the quard duties at Buckingham Palace an Irish wolfhound appears on regimental ceremonial parades and marches at the head of the band.

A number of other ceremonies are of a similarly formal character, such as the King's or Queen's receptions and the State Opening of Parliament.

There are other customs of a similar peculiar character, such as the searching of the cellars underneath the Houses of Parliament by half a dozen "Beefeaters" before the opening of Parliament, in memory of Guy Fawkes and the Gunpowder Plot in 1605.

English people tend to be rather conservative. The conservative attitude consists of an acceptance of things which are familiar. All the same, several symbols of conservatism are being abandoned. The metric system came into general use in 1975. The twenty-four-hour clock was at last adopted for railway timetables in the 1960s-though not for most other timetables, such as radio programs. The decimal money was introduced, but the pound sterling as the basic unit was kept, one-hundredth part of it being a new penny.

The veteran car run. There is a new tradition in England now. Every year a large number of veteran cars drive from London to Brighton. Veteran cars are those which are made before 1904. The run takes place on the first Sunday in November. In November, 1896, a law was published. It said that a man with a red flag must walk in front of every car when it moved in the streets. In those days people were afraid of the cars.

The run begins at 8 o'clock in the morning from Hyde Park. Some cars look very funny. The drivers are dressed in the clothes of those times. The oldest cars move in front. The run is not a competition but a demonstration. Some cars reach Brighton, which is about a hundred kilometers from London,

only late in the evening, others don't get there, they have to stop on the way.

The Stone of Destiny. In Westminster Abbey in London there is a large stone which has an interesting history. Many hundreds of years ago it was a seat on which the kings of Scotland sat when they were crowned. When Scotland became part of Britain, the English king brought this stone to London. A large chair was made and the Stone of Destiny was put into the seat of the chair. Since that time the English kings sit on that chair when they are crowned.

In some villages and towns in England there is a pancake race every year. Mothers of families run these races. First they must make the pancake and then run 4 hundred meters with the pancake on the frying-pan in their hands. When they are running this race they must throw the pancake up 3 times and catch it on the frying-pan. They must not drop it. The fathers and the children watch the mothers and call out to them: "Run, mum, run quickly!" At some universities and colleges students run pancake races too. They run with their pancakes on the frying-pans and throw them up. If the university or college is near the sea there are swimming pancake races. The students take their frying-pans with the pancakes into the cold water and swim with them. They hold the frying-pan in one hand. They must also throw the pancake up and catch it on the pan.

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## USING KOCHIA IN LANDSCAPING

(Використання кохії в озелененні)

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Kochia - is an annual plant of the goosefoot family . The genus comprises about 80 species of shrubs and dwarf shrubs . Homeland plants - North and South America , Australia , West Asia , Central and Southern Europe .

Kochia's name was in honor german professor of botany Wilhelm Daniel Joseph Koch (1771-1849 ) , Director of the Botanical Garden Point in Эрлангене.

Long time kochia's growing solely as technical culture which was used to make brooms. Later, however, thanks to the efforts of breeders were bred new varieties of plants are more compact form and interesting color ( in particular , light green , dark green , yellow-green, blue- green ) . This is largely determined by the increased interest in the plant, which began to be used in mass and landscaping.

Today in gardening and landscaping use one kind of plant - kohia broomcorn, or summer cypress . This plant with lush and bright green cypress actually resembles a miniature , but , unlike the evergreen "brother " to grow instance that would perfectly suited for topiary , no need to wait a few years.

In ornamental horticulture more common two varieties kohia crown - leaves s hairs (kochia scoparia var. Trichophylla) and Childs ( K.s. var. childsii). In kohia of leaves with hairs plants have bright green leaves with silver tips that acquire a purple color, while kohia Childs leaves remain green throughout the season .

Kochia - a vigorous and highly branched plant that can reach a height of 60-100 cm. It is drought resistant and cold-

resistant plant. It likes a sunny location , although it can grow in partial shade, prefers loose, fertile soil with a neutral reaction . The leaves are small and narrow, vaguely resemble needles. Their color (different shades of green , but dominated lime color) depends on the variety. Shall enter into force from mid-summer plant, growing in lush emerald bright "cap". Kochia autumn looks particularly decorative, colored with orange, purple or carmine red. Kohia's flowers inconspicuous, unobtrusive in the leaf axils, tapeworm.

It improves the environment by reducing dust, reducing noise levels, etc. This makes it possible to use it as a hedge along roads that pass close to parks, squares, boulevards and avenues.

Another factor that influenced the popularity kohia as an ornamental plant - is its amazing ability to endure great haircut. Is not difficult even to the person who does not have special skills, make kohia by shearing simplified figures or even curb. The easiest way to give planting kohia's shaped ball or cube. And what interesting hedges any height and configuration can be created on the basis of this plant. Their only drawback - the fragility as they will survive only one season. But you can always change the scenery because of the new fashion trends in the art of topiary and the wishes of the owner of the site.

Kohia's can be used in single crop on the front flower beds , as accents on ridges in group plantings on the lawn in front gardens mixborders or near the house. Kohia's can decorate rockeries, alpine slide, or a retaining wall. From it we can make a beautiful border along the walkway, flower-garden, flowerbeds. And everywhere its slender fluffy plants will look real princess at the ball of flowers. In small groups (2-3 specimens , placed at a distance of 20 cm from each other) since kochia's leaves with hairs furry balls emerald also looks great.

In landscape design kochia is often used as a beautiful backdrop for flowering plants. For example, very close to the spectacular orange flowers kohia high tagetes .

Kochia is used not only in the landscape design, but also to create floral compositions. After special treatment produces beautiful white frame - the perfect material for dry flowers, which, if desired, can be painted any color.

The best option is using it - landing next to rocks or creating a cropped compositions. Kochia perfect for decoration and hedgerows bordering the tracks.

Thus, kochia and garden forms can be widely used in landscaping and improvement of urban areas, facilities gardening and landscaping. The plant is resistant to adverse factors urbanized environment, and arts and unpretentious. Summer cypress - unpretentious, simple to maintain, with an interesting color, fast-growing, easily transporting haircut plant which continuously plant grows well survives, so it can be a wonderful addition to the decoration of mean flower beds.

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## **ANALYSIS OF THE RISKS THAT DRIVE ZIMBABWE'S ECONOMY DOWN**

(Аналіз ризиків економіки Зімбабве)

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The potholes on Melbourne Road in Southerton, an industrial district of Harare, Zimbabwe's capital, are bone-jarring. A van outside the J. Lyons factory, a surviving outpost of a once-grand British company, is being loaded with jars of processed food. Otherwise the street is quiet. The offices next door have whitewashed windows; the gates of the factory opposite are firmly shut. The empty buildings belong to Reckitt Benckiser, an Anglo-Dutch company whose brands, including Dettol disinfectant and Nugget shoe polish, span 60 countries — but no longer Zimbabwe. The Reckitt factory there closed before Christmas and has not reopened. Many other local firms have done the same.

The closures are just one sign that the economic recovery is stalling. This began in 2009 when the worthless Zimbabwe dollar was replaced by a multi-currency system based largely on the American dollar. Prices are being cut to encourage shoppers to spend more. A country ravaged by hyperinflation, which officially reached 500 trillion per cent in 2008, may soon have deflation.

The rot set in around the time of elections, in July, which gave a thumping victory to Robert Mugabe's Zanu-PF party and brought an end to its four-year coalition with the Movement for Democratic Change (MDC). Observers reckon that the result was largely achieved by a massive but cleverly



contrived fraud, in particular through the manipulation of the voters' roll to exclude people likely to back the MDC. But factory closures, angry queues at banks and wilting sales offer a harder-torig verdict on the new government.

Most harmful is its pledge, under the rubric of "indigenisation", to force all foreign and white-owned businesses to cede a 51% stake to black Zimbabweans. This is chasing away foreign capital. A 26% pay rise for civil servants will further strain public finances already stretched by dwindling tax revenue. And the government's growing list of unpaid bills is restricting the precious cash-flow of private businesses.

In any case, the legacy of hyperinflation limits Zimbabwe's choices. The factories in Southerton have out-of-date machinery because industry could scarcely invest for the long term when its costs were spiraling upwards. The switch to the American dollar brought stability, but at a cost. As the dollar rises in value against other currencies in the region, such as South Africa's rand, it makes Zimbabwean business less competitive. Banks have no reliable backstop because Zimbabwe no longer prints the money it uses.

The supermarket shelves are still full, but two-thirds of goods are imported. Export revenue does not come close to covering the import bill. Dollars have become scarcer, in part, because those sources are less forthcoming. Remittances from the millions of Zimbabweans who work in South Africa are likely to shrink because of the stagnating economy down there.

Zimbabwe needs long-term capital to upgrade its factories, roads and power stations. Meagre local savings means this must come from abroad. In all locations, indigenisation is the number one issue. Companies are loth to invest in ventures they cannot control. Foreign businessmen fear they will not be able to claim an adequate share of the profit. A stamp of approval from the IMF would make foreigners more comfortable.

A deal to clear Zimbabwe's huge foreign debts, including money owed to the World Bank and IMF, seems impossibly distant. But without it there can be no largescale official borrowing by the government. Fears are growing of a new fiscal crisis and even of a return of the Zimbabwe dollar, if the government can find no other way to keep itself going than printing money.

So Mr Mugabe and his government are stuck. His death may open a path to reform. But the infighting that is likely to ensue could be bitter and disruptive. Diplomats and businessmen now tend to rule out any real political or economic progress until Mr Mugabe dies. Meanwhile, the country is in danger of sliding even further into penury.

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## ENGLISH IS AN INTERNATIONAL LANGUAGE

(Англійська мова – міжнародна мова)

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About one hundred years ago many educated people learned and spoke French when they met people from other countries. Today most people speak English when they meet foreigners. It has become the new international language. There are more people who speak English as a second language than people who speak English as a first language. Why is this? There are many reasons why English has become so popular. One of them is that English has become the language of business. Another important reason is that popular American culture (like movies, music, and McDonald's) has quickly spread throughout the world. It has brought its language with it. Is it good that English has spread to all parts of the world so quickly? I don't know. It's important to have a language that the people of the earth have in common. Our world has become very global and we need to communicate with one another. On the other hand, English is a fairly complicated language to learn and it brings its culture with it.

English is a part of the Germanic branch of the Indo-European family of languages. It is spoken as a native language by around 377 million and as a second language by around 375 million speakers in the world. Speakers of English as a second language will soon outnumber those who speak it as a first

language. Around 750 million people are believed to speak English as a foreign language. English has an official or a special status in 75 countries with a total population of over 2 billion. The domination of the English language globally is undeniable. English is the language of diplomacy and international communications, business, tourism, education, science, computer technology, media and Internet. Because English was used to develop communication, technology, programming, software, etc, it dominates the web. 70% of all information stored electronically is in English. British colonialism in the 19th century and American capitalism and technological progress in the 20th century were undoubtedly the main causes for the spread of English throughout the world. The English language came to British Isles from northern Europe in the fifth century. From the fifteenth century, the British began to sail all over the world and became explorers, colonists and imperialists. They took the English language to North America, Canada and the Caribbean, to South Africa, to Australia and New Zealand, to South Asia (especially India), to the British colonies in Africa, to South East Asia and the South Pacific.

The USA has played a leading role in most parts of the world for the last hundred years. At the end of the 19th century and first quarter of the 20th, it welcomed millions of European immigrants who had fled their countries ravaged by war, poverty or famine. This labour force strengthened American economy. The Hollywood film industry also attracted many foreign artists in quest of fame and fortune and the number of American films produced every year soon flooded the market. Before the Treaty of Versailles (1919), which ended the First World War between Germany and the Allies, diplomacy was conducted in French. However, President Woodrow Wilson succeeded in having the treaty in English as well. Since then,

English started being used in diplomacy and gradually in economic relations and the media.

English language is a widely spoken language throughout the world. It is the primary language of many countries namely Britain, USA, Canada Australia and many more. India's official language is English too. With nearly 1.5 billion speakers, it is the most widely spoken languages in the world. English is the mother tongue of more than 350 million people, such is the popularity. The English language became all the more popular after the World War II. With America gaining the super power status, its dominance increased throughout the world. With movies, songs and books mostly gaining popularity in English, it has become a house hold language worldwide. With the availability of internet everywhere people who don't have proper knowledge about English language can now be trained by teachers who teach English online.

Teaching English learners isn't an easy job. Teachers who teach English online have a unique method to impart education in English language. The teachers follow classroom specifications to accomplish the linguistic objectives. The method that is broadly applicable to variety of learners is taken into account. A proper curriculum is also maintained to teach English online. A syllabus is maintained in a professional manner so as to teach English online in a smooth way. To make English language teaching more effective a wide variety of mental exercise on English words, activities are used in the language classroom. The various teaching methods are derived from extensive research. To make the learning of English more attractive some English language teaching institutions also reward their learners, there by motivating the learners to excel in learning English. Most of the people who want to learn English have a greater influence if their mother tongue, which is inevitable. This problem also gets rectified easily with proper

guidance. Care is taken to so that the learners have a communicative competence among everyone. To teach English online isn't easy but it does help a lot, makes the learners fluent, pragmatic in their English language skills. Learning English language is easy but choosing the right institution online is a difficult job. One has to make sure that he avails the one who is best in the business. Proper immersion approach towards English is necessary. The teacher who is into English language teaching should teach using visuals as it makes learning easier. It is best to be taught by real native speaker. No one can speak a language as good as that language's native. Just making you watch visuals won't help, hearing to the teacher is equally important. Take up grammatical test frequently to check your command on the English language. Make sure that the institute is accountable, i.e. they should guarantee you that when the course gets completed you will be well versed in English.

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## WHAT MAKES A GOOD MANAGER

(Як стати хорошим менеджером)

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*The more you plan the luckier you get.*

by Mike Harding Roberts

A Manager is the person responsible for planning and directing the work of a group of individuals, monitoring their work, and taking corrective action when necessary. For many people, this is their first step into a management career.

A key to successful management is the relationship between the manager and his or her staff. It's the manner in which managers manage people that separates the ordinary from the good and the exceptional.

Good relationships are based on trust, commitment and engagement, and a good manager's essential role is to build these relationships for the benefit of the organisation, so that the tasks that are set are completed with enthusiasm, effectively, on time and with the energy to do more.

### ***Motivating Your Employees***

*Motivate people.* If you manage by respecting your team's values, they will give you their best effort. Encourage your employees to be honest with you. Then take action based upon what they tell you. Offer perks that your employees will value. If health is important to them, give them time to go to the gym and work out. If their family is important, respect the time they may need to send their kids off to school in the morning or pick them up in the afternoon.

*Make people feel good about what they are.* The successful manager is great at identifying his employees' strengths and applauding them every once in a while. That's

because good managers know that happy people make productive people. Try to applaud your employees' strengths both publicly and privately.

*Tell your employees how much you appreciate them from time to time.* Just go out and say it. Ask them out for a cup of coffee and tell them what you appreciate about them. Don't mince words — just tell them straight out. An employee who knows just how much they are appreciated will work harder, enjoy what they do more, and pass that psychic happiness along to other employees.

### ***Setting Goals***

*Under-promise, over-deliver.* A manager who never punches above her weight can come across as lacking ambition. Even the conservative poker player knows they need to go 'all-in' from time to time.

*Make sure each employee knows what's expected.* Having concrete goals empowers your employees and keeps them focused on work. Explicitly outline what you expect, when the deadline is, and what you'll do with the results.

*Offer goal-oriented feedback.* Providing your employees with quick feedback that's focused on their work can help foster improvement. Meet in small teams or one-on-one, and go over your comments in detail. Set up a schedule for feedback. Offer it regularly so that your employees know when to expect it and can make space for it in their workflows.

*Hold yourself to the highest standards.* Be harder to on yourself than you are on your employees. This can have a trickle-down effect: Employees see the types of goals and standards you set for yourself and want to emulate you because they look up to you.

### ***Delegating Responsibility***

*Delegate.* Start small. Give people tasks that, if performed incorrectly, can be fixed. Take the opportunity to teach and empower your employees. Then gradually give them



tasks with greater responsibility as you come to understand their strengths and weaknesses.

*Assume responsibility for your employees' mistakes.*

When one of your underlings makes a mistake, don't lord it over them; assume the mistake as your own, even if it isn't technically yours.

*Don't take credit for your employees' achievements.*

Let them take credit for their own achievements. This motivates them to continue to chase after success.

*Acknowledge your own missteps.*

When things don't turn out the way you expected, recognize what you could have done differently and verbalize this realization to your employees. This shows them that you make mistakes too, and it also shows them how they should handle their own mistakes.

***Communicating Effectively***

*Keep the door open.*

Always remind people that if they have any questions or concerns, you're ready and willing to listen. Maintaining an open channel of communication will make you aware of problems quickly, so that you can fix them as soon as possible.

*Take an interest in your employees.*

Don't make every interaction with your workers strictly business. Ask after their well-being, chat with them about yourself, and establish a personal connection.

*Don't mix positive and negative feedback.*

When you mix positive and negative feedback, both areas suffer. The positive becomes overshadowed by the negative, and the negative doesn't carry the full force of its potential impact. Of course, there may be situations where you'd want to communicate this, but on the whole it makes communication less effective.

*Listen.*

Listen to what your employees and coworkers have to say. You don't always need to be the driver of meetings, keeping others out by dominating the podium. Always make a sincere effort to listen.

Clarify what you're hearing. A good manager not only strives to make herself clearer, but also strives to understand what those around her are saying. You can do this by repeating what the other person has said as a part of your conversation. Use this technique when you're not exactly sure what the other person is saying.

Ask questions. Don't be afraid to ask questions because you're worried about appearing "stupid." Effective managers care about understanding what's important; they don't care about how they get there. Know, too, that others will probably have questions and may not ask. If you ask their question for them, you can act as a facilitator and build your team's engagement level.

So, if you want to be a good manager, follow these tips:

- Be good to your team. Without them you can't succeed.
- Don't scold the entire department for what one person is doing wrong.
- Celebrate success with your team, whether it's by giving them a pat on the back, taking them to lunch, or giving them the afternoon off.
- Avoid making employees stay after normal working hours. Respect their time and personal commitments and they will reciprocate by producing exceptional results for their manager and the organization.
- Intervene immediately whenever there is a conflict between employees. Don't ignore the problem, or suggest that they work it out themselves.
- Never reprimand an employee publicly, no matter how well deserved.

And don't forget "Work as a team win as a team".

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## THE CONSEQUENCES OF MISMANAGEMENT

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The new Ukrainian government was immediately nicknamed "kamikaze team". It's hardly an exaggeration. The ministers and their PM, Arseniy Yatsenyuk, have inherited from their predecessors billions in debt and a country on the verge of economic and social collapse.

"The state treasury is empty, the country is at the edge of bankruptcy," thus Yatsenyuk **summarised** the current state of Ukraine's economy. "This economic catastrophe is unprecedented in the history of independent Ukraine."

As of December 2013 the external debt of Ukraine skyrocketed to **\$140bn**, which makes more than 77 percent of country's GDP. About **\$65bn, short-term debt** can't be paid at the moment, while the country's gold and foreign currency reserves are estimated to have **shrunk to \$15bn**.

The violence and the subsequent threat from Russia stirred up massive withdrawal of savings and deposits. The

National Bank of Ukraine **says** that over \$3.1bn were withdrawn from banks just for a few days in mid-February.

The Ukrainian national currency *hryvna* is losing its value every day, which opens the door to massive speculations. The newly appointed minister of economic development, Pavlo Sheremeta, **has foreseen** that inflation will be 6-8 percent in 2014. But - in fact - it can get much worse. The stores intend to push up prices of some goods while people's salaries remain unchanged. This would significantly influence their purchasing capacity.

So far the prices for bread, milk, sugar and other basic goods did not go up. However, stores have started adjusting prices for **imported goods**, like food and electronics; the prices of bananas and oranges recently increased by 20 percent, for example. Eventually then prices for domestic products will also rise, just like during the **crises** in 1998 and 2008.

The **\$2bn** debt from Russian gas monopolist Gazprom is yet another urgent problem Ukraine is facing. According to the current agreement, Gazprom is still pumping natural gas for \$268.5 per 1,000 cubic meters, but as of April the price will go up to \$400, unless Ukraine's new government manages to get a discount. Chances to get a reduced price are almost non-existent since the Russian government froze contact with their Ukrainian counterparts.

### **Pulling Ukraine out of bankruptcy**

One of the most pressing problems to be resolved is the currency "hysteria" in Ukraine. The head of the National Bank Stepan Kubiv already introduced daily limits for foreign currency withdrawals, as a first attempt to stabilise the situation. This had the effect of pulling down the exchange rates for US dollars and euros, but they remain much higher than before the crisis escalated.

On the other hand, Sheremeta said the government would implement programmes likely to boost business, those, however, are more long-term projects while the cash is badly

needed now. The purchase of bonds worth **\$15bn**, which Russia promised in December 2013, will not come through, so Ukraine will be looking Westward for help.

The government is now preparing for a new round of talks with the International Monetary Fund (IMF) to request a **\$15bn loan**. The EU **consider** giving Ukraine \$1bn in financial assistance and the United States might give as much in loan guarantees.

However, all these loans come with strings attached. They will probably require the government to apply a number of unpopular steps, such as reduction of social spendings, subsidy cuts, increasing prices for natural gas for households, as well as revising the 2014 state budget.

People will not be happy with social cuts and growing bills for natural gas. They will definitely make their frustration known during the upcoming election, but the government is ready to take a chance.

The West is not Ukraine's only potential source of funding. The local oligarchs are being actively involved in rebuilding of the country's wrecked economy on regional level. Thus, metallurgical tycoon Sergiy Taruta has been appointed a **governor** of the industrial Donetsk region, and the owner of one of Ukraine's biggest banks Privat Bank, Igor Kolomoysky, is now a governor of his home town Dnipropetrovsk region.

The government is also looking for shortcuts to legally confiscate and repatriate funds embezzled by Yanukovich and his circle. Analyst and former adviser to the Ukrainian government, Anders Aslund estimated that Yanukovich and his family accumulated **\$12bn in assets**.

However, frozen assets in western banks are difficult to repatriate. Even when returned, the funds might be enough to patch only a few gaps here and there in Ukraine's budget, but they won't make any significant difference. People, who expect immediate economic growth and improvement of living

conditions, will be deeply disappointed. Ukraine's economic recovery will be long and painful.

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## **FISCAL POLICY IN THE USA**

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Fiscal policy is the use of the federal tax and spending process to influence the level of economic activity. In its simplest form, fiscal policy involves changing taxes and/or government spending in order to expand or contract aggregate demand toward a targeted level of equilibrium national income. Contractionary fiscal policy dictates a decrease in spending and/or an increase in taxes in order to reduce economic activity. Expansionary fiscal policy is the opposite, an increase in spending and/or a decrease in taxes in order to stimulate economic activity.

In the United States, fiscal policy became an accepted, important part of macroeconomic policy during the Great Depression. In the absence of private consumption spending and business investment, government spending was used as an alternative source of demand. As advocated by the British

economist John Maynard Keynes, President Franklin Roosevelt's "New Deal" administration greatly expanded government spending through programs such as the Civilian Conservation Corps and the Works Progress Administration. Many of today's state parks and older government buildings were created during the Depression. Similarly, President Obama's 2009 Stimulus bill amounting to over \$700 billion was designed to offset declining consumption and investment spending during the deepest recession since the 1930s.

The development of fiscal policy is an elaborate process. Each year, the president proposes a budget, or spending plan, to Congress. Lawmakers consider the president's proposals in several steps. First, they decide on the overall level of spending and taxes. Next, they divide that overall figure into separate categories - for national defense, health and human services, and transportation, for instance. Finally, Congress considers individual appropriations bills spelling out exactly how the money in each category will be spent. Each appropriations bill ultimately must be signed by the president in order to take effect. This budget process often takes an entire session of Congress; the president presents his proposals in early February, and Congress often does not finish its work on appropriations bills until September (and sometimes even later).

The federal government's chief source of funds to cover its expenses is the income tax on individuals, which in 1999 brought in about 48 percent of total federal revenues. Payroll taxes, which finance the Social Security and Medicare programs, have become increasingly important as those programs have grown. In 1998, payroll taxes accounted for one-third of all federal revenues; employers and workers each had to pay an amount equal to 7.65 percent of their wages up to \$68,400 a year. The federal government raises another 10 percent of its revenue from a tax on corporate profits, while

miscellaneous other taxes account for the remainder of its income.

The overall level of taxation is decided through budget negotiations. Although Americans allowed the government to run up deficits, spending more than it collected in taxes during the 1970s, 1980s, and the part of the 1990s, they generally believe budgets should be balanced. Most Democrats, however, are willing to tolerate a higher level of taxes to support a more active government, while Republicans generally favor lower taxes and smaller government.

Over the years, lawmakers have carved out various exemptions and deductions from the income tax to encourage specific kinds of economic activity. Most notably, taxpayers are allowed to subtract from their taxable income any interest they must pay on loans used to buy homes. Similarly, the government allows lower- and middle-income taxpayers to shelter from taxation certain amounts of money that they save in special Individual Retirement Accounts (IRAs) to meet their retirement expenses and to pay for their children's college education.

The Tax Reform Act of 1986, perhaps the most substantial reform of the U.S. tax system since the beginning of the income tax, reduced income tax rates while cutting back many popular income tax deductions (the home mortgage deduction and IRA deductions were preserved, however). The Tax Reform Act replaced the previous law's 15 tax brackets, which had a top tax rate of 50 percent, with a system that had only two tax brackets - 15 percent and 28 percent. Other provisions reduced, or eliminated, income taxes for millions of low-income Americans.

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**FOOD PRODUCING AND COVERING NEEDS  
OF THE POPULATION ON EARTH**

(Виробництво продуктів харчування і задоволення потреб населення Планети)

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Food resources are the basis for human life. People successfully are able to create and increase food supplies for themselves. The history of mankind is about the search of new food resources. Hundreds of thousands of years primitive people were able to gather food for themselves, hunted and catching it. People learned how to extract food, to reproduce food resources, using simple tools. So 10 thousand years ago agriculture started in the Middle East. The inhabitants of those places learned to grow edible plants and keeping useful animals [4].

Food production is the principal environmental distinguish from all Species. This was the main manifestation of the human been social needs. During thousands of years people improved food production, increased the quantity and improved the quality of it. The result is also growing survival which is connected with increasing number of the population on Earth. The possibilities of increasing food resources are not unlimited. Even now at a high level of food production, some countries, almost 10% of the world populations suffer from hunger (particularly in Africa) and the same from inadequate food (for example, with the lack of animal protein). The

primary goal is to improve the food supply of the Earth population should more than double the rate of growth of agricultural production, to ensure a substantial increase in meat, milk, vegetables and fruits. The efficiency raise of utilization of production capacity in the agricultural sector, concentrating its forces on the most important areas that provide the biggest income, first of all increase the fertility of the land and the introduction of intensive technologies. A great source of replenishment of food Fund is the reduction of losses of agricultural products during transportation, storage and processing, which can be 20 to 30% of produced products. The agricultural sector should take into consideration the economic factors of management [1].

A special place belongs to purposes of increasing the production of grain for food and feed use. It should be increased at least by half, to ensure at least the internal needs of each country. Soil and climatic conditions of the planet and the undertaken measures on intensification of agriculture can consider this task quite realistic. In a particularly difficult situation is the number of countries in Africa and South-East Asia, where in the last two decades, food production grows very slowly, lagging behind population growth. The agriculture of developing countries, in conditions of shortage of agricultural machinery and fertilizers, very much depends on the weather. The years 1990 and 1994 were fruitful for South-East Asia, resulting, according to FAO gross production of agricultural products here has increased in comparison with 1986 by 6.5%, including in India by 10.2%, in Pakistan - by 8.6%, South Korea - on 8.4%. However, the crisis situation on the African continent due to a series of catastrophic droughts 1995-1996, especially the strongest in countries located in the Sahel region [3].

Food security of the population of developing countries is one of the most acute problems of the modern world, due to a number of socio-economic reasons, including the low level of

development of productive forces, unequal trade with developed countries, the activities of transnational corporations and other factors. The power level of over 400 million people in developing countries below the critical: the power is not in line with normal physiological needs of the organism of man with minimal activity. The actual number of hungry people was estimated to be twice more. The growth rate of food (an average of 0.2% per year) has not kept pace with population growth (average of 2.5% per year), which removes the problem of eradicating hunger in developing countries for many decades. Developed countries in 7 times greater than in the developed countries on the growth of food PA capita [2]. This is explained not only by the rapid pace of population growth in developing countries. The reason here is much deeper, it is that the increasing food production in these countries is not possible without major socio-economic transformations. Lack of food resources has always been and remains an important factor affecting the survival of the population in all countries and regions. Continuous growth of food resources significantly reduces mortality and thereby contributes to the growth of world population. Now scientists concern about the food problem on our planet. Some people have already experienced this problem in full force. And if at the same high rate as they are now will be a growing population, and with it the demand for food, then come the food crisis on the planet. Food resources are insufficient to feed so many people. Scientists have calculated that on Earth can live without feeling hungry and without damage to nature, only 5 billion people while we already have more than six. It is hard to imagine what would happen if the mankind will not find constructive solutions to problems, the food crisis is a realistic perspective [4].

The fact that today millions of people starving is not a result of the depletion of food resources, or demographic explosion on Earth. Suffice it to say that only vegetable ocean resources, provided as food and feed crops, will be enough to

feed more than 100 billion people. But we should be aware that food resources are used inefficiently. On the one hand, there is an industrial press on some species of animals (whales, fish, and others) and there is the danger of complete destruction, on the other species of the same algae, are clearly insufficient.

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## **PROBLEMS OF THE USA'S ECONOMIC DEVELOPMENT**

(Проблеми економічного розвитку США)

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The economy of the United States is a mixed economy and has maintained a stable overall GDP growth rate, a low unemployment rate, and high levels of research and capital investment. It has been the world's largest national economy

since the 1870s. Most of the economy is classified as services. The country remains the world's largest manufacturer, representing a fifth of the global manufacturing output. The country is one of the world's largest and most influential financial markets. Foreign investments made in the United States total almost \$2.4 trillion, which is more than twice that of any other country. American investments in foreign countries total over \$3.3 trillion, which is almost twice that of any other country. Its five largest trading partners are Canada, China, Mexico, Japan, and Germany [1, p. 90].

The United States is rich in mineral resources and fertile farm soil, and it is fortunate to have a moderate climate. It also has extensive coastlines on both the Atlantic and Pacific Oceans, as well as on the Gulf of Mexico. Rivers flow from far within the continent and the Great Lakes – five large inland lakes along the U.S. border with Canada – provide additional shipping access. These extensive waterways have helped to shape the country's economic growth over the years [6].

The number of available workers and, more importantly, their productivity helps to determine the health of the U.S. economy. Throughout its history, the United States has experienced steady growth in the labor force, a phenomenon both cause and effect of almost constant economic expansion. After World War I most workers were immigrants from Europe, their immediate descendants, or African Americans who were mostly slaves taken from Africa, or slave descendants. Beginning in the early 20th century, many Latin Americans immigrated; followed by large numbers of Asians following removal of nation-origin based immigration quotas. The promise of high wages brought many highly skilled workers from around the world to the United States. The labor market in the United States has attracted immigrants from all over the world and its net migration rate is among the highest in the world [4].

A central feature of the U.S. economy is the economic freedom afforded to the private sector by allowing the private sector to make the majority of economic decisions in determining the direction and scale of what the U.S. economy produces. This is enhanced by relatively low levels of regulation and government involvement, as well as a court system that generally protects property rights and enforces contracts [3].

Agriculture is a major industry in the United States and the country is a net exporter of food. With vast tracts of temperate arable land, technologically advanced agribusiness, and agricultural subsidies, the United States controls almost half of the world grain exports. Products include wheat, corn, other grains, fruit, vegetables, cotton, beef, pork, poultry, dairy products, forest products, fish.

Almost 21 ml. people or about 17 % of all population work in the agriculture of the USA. Nearly 3 million independent farms deliver feed products to the American consumers. The area of an average farm in the USA is about 400 acres. In 1984 there were more than 2.3 million farms in the country. However, the very large farms – those with 1,000 acres and more account for more than 40% of farm acreage. The largest manufacturers of grain making up 2.3% produce about 50 % of wheat in the country. There are therefore some concentrations of agricultural production in hands of the largest manufacturers in the USA. But even the largest agricultural manufacturers accept the established prices for production. For example, 27,000 of independent firms represent 2 % of the manufacturers of grain, which make up 50 % of grain production in the USA. The new firms can also penetrate into the majority of agricultural branches easily. There are special branches – exceptions. For example, there have been state regulations that have limited for many years the number of tobacco producers. However, even domestic manufacturers,

who are protected against entry must compete for sales with the foreign manufacturers on the export markets [2, p. 54].

The United States is the world's largest manufacturer, with a 2009 industrial output of US\$2.33 trillion. Its manufacturing output is greater than of Germany, France, India, and Brazil combined, despite manufacturing being a small portion of the entire US economy as compared to other countries. Main industries include petroleum, steel, automobiles, construction machinery, aerospace, agricultural machinery, telecommunications, chemicals, electronics, food processing, consumer goods, lumber, and mining [5].

The US leads the world in airplane manufacturing, which represents a large portion of US industrial output. American companies such as Boeing, Cessna, Lockheed Martin, and General Dynamics produce a vast majority of the world's civilian and military aircraft in factories stretching across the United States [3].

The United States is the world's largest trading nation. Since it is the world's leading importer, there are many U.S. dollars in circulation all around the planet. The dollar is also used as the standard unit of currency in international markets for commodities such as gold and petroleum. The United States dollar is the unit of currency of the United States. It is the currency most used in international transactions. Several countries use it as their official currency, and in many others it is the de facto currency. The U.S. dollar has maintained its position as the world's primary reserve currency. Almost two-thirds of currency reserves held around the world are held in US dollars [1, p. 88].

So, the United States of America is the largest and most important economy in the world. In 2013, the US economy was responsible for 18.87 percent of the world's total GDP (PPP) or US\$15.684 trillion. The U.S. economic system is free-market capitalism, driven by individual initiative and free enterprise in

search for profit. The US has abundant natural resources, a well-developed infrastructure, and high productivity. It has the world's sixth-highest per capita GDP (PPP). The U.S. is the world's third-largest producer of oil and second-largest producer of natural gas. It is the second-largest trading nation in the world behind China. It has been the world's largest national economy (not including colonial empires) since at least the 1890s. As of 2013, the country remains the world's largest manufacturer, representing a fifth of the global manufacturing output. Of the world's 500 largest companies, 132 are headquartered in the US, twice that of any other country. The country has one of the world's largest and most influential financial markets. The New York Stock Exchange is by far the world's largest stock exchange by market capitalization. Foreign investments made in the US total almost \$2.4 trillion, while American investments in foreign countries total over \$3.3 trillion. Consumer spending comprises 71% of the US economy in 2013. The labor market has attracted immigrants from all over the world and its net migration rate is among the highest in the world. The U.S. is one of the top-performing economies in studies such as the Ease of Doing Business Index, the Global Competitiveness Report, and others.

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## **INNOVATIONEN IM PFLANZENSCHUTZ IN DER LANDWIRTSCHAFT**

(Інновації у захисті рослин у сільському  
господарстві)

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In den letzten Jahrzehnten begann sich die Umwelt auf der Erde zu verändern. Die Umwelt wird sehr oft von Menschen verschmutzt. Infolge des technischen Fortschrittes entwickeln sich immer neue Industriezweige, neue Technologien. Da die Industrie immer mehr lebenswichtige Produkte erzeugt, geht es uns auch immer besser. Es entstehen immer mehr neue Städte, werden immer mehr Autos und moderne technische Geräte produziert. Aber wie man sagt: jede Medaille hat zwei Seiten. Die Kehrseite des technischen Fortschrittes ist aber die Gefährdung der Umwelt. Bei der Produktion entstehen Abfälle. Fabriken und Kraftwerke arbeiten nicht ohne Rauch und Staub. Der Smog über den Großstädten ist eine übliche Erscheinung.

Heute scheint das Problem der Umweltbelastungen international zu sein, weil die Massenmedien täglich aus allen Ecken und Enden der Erde Meldungen über die Zerstörung der Natur und Umwelt durch den Menschen bringen.

In 17 Ländern der Erde arbeitet heute eine internationale Organisation zum Umweltschutz – Greenpeace. Der Hauptgedanke der Greenpeacephilosophie ist der ökologische Kreislauf: alle Lebewesen, Pflanzen, Tiere und

Menschen stehen in Beziehung zu einander. Wie man sagt: „Erst wenn der letzte Baum gerodet, der letzte Fluss vergiftet, der letzte Fisch gefangen ist, werdet ihr feststellen, dass man das Geld nicht essen kann!“

In Anlehnung an die Begriffsbestimmung im Pflanzenschutzgesetz sind Pflanzenschutzmittel Stoffe, die dazu bestimmt sind:

- a) Pflanzen oder lebende Teile von Pflanzen und Pflanzenerzeugnisse vor Schadorganismen zu schützen,
- b) Pflanzen oder lebende Teile von Pflanzen und Pflanzenerzeugnisse vor Tieren, Pflanzen oder Mikroorganismen zu schützen, die nicht Schadorganismen sind,
- c) die Lebensvorgänge von Pflanzen zu beeinflussen, ohne ihrer Ernährung zu dienen (Wachstumsregler),
- d) das Keimen von lebenden Teilen von Pflanzen und Pflanzenerzeugnissen zu hemmen, Pflanzen abzutöten oder das Wachstum von Pflanzen zu hemmen oder zu verhindern (Herbizide), ohne dass diese Stoffe unter Buchstabe a) oder c) fallen.

Wasser, Düngemittel und Pflanzenstärkungsmittel (z. B. Wasserglas oder Steinmehl) sind im Gesetzestext ausdrücklich ausgenommen und somit keine Pflanzenschutzmittel. Im Unterschied zu Pflanzenschutzmitteln sind Pflanzenstärkungsmittel Stoffe, die ausschließlich dazu bestimmt sind, die Widerstandfähigkeit von Pflanzen gegen Schadorganismen zu erhöhen, dazu bestimmt sind, Pflanzen vor nichtparasitären Beeinträchtigungen zu schützen, für die Anwendung an abgeschnittenen Zierpflanzen außer Anbaumaterial bestimmt sind.

Die Anwendung von Pflanzenschutzmitteln ist in Deutschland umfassend und auf hohem Sicherheits- und Schutzniveau geregelt. Die wichtigsten Instrumente sind die Zulassung von Pflanzenschutzmitteln und die mit ihrem Vertrieb und ihrer Anwendung verbundenen gesetzlichen Regelungen. Der von der Agrarministerkonferenz des Bundes

und der Länder verabschiedete nationale Aktionsplan zur nachhaltigen Anwendung von Pflanzenschutzmitteln (NAP) enthält Maßnahmen, die die bestehenden Regelungen zum Pflanzenschutz weiter unterstützen. Generelles Ziel des NAP ist die weitere Reduktion von Risiken, die durch die Anwendung von Pflanzenschutzmitteln entstehen können.

Insbesondere ist die Anwendung von chemischen Pflanzenschutzmitteln auf das notwendige Maß zu begrenzen, damit unnötige Anwendungen dieser Pflanzenschutzmittel unterlassen und nichtchemische Pflanzenschutzmaßnahmen verstärkt eingesetzt werden. Im Mittelpunkt der Maßnahmen stehen die Förderung von Innovationen im Pflanzenschutz und die Weiterentwicklung der Verfahren des integrierten Pflanzenschutzes.

Der Nationale Aktionsplan zur nachhaltigen Anwendung von Pflanzenschutzmitteln baut auf der gegebenen Rechtssituation im Pflanzenschutz auf. Mit einer Zulassung von Pflanzenschutzmitteln, die dem Anwender klare Vorschriften über die Handhabung und Anwendung der Mittel vorgibt, Bestimmungen zur Qualität und Sicherheit von Pflanzenschutzgeräten und zur Sachkunde der Anwender von Pflanzenschutzmitteln, den zusätzlichen Bestimmungen im Pflanzenschutzgesetz und in den Grundsätzen für die Durchführung der guten fachlichen Praxis im Pflanzenschutz sowie in anderen Rechtsbereichen besteht ein sehr umfassender Rechtsrahmen.

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## COUNTRY GARDEN LANDSCAPING

(Сільський стиль озеленення)

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The quaint gardens of yesteryear are the origin for most of today's most elegant country landscape design ideas. Throughout time, gardening has been a vital part of existence. During the 17th century, gardens and cultivation evolved into much more than sources for foods and medicinal ingredients.

Lush landscapes, full of colorful and fragrant blooms, surrounded most homes and cottages, providing a relaxing and beautiful outdoor extension to their living space.

Country garden's styles arise from the practical working man's garden, men and women who struggled to feed and clothe their families, while occasionally adding a patch of garden color gleaned from a more wealthy or connected neighbor.

Anything that represented too much additional work in these gardens didn't stay long, because these gardens were about survival. An economy of purpose drove what was added and maintained within these gardens.

As the highly formal, perfectly manicured formal gardens maintained for rich landowners by a host of paid gardeners began to fade into history with the changing of landscape philosophies in the late 1600s, many rich landowners began to adopt a more relaxed style, one that blended nature with more formal features. This movement birthed our modern day country gardens style.

Adapting to many changes throughout the centuries, this garden style has become ideal for enhancing farmhouse, Victorian, ranch and rustic architecture. These lush informal

landscapes were originally designed for practicality. Farm animals, beehives, fruit trees, vegetables and herbs were the main elements while flowers were used as filler. The modern country garden style has developed into a landscape focused on dense plantings, flowers and traditional building materials.

Country landscapes consist of areas that enhance nature and provide an intimate space for the user. Quaint, charming, and casual, this landscape becomes an extension of your home. Modern-day country gardens vary by regional and personal variations, but overall still focus mainly on plant material. Now ornamental grasses and native plants are commonly used in the plant palette of a country garden.

Country gardens are meant to appear irregular and as if there is no specific design. Geometry, straight perfect lines, or precise curves do not belong in this style of landscape. Focus more on the color scheme and planting design, making sure not only the plant color but also the foliage all contribute to a harmonious combination. This heavily planted, overgrown looking landscape is not for everyone; for those who enjoy a casual yard that doesn't look like everything has been perfectly placed, this style has profound charm and extraordinary character

Flourishing blooms brightened the pathways that wound through the aromatic beds of vegetables and herbs for the kitchen and romantic, flower draped arbors provided a relaxing place to enjoy the beauty of the fragrant romantic country garden.

French country landscape designs featured the same natural essence with bountiful herbs and vegetables among the overflowing beds of colorful flowers, but French gardens added a mediterranean flair to the country landscape design.

Typical French gardens incorporate the romantic fragrance of lavender and lush, green Mediterranean foliage with the traditional soft curves and pastel flora of English

gardens for an outdoor space that is simple and functional, yet refined and elegant.

For centuries, fountains were an essential element of the Provençal lifestyle. These charming monuments were the only water supply for small villages of the region and through the years, have come to represent the simple and soothing life of Provence.

By the 19th century, the world's leading landscape architects combined the simplistic beauty of colorful English cottage style with the breezy sophistication of French country gardens to create the American country landscape design.

Today's country landscape design ideas are heavily influenced by these traditional garden styles and are ideal for modern residences featuring a rustic Renaissance or Victorian style.

Country gardens are designed for tranquil enjoyment of nature's aromatic beauty, but should also be functional.

Intimate patios, arched by lush green vines and fragrant blossoms, and meandering pathways brushed by colorful plants of various textures are key elements of your country landscape.

Country landscape design ideas also include paths and terraces, these should be constructed of simple, natural materials that complement the garden accessories, as well as the house.

The most popular country landscape design ideas incorporate elements that reflect the relaxed elegance of the Mediterranean, the rustic charm of Old World Europe, and the simple beauty of nature.

Country gardens in the modern day tend to be on larger properties, and continue to maintain some portion of the practical and functional content of the original working man's garden, while the cottage garden has evolved into a highly decorative and less purposeful application of the same basic principles.

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### **ENVIRONMENTAL PROTECTION IN UKRAINE**

(Захист навколишнього середовища в Україні)

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Our civilisation has gone so far in its development and polluted the environment to such an extent that it is very difficult to reverse it to primordial nature that is why the topic of environmental protection is very actual facing Ukraine today.

Ukraine is suffering many environmental problems. Many of them have been caused by economic activities. There are many consequences of damaging the environment. One of them is water pollution. The Dnieper and others rivers are in danger. They are filled with poison: industrial waste, all kinds of chemical elements and pesticides. Industrial enterprises of large cities waste harmful substances into river and sea's waters. The emissions destroy fishing industry and lead to a damage of wildlife. Another problem is air pollution. For example, pumping waste gases from a power station or

metallurgical plants do not get rid of them. The waste gases cause acid rains.

The next ecological problem is the problem of the Sea of Azov. The Sea of Azov is the special case. Because it is such a small sea, it becomes dirty very easily. Many industrial centres such as Mariupol, Berdyansk pour into the sea all kinds of chemicals. It naturally effects the state of the sea water and the shore line flora and fauna.

But the most terrible ecological problem of Ukraine is Chernobyl. The effect of Chernobyl disaster is dangerous and tragic, because we don't know up to the end all the consequences of radioactive contamination.

Ukraine, as the member of World Community, is co-operating with international ecological organisation such as "Greenpeace" for example.

As you see our country has many ecological problems and if our generation don't do our best to solve these ecological problems we will have a global ecological catastrophe.

In the 20th century, the rapid growth of science and technology resulted in an increasing negative effect on the biosphere of the Earth. Huge industrial enterprises pollute the air we breathe? The water we drink and the land, which gives us bread, vegetables, and fruit. Their discharge of dust and gas into the atmosphere returns to the Earth in the form of acid rains. It also destroys the ozone layer of the Earth and causes "greenhouse effect". It effects forests, rivers, crops and people's health. This leads to the reduction of the life-span of man. People die younger because of cancer, AIDS and other diseases which are directly connected with the polluted environment they live in. Many species of animals and birds face extinction due to the pollution of the biosphere.

The world's oceans are in danger too. They are filled with poisonous industrial and nuclear waste, chemical fertilizers and pesticides. The Aral Sea in Russia is already dead, the Mediterranean and the North Sea are slowly dying.



The worst situation with air pollution is in big overpopulated cities. In Cairo and Mexico City, for example, breathing is equivalent to smoking 2 packs of cigarettes a day. The big industrial cities in Ukraine like Zaporizhziya, Donetsk, Kharkiv and some others have the same situation.

Another threat for the environment are nuclear power stations like Chernobyl. In April 1986 that nuclear power plant just north-west of Kyiv suffered the worst nuclear accident in history: dozens died immediately, tens of thousands were evacuated, while the long-term effects to human life are difficult to calculate. A large part of Ukraine, Russia and Byelorussia was polluted by radioactive substances. Great damage was done to their economy, nature and people's health. The problem of Chernobyl has not been solved yet because of the economic difficulties that Ukraine is having now. The power plant was closed on December 15, 2000.

Nowadays people of Ukraine, like most people in developed countries, realize that without solving environmental problems, the life of the future generations will be in real danger. Many people join the Great Party of Ukraine to unite their efforts to save the planet where we live, to make our world healthier and more beautiful.

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**WHAT IS POSTMODERNISM AND HOW  
UKRAINE IS RELATED  
TO THIS PROCESS**

(Що таке постмодернізм і яке є місце України у  
цьому процесі)

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Postmodernism is ideological and artistic direction, that in the last decades of the 20th century, replaced modernism. This area is the product of post-industrial era, the era of the collapse of a holistic view of the world, the destruction of ideological, philosophical, economic, political systems.

Postmodernist, through bitter historical experience, convinced the futility of attempts to improve the world, lost the ideological illusions, believing that a person is deprived of the opportunity not only to change the world, but also to comprehend, organize it, that event is always ahead of theory. Progress is recognized them only as illusion, appears a feeling of completeness history, aesthetics and art. Considered real variation and the co-existence of all forms of life [1].

The hero of postmodern literature is a man who feels "very uncomfortable in a cold universe " is confused, secluded, which lost spiritual guidance, desperate with the ideals of the past. What are the achievements in the development of new means of mass communication have contributed to the emergence of postmodernism? Postmodernism arose due to the development of new means of mass communication - TV, video, computer science and computer engineering. Emerged as a visual culture, postmodernism in architecture , art , film , advertising is focused not on mapping and modeling of reality

by experimenting with artificial reality - videos, computer games, Disney attractions.

Ukrainian postmodernism is significantly different from the Western model postmodernism through a number of factors, especially such as historical circumstances and national characteristics. Because of the complex ideological conditions in which there was the Ukrainian society, cultural and literary and artistic life, particularly during the Soviet era, the modern discourse of Ukrainian literature was not fully developed and complete. Because of this it was unable to establish a proper basis for the emergence of Ukrainian postmodernism. However, the undeniable fact is that Ukrainian modernism even in difficult conditions still developed and released by totalitarian control postmodernism has created the right conditions for a critical understanding of modernism. In the period of Ukrainian postmodern appeared study Ukrainian modernism.

Ukrainian modernism developed under the influence of political ideologies that negatively affect on it functioning. It suffered persecution and deliberate destruction by the authorities and was actually suspended. That is why Ukrainian modernism produced not the best basis for postmodernism.

Ukrainian postmodernism began to grow even in the Soviet social realism, it started representatives of the underground of those days - in particular, the Kiev ironic literary school (Vladimir Dubrava , Bogdan Zholdak , Les Poderev'jans'kyj). The first Ukrainian postmodernists didn't call themselves this way, only when postmodernism became established in the West, they began to identify themselves with it.

As we can see, Ukrainian postmodernism originated in politically complex unstable and developed at a time when the culture and society came to a normal state, namely during the independence of Ukraine.

Thus, the emergence of postmodernism in the Ukraine causes, especially at the beginning, very strong reaction in people. Ukrainian writers have begun discussions about the Ukrainian past (often in the context of modernism), trying to figure out how it influenced the emergence of postmodernism and whether affected.

Although Ukraine gained independence with complete freedom in their cultural and literary quest, but discussants in the context of the investigated problem, decided to steer this freedom at least in the western side of the papers on the theory of postmodernism and delve into the background of most Ukrainian side postmodernism. Since post-modernism come to the cultural life of Ukraine's, the main debate was launched on this topic. Now, as was aptly noted by contemporary Ukrainian writer and critic Yuri Andrukhovich in his article "The Return of Literature," " it's finally came time when postmodernism not criticize only lazy or dead" [2]. Indeed, post-modernism in Ukrainian practice blamed, criticized, or do not accept, or conversely - praise and hold the smart nodes, but one can not avoid it, no one remains indifferent to its manifestations.

Thus, it can be noted that the Ukrainian postmodernism is seen as a negative thing, but not positive. This is due to a lack of preparedness of the Ukrainian society for many traits and characteristics of postmodernism. Examining the specific national reception of postmodernism in Ukraine, we conclude that post-modernism, as its belonging to certain ethnic cultures, still has many points and aspects that need special consideration and analysis. The subject of postmodernism is relevant for research and has prospects for further work on it.

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## **INTERNATIONAL TRADE**

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International trade is a means by which countries can develop a specialization, to improve the productivity of their resources and thus increase total production . Sovereign states as individuals and regions of the country , can benefit through specialization on products that they can do with the highest relative efficiency and subsequent exchange of goods that they can not effectively do the same.

International trade is a form of communication between producers in different countries , arising from the international division of labor, and expressing their mutual economic dependence . The literature is often given the following definition: "International trade is the buying and selling process , carried out between buyers, sellers and intermediaries in different countries" [ 1, p. 37]. International trade involves the export and import of goods, the ratio between them is called the trade balance . In statistical references UN provides data on the extent and dynamics of world trade as the export value amounts all over the world.

Structural changes in the economy under the influence of the STR, specialization and cooperation in industrial production enhance the interaction of national economies. It promotes active international trade. International trade

oposereduyuchi Cross-Country movement of all goods flows , growing faster than production. According to research foreign trade, for every 10 % increase in world output accounted for 16% of the increase in world trade. Thus created more favorable conditions for its development. When failures occur in trade, slowing development and production.

The term "foreign trade " means trade of a country to other countries, consisting of paid import (import) and paid export ( export ) goods.

Various foreign trade activity divided by commodity specialization in trade finished goods, trade in machinery and equipment, raw materials trade and trade in services.

International trade is called paid aggregate turnover among all countries. However, the concept of " international trade and is used in a narrower sense: for example, the total turnover of industrialized countries, the aggregate turnover of the developing countries, the aggregate turnover of any continent, region, such as Eastern Europe, etc.

World prices vary depending on time of year, location, conditions of sale of goods, the characteristics of the contract. In practice accepted as world prices for major, systematic and sustainable export or import transactions entered into in certain World Trade Center known companies - exporters or importers of the relevant types of goods. For many commodities (grains, rubber, cotton, etc.) World prices are determined in the course of operations in the world's biggest commodity exchange [2, p. 47].

In the interest of each country to specialize in the production in which it has the greatest advantage and for which the relative benefit is greatest.

National production differences are determined by various factors of production - labor, land, capital , and various internal demand for certain goods. The effect is that foreign trade (including exports) for the dynamics of growth of national income, the size of employment, consumption and investment

activity, characterized by each country fully quantified dependencies and can be calculated and expressed in the form of a certain coefficient - multiplier (multiplier). First export orders directly increase output, and hence wages in industries that perform this order. And then come into motion secondary consumer spending.

The term "international trade" refers to a complex mechanism relationships arising from the sale of goods on the world market.

Firms seeking to international activities for various reasons. In particular, you may need to purchase raw materials or any goods overseas for the reason that you can not buy these products from domestic producers. This situation leads to the need for imports. There's also the opposite situation - when the company has products for sale abroad which may be more favorable than at home. So it turns out the need for export. It often happens that firms serve the foreign market and how to trade intermediaries between buyers and sellers in different countries [3, p. 94].

In international trade, the exporter usually puts the buyer in a foreign currency or buyer pays for goods in the currency of the country that is foreign to the exporter. Often the currency becomes the currency of a third country, such as U.S. dollar, the euro. In this regard, one of the problems is the need for an importer to obtain foreign currency for payment, and the exporter may need sales resulting foreign currency for the currency of their country. Services for sale and purchase of foreign currency for the currency of the exporting country or importer making banks. In Ukraine are banks with currency license.

However, the purchase or sale of foreign currency is not so safe for the company as it may seem at first glance. The reason for this - the instability indices of exchange rates. The possibility of adverse changes in foreign exchange rates in the

foreign exchange market and a potential currency risk for each counterparty.

Of course, if you change course in favor of one party is a chance to get a profit, however, the risk of incurring losses, particularly for Ukrainian organizations in connection with the fall of the hryvnia, more real [2, p. 41].

Protect themselves against currency risk is the ability of firms, foreign trade payments and receipts are made in the same foreign currency. However, the exchange rate of foreign and domestic currency will not conceal substantial danger to the company only if the proceeds in foreign currency accounts and payments from its place in concert. Such a situation is possible if the firm is largely engaged and import and export. The majority of foreign organizations operating only in one direction because the possibility of using such a scheme is limited.

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**A CENTURY OF DECLINE FOR  
ARGENTINIAN ECONOMY**

(Століття економічного спаду Аргентини)

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Argentina has had periods of robust growth in the past century—not least during the commodity boom of the past ten years—and its people remain wealthier than most Latin Americans, its standing as one of the world’s most vibrant economies is a distant memory.

The political symptoms of decline are also clear. If Argentina appeared to enjoy stability in the prewar era, its history since then has been marked by a succession of military coups. The first came in 1930; others followed in 1943, 1955, 1962, 1966 and 1976.

Argentina is a long way from the turmoil of 2001 but today’s mix of rising prices, wage pressures and the mistrust of the peso have nasty echoes of the past.

Argentina was rich in 1914 because of commodities; its industrial base was only weakly developed.

Without a good education system, Argentina struggled to create competitive industries. It had benefited from technology in its Belle Époque period.

Railways transformed the economics of agriculture and refrigerated shipping made it possible to export meat on an unprecedented scale: between 1900 and 1916 Argentine exports of frozen beef rose from 26,000 tonnes to 411,000 tonnes a year.

Argentina’s golden age was largely foreign-funded. Half of the country’s capital stock was in foreign hands in 1913, further exposing it to external shocks.

Argentina had become rich by making a triple bet on agriculture, open markets and Britain, then the world's preeminent power and its biggest trading partner. If that bet turned sour, it would require a severe adjustment. External shocks duly materialised, which leads to the second theory for Argentine decline: trade policy.

The first world war delivered the initial blow to trade. Next came the Depression, which crushed the open trading system on which Argentina depended; Argentina raised import tariffs from an average of 16.7% in 1930 to 28.7% in 1933. Reliance on Britain, another country in decline, backfired as Argentina's favoured export market signed preferential deals with Commonwealth countries.

An institution to control foreign trade was created in 1946; an existing policy of import substitution deepened; the share of trade as a percentage of GDP continued to fall.

Many saw the interests of Argentina's food exporters as being at odds with those of workers. High food prices meant big profits for farmers but empty stomachs for ordinary Argentines.

The divide between farmers and workers endures. Heavy export taxes on crops allow the state to top up its dwindling foreign-exchange reserves; limits on wheat exports create surpluses that drive down local prices.

The perverse effects of intervention have been amply demonstrated in the Kirchner era: according to the US Department of Agriculture, Argentina was the world's fourth-largest exporter of wheat in 2006. By 2013 it had dropped to tenth place.

Australia shared many of the traits of early 20th-century Argentina: lots of commodities, a history of immigration and remoteness from big industrial centres. Yet it managed to develop a broader-based economy than Argentina and grew faster. Between 1929 and 1975

Australian income per person increased at an average annual rate of 0.96%, compared with 0.67% in Argentina.

Argentina has to get out of its mess. Keen to husband its stock of foreign reserves and to close the gap between the official and unofficial exchange rates, the central bank allowed the peso to slide last month. To prevent the depreciation from fuelling inflation expectations, it has raised interest rates. But further tightening will be needed. Rates remain negative in real terms; upcoming wage negotiations will be a test of how serious the government is about controlling spending.

The idea of a party that pays the price of bad policies does not seem to apply.

Short-termism is embedded in the system. Money is concentrated in the centre, and the path to power goes via subsidies and splurging: the Kirchners are only the latest culprits, turning a fiscal surplus of 2% of GDP in 2005 into an estimated 2% deficit last year.

Short-termism distinguishes Argentina from other Latin American countries that have suffered institutional break-downs.

“In Argentina institution-building has taken the form of very quick and clientelist re-distribution,” says Daron Acemoglu of the Massachusetts Institute of Technology.

The country’s Vaca Muerta (“Dead Cow”) shale-oil and gas-field is estimated to be the world’s third-largest. If Argentina can attract foreign capital, the money could start flowing within a decade. “Vaca Muerta gives us huge capacity to recover and huge opportunity to make mistakes,” says Mr Lavagna.

The Kirchner’s redistributive policies have helped the poor, but goodies such as energy subsidies have been doled out to people who do not really need them.

No other country came so close to joining the rich world, only to slip back.

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### **BORROWING FROM THE ENGLISH LANGUAGE IN UKRAINIAN SLANG**

(Англійські запозичення в українській мові)

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Concept slang occupies a special place in modern linguistics . Slang phenomenon still remains an open question for scientists. In modern Anglistics and no single definition of the term "slang". And, therefore, do not have it in Russian linguistics. In this article, we will refer to the definition in the Oxford Dictionary : "language of a highly colloquial style, considered as below the level of standard educated speech, and consisting either of new words or of current words employed in some special sense" (informal language, having reduced stylistic coloring relative to the literary language and consisting of new words, either already available , but used in a new sense).

Scientists have identified a number of factors affecting the development and updating of slang, and, consequently, some slang groups:

Names of popular sports also borrowed Russian language. This group includes the following loans: fitness - fitness, bodybuilding - bodybuilding, shaping - shaping. The massive use of slang listed units in speech Russian youth due to the fact that is gaining popularity and a growing number of fans of the so-called "cult of the body beautiful", widely propagated in the West.

Production terms, introduces workers of different specialty areas : marketing - marketing, leasing - leasing, broker - a broker, manager - manager, promoter - promoter. Moreover, some young people, to use in his speech anglicizes make mistakes, for example, put in the word marketing emphasis on the second syllable.

Development of fast food chains was the cause of some slengizmy, such as fast-food - fast food, cheeseburger - cheeseburger, hot-dog - a hot dog. Trend extensive use of similar words in the Russian language dates back 90 years. in connection with the opening of the first fast-food shops. Slengizmy this group also undergo reduction : MakDak (from the English . McDonald`s).

Imitation of life American and British youth was the impetus to the emergence of the largest group slang. It includes the following words that occur Russian youth in everyday communication and standard everyday situations: boy-friend - boyfriend , weekend - weekend , party - the party , loser - a loser, baby - baby , go - Go . Some of these units slang no longer qualify as slang at all, as they have become part of our lives and, as a consequence, in our vocabulary.

Borrowing from foreign languages, and in particular, from British conventionally divided into two groups. The first group includes words borrowed due to lack of cash equivalents in the Russian language. First of all, these are the words and expressions related to computers and IT- technologies, which we discussed earlier (file - file , site - site). Names of household appliances, which at the time of its distribution in Russia

belonged to the category of slang (toaster - toaster, blender - Blender ). This group is referred and sporting terms and names of some sports (bowling - bowling , diving - diving ). The second group includes anglicizes have synonyms in the Russian language . Examples of this type of borrowing can serve as words associated with the musical culture , media and TV " hit» (hit) instead of "popular song", "poster» (poster) instead of "poster, the poster", "security» (security) instead of "protection".

Language - a living organism and it changes and evolves with its carriers. Drawing adapted in the Russian language , and some remain unclear and "foreign" to most people. Let's hope that these borrowing semantically assimilated into our own language, as they correspond to life in our country, as well as sound very interesting and pungency of speech. But let's not forget that some borrowing have analogues in the Russian language, which did not concede anglicisms on its semantic and expressive qualities.

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