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РОЛЬ ТЕРМІНОЛОГІЧНОЇ ЛЕКСИКИ У СЛОВНИКОМУ СКЛАДІ УКРАЇНСЬКОЇ МОВИ

Розвиток науки і техніки, активізація суспільно-політичного й мистецького життя зумовили появу в мові великої кількості різноманітних термінів. Кожна галузь знань має свою термінологічну систему.

Терміном називають слово або словосполучення, що позначає спеціальне поняття з якої-небудь галузі знань – науки, техніки, економіки, суспільно-політичного життя, мистецтва тощо: *молекула, протон, аорта, блюмінг, трансформатор, кредит, додана вартість, девальвація, блокада, віза, ратифікаційна грамота, партитура, гама.*

Термін чітко окреслений і однозначний у своїй термінологічній системі. Наприклад, у побутовому мовленні слово *корінь* має значення не лише “підземна частина рослини” (*корінь сосни*), а й “нижня частина чого-небудь, що міститься в тілі” (*корінь зуба*), “головна причина чого-небудь” (*корінь зла*); використовується в усталених зворотах: *дивитися в корінь, пускати корінь, рубати під корінь* тощо. У мовознавчій науці *корінь* – “головна частина слова без афіксів”, у математиці *корінь* – “величина, що при піднесенні її до певного степеня, дає дане число”.

Терміни бувають загальнонаукові, які з однаковим значенням вживаються в багатьох галузях (*аналіз, аргумент, категорія*), і галузеві, що вживаються тільки в одній галузі (*дієприкметник, доконаний вид, флексія* – у мовознавстві). Якщо той самий термін вживається в різних термінологічних системах, то відповідно до цього видозмінюється і його значення. Наприклад, термін *реакція* в хімії має значення “взаємодія між двома і більше речовинами”, у фізіології – “відповідь на подразнення”, у політиці – “повернення до старих суспільних порядків”.

Становлення української термінології відбувалося в несприятливих умовах. У ХІХ–ХХ ст. певною мірою сформувалася суспільно-політична термінологія (літературознавча, історична, філософська, юридична, політична, мовознавча); порівняно багато

було зроблено, незважаючи на всі обмеження у використанні української мови, і в галузі термінології – математичної, фізичної, хімічної, географічної, астрономічної, медичної; виробилася офіційно-ділова термінологія. 1973 р. було видано українською мовою першу у світі “Енциклопедію кібернетики”. Однак вимога, щоб роботи на здобуття наукових ступенів подавалися тільки російською мовою, технічна документація виготовлялася лише російською, переведення викладання у вищих навчальних закладах на російську мову суттєво загальмували розвиток української термінології, особливо технічної.

Термінологію творять спеціалісти. Для цього використовуються:

а) загальнонавчальні слова, яким у певній галузі науки надають чітко окресленого значення: рід, число, спосіб, особа, час, закінчення (як мовознавчі терміни);

б) спеціально створені слова: іменник, прикметник, дієслово, відмінок, словотвір, наголос;

в) кальки, тобто слова, створені за іншомовними зразками: українське слово *предмет* копіює латинське *subjectum*, у якому частина *sub-* має значення “нід”, а *-jectum* – “кинутий”, “метнутий”; так само утворено слово *предмет* за зразком латинського *objectum*, у якому префікс *ob-* має значення “перед”;

г) запозичені слова: суфікс, префікс, полісемія, асиміляція (з латинської мови);

д) словосполучення: умовний спосіб, підрядне речення, приголосний звук.

Добре розвинена, впорядкована й унормована термінологія сприяє розвитку науки та технічному прогресові [4].

Так, на заняттях з української мови слід підкреслити, що не варто зловживати іншомовними термінами, але й недоцільно замінювати їх не зовсім вдалим українськими, наприклад, *звучня* замість *фонетика*, *летовище* замість *аеродром*, *руханка* замість *гімнастика*, *вагадло* замість *маятник* та ін., або вилучати з активного мовного обігу інтернаціоналізми, вживані у більшості розвинених мов світу. Маємо на увазі термін *процент*, який, на наш погляд, неправомірно в усіх мовних ситуаціях замінюється терміном *відсоток*, до речі, теж запозиченим, оскільки слово *відсоток* утворене з латинізованого вислову *від ста*. Обидва слова мають право на паралельне вживання

(термінові *процент* доцільно надавати перевагу в наукових текстах). Це підтверджує й найбільший та найавторитетніший з українських словників – Словник української мови [3], в якому обидва слова подаються паралельно.

Щодо іншомовних слів і зокрема інтернаціоналізмів, які в наш час активно поповнюють український термінологічний словник, особливо в галузі економіки, політики й техніки, то досить сильний струмінь інтернаціональної лексики в сучасній українській літературній мові є характерною ознакою нашої епохи, даниною часові.

Інтернаціоналізми не порушують внутрішньої структури української мови, а забезпечують контакти з іншими мовами світу й вказують на досить високий рівень української літературної мови загалом й української національної термінології зокрема, хоча й на сьогодні в ній немало проблем.

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ПРОГРАМНЕ ЗАБЕЗБЕЧЕННЯ ПІДГОТОВКИ АСПІРАНТІВ-ІНОЗЕМЦІВ МЕДИЧНИХ СПЕЦІАЛЬНОСТЕЙ ДО СКЛАДАННЯ КАНДИДАТСЬОГО ІСПИТУ З УКРАЇНСЬКОЇ МОВИ

Аспіранти-іноземці медичних спеціальностей – чисельно невеликий, але “іміджевий” контингент громадян зарубіжних країн, що навчаються в університетах України. Саме існування цього контингенту свідчить про міжнародний авторитет, яким користуються українські вищі навчальні заклади [1, 2, 4].

Українська мова є засобом навчання й адаптації іноземців у новому соціокультурному середовищі. Крім того, вона вивчається аспірантами-іноземцями з метою складання обов’язкового кандидатського іспиту з цього предмету. Комплекс засобів їхньої підготовки до іспиту містить: 1) програмне забезпечення навчального процесу; 2) навчальні матеріали; 3) матеріали кінцевого контролю знань, навичок й вмінь аспірантів з української мови. Очевидно, що перший компонент є визначальним і тому вимагає особливої уваги методистів [6].

Робоча програма навчальної дисципліни “Українська мова як іноземна” для аспірантів-іноземців медичного університету, що розробляється авторами тез, має вісім розділів.

I. Пояснювальна записка. Зокрема, зазначається, що зміст

програми, як і курсу української мови для даного контингенту, є варіативним залежно від двох основних факторів: 1) вихідний рівень володіння українською мовою; 2) мова оволодіння обраною спеціальністю. З урахуванням зазначених чинників робочою програмою відводиться різна кількість практичних занять для аспірантів-іноземців, котрі: (а) закінчили медичний університет в Україні, при цьому українська мова була для них і мовою адаптації, і мовою навчання; (б) отримали вищу медичну освіту в Україні на англomовній основі, при цьому українська була для них засобом адаптації; (в) закінчили медичний університет за межами України і навчаються в аспірантурі на англomовній основі, використовуючи українську як мову адаптації.

Також ставиться завдання первинного формування або подальшого розвитку знань і навичок з різних аспектів української мови (фонетико-графічного, лексичного, словотворчого, фразеологічного, стилістичного), які забезпечують досягнення єдиного для усіх рівня володіння вміннями говоріння, аудіювання, читання, письма.

II. Зміст навчання зумовлений науково-професійними потребами аспіранта і містить (а) вимоги до володіння основними видами мовленнєвої діяльності (говоріння, аудіювання, читання, письма) та (б) мовний матеріал - мовні одинці та правила оперування ними, що є об'єктом формування / повторення / закріплення / корекції у процесі проходження курсу української мови [3].

III. Тематичний план практичних занять. Представлено усі теми курсу із зазначенням кількості годин, які відводяться на повторення / засвоєння кожної з них.

IV. Самостійна позааудиторна робота. Вказуються: 1) її основні напрямки (конспектування та реферування наукової й навчальної літератури; вивчення навчального матеріалу за програмою курсу "Українська мова"; виконання домашніх завдань дослідного характеру; написання реферату до екзамену кандидатського мінімуму; підготовка повідомлення про себе, про свої науково-дослідні плани); 2) вимоги до написання реферату, який є обов'язковим для допуску аспірантів до кандидатського іспиту.

V. Перелік практичних навичок та вмінь, котрими повинен оволодіти аспірант, стосується: говоріння на професійні теми

(діалогічного / монологічного, підготовленого / непідготовленого); аудіювання (сприйняття на слух і розуміння автентичного монологічного й діалогічного мовлення на професійні теми); читання професійної літератури (вивченого, ознайомлювального, пошукового, оглядового); письма (викладення основних структурно-змістових компонентів дисертації, оформлення власної статті, написання анотації, реферату, тез).

VI. Зміст і структура кандидатського екзамену з української мови. Розділ охоплює опис цих параметрів, а також структури екзаменаційного білету, яка має такий вигляд.

1. Письмове анотування українською мовою (500 друк. знаків) тексту зі спеціальності обсягом 4500 друк. знаків (за 30 хвилин).

2. Читання тексту наукового або науково-популярного характеру обсягом 1250-1350 слів (3-3,5 ст.) і відповіді на запитання до тексту (10 хвилин).

3. Повідомлення про наукове дослідження (монолог 10 хвилин). Співбесіда щодо проблем наукового дослідження і спеціальності аспіранта.

VII. Критерії оцінки з дисципліни під час іспиту. Вказується на чотирибальну систему оцінювання володіння українською мовою (“відмінно”, “добре”, “задовільно”, “незадовільно”), а також на критерії оцінювання рівня володіння програмним матеріалом загалом й відповідей на окремі запитання.

VIII. Література. Наводяться публікації з лінгводидактики, педагогіки, лінгвістики, психології, нормативні документи, які покладено в основу складання робочої програми [3; 5].

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ЛАТИНСЬКА МОВА У ЛЬВОВІ

Латинська мова почала функціонувати на українських землях у часи Галицько-Волинської держави. Уже під час правління Данила Галицького (1201–1264), зокрема після того, коли він став королем, латинська мова була однією з офіційних канцелярських мов Галицько-Волинської держави. Актова латина, представлена у XIV–XVIII ст., збереглася у майже семи тисячах томів рукописних судово-адміністративних книг Львова, Галича, Жидачева, Белза, Перемишля та інших міст.

У документах XVI ст. Львів називають прикрасою держави, оберегом впливової Русі, подругою Атени-Паллади – покровительки мистецтв, матір'ю талантів (*ornamentum regni, munimentum primariae Russiae, Leopölisamīca-Pallādi, materingeniōrum*).

Поширений у Європі звичай – оздоблювати житлові будинки

латинськими афоризмами – був властивий і Львову.

Так звану Докторську Каменицю збудовано 1570 року для доктора Доменіка Гепнера. Далі він належав переважно лікарям і аптекарям. Звідси і назва.

Дуже цікавий триповерховий будинок з трьома вікнами, побудований у стилі Ренесансу 1570 року для лікаря Д. Гепнера. Цей будинок отримав назву “Докторський дім” (площа Ринок, 28). Два його портали і вікна прикрашені латинськими сентенціями.

На Будинку Пір Року (Вірменська, 23) читаємо такі надписи:

- Ergo ageterrae Pingues olumprimi sextemplo a mensibus anni Fortesinuertanttauri. – Отже давай, хай сильні воли масний ґрунт землі відразу з перших місяців року перевертають.

- At rubicunda Ceres medio succidituraes tu

Et medio tostasae stuterit area fruges. – А Золотисту Цереру [=колосся] коситься в найбільшу спеку. І в найбільшу спеку тік молотить висохле зерно.

- Et varios ponit faetus autumnusetalte. Mitis in apricis coquitur vindemias axis. – І різні осінь приносить плоди, і високо На зігрітих сонцем скелях припікається виноград.

- Frigoribus parto agricolae plerum quefruuntur

Mutuaque inter se laeticon vivia corant. – В холодну пору селяни здебільшого користають з набутого І радісні влаштовують спільні застілля.

На центральному барельєфі – Сатурн у вигляді напівлежачого сивого діда з крилами, лівою рукою він спирається на пісочні ваги, а на долоні правої руки тримає велику кулю.

Над цим барельєфом чорною фарбою написано: *Aúreus háncvít (am) ínterrís Satúrnus agébat.* – Золотий Сатурн проводив це життя на землі.

Традиція прикрашати будинки латинськими висловами була і в XVIII–XIX ст. До таких споруд належить Домініканський собор (1745–1764), побудований за проектом військового інженера Яна де Вітте.

Цікавий інтер’єр собору, в якому збереглися численні пам’ятки скульптури, серед інших – мармуровий надгробок.

Над головним входом собору, вгорі на фронтоні, написано: *Soli Deohonor et gloria.* – Єдиному Богу – честь і хвала.

На задній стіні каплиці Боїмів розміщені портрети її засновників і написи.

GEORGIVS BOIM, CONSVL LEOPOLIENSIS, CAPELLAE ISTIVS FVNDATOR: ANNO 1617. – Засновником цієї каплиці 1617 року є львівський консул Георгій Боїм.

Каплиця цікава однією особливістю: на її куполі розміщене зображення сидячого Ісуса Христа у Гевсиманському Саду, що не є характерним для скульптури. Під зображенням можемо прочитати: O MOS OMNES QUI TRANSITIS PER VIAM ATTENDITE ET VIDETE SI EST DOLOR SICUT DOLOR MEUS TREN. I – О ви всі, що йдете цією дорогою, зверніть увагу і подумайте, чи є ще біль, схожий на мій біль. Плач Єремії.

Велика кількість надписів міститься на фасадах будівель навчальних закладів.

На головному корпусі національного університету “Львівська політехніка” (вул. С. Бандери, 12) читаємо: *Littēris et artībus.* – Для науки і для мистецтв (Наукою і мистецтвами).

На головному корпусі Львівського національного університету імені Івана Франка (вул. Університетська, 1) написано: *Patriaedecōri, civībus educandis.* – Для слави батьківщини і виховання громадян.

На корпусах Львівського національного медичного університету імені Данила Галицького бачимо назви медичних наук латинською мовою: *PHYSIOLOGIA, ANATOMIA, HISTOLOGIA, CHIMIA MEDICA, HYGIENA, PHARMACOLOGIA, PATHOLOGIA, ANATOMIA PATHOLOGICA, MEDICINA FORENSIS.* – Фізіологія, анатомія, гістологія, медична хімія, гігієна, фармакологія, патологія, патологічна анатомія, судова медицина.

На корпусі бібліотеки технічної літератури, що при Львівському Політехнічному Університеті бачимо напис: *Mismortui vivuntet muti loquuntur.* – Тут мертві живуть і німі розмовляють.

У читальній залі наукової бібліотеки Львівського національного університету імені Івана Франка, що на вул. Драгоманова, 5, читаємо різні написи:

1. *Duxatque imperātor vitae mortalium anīmus est.* – Душа – полководець і володар життя людей;
2. *Labor omnia vincit (Vergilius Maro).* – Праця перемагає все (Вергілій Марон);

3. *Doctrīna est fructus dulcis radīcis amārae.* – Наука – солодкий плід гіркого кореня;

4. *Abomnībus libenter disce, quodnescis.* – Охоче вчися від усіх того, що не знаєш.

5. *Felix, qui potuit rerum cognoscere causas.* – Щасливий, хто зміг розпізнати причину речей;

6. *Sapientia sola libertas est.* – Єдина свобода – мудрість;

7. *Duābus alis homo sublevātur a terrēnis: simplicitāte et puritāte.* – Людина піднімається над земним за допомогою двох крил: простоти і чистоти;

8. *Ego sum, quid scio hominem scientiam.* – Я є той, хто навчає людину знань.

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РОЛЬ ДИСКУСІЇ У ФОРМУВАННІ ПІЗНАВАЛЬНИХ УМІНЬ СТУДЕНТІВ ВИЩИХ НАВЧАЛЬНИХ ЗАКЛАДІВ

Важливість опанування іноземної мови найкраще усвідомлюється під час її вивчення. Навчання у вищій школі також означає, що студенти мають можливість навчатися більш інтенсивно з точки зору професійного аспекту оволодіння іноземною мовою. Одним із перспективних шляхів удосконалення підготовки майбутніх спеціалістів, надання їм потрібних знань і практичних навичок полягає у формуванні пізнавальних умінь, адже вони, як і будь-яке інше вміння, розвиваються з практикою.

Пізнавальні вміння є необхідними, оскільки вони тісно пов'язані з фундаментальними інструментами ефективного навчання. Навчання – це не те, скільки ви знаєте, а те, наскільки ефективно ви сприймаєте або опрацьовуєте інформацію, яку ви отримуєте. *Пізнавальні вміння* – це розумові механізми, які обробляють інформацію, що надходить, вони не являють собою навчальні предмети, які викладаються в аудиторіях, академічні навички або дисципліни. Пізнавальні вміння – це індивідуальні здібності, необхідні для успішного вивчення та використання навчальних дисциплін і наук; це основні інструменти, які дозволяють успішно думати, робити пріоритети, планувати, розуміти, уявляти, пам'ятати, створювати корисні асоціації, власні проекти і вирішувати завдання.

Важливу роль у формуванні пізнавальних умінь відіграє навчальна дискусія, тобто цілеспрямований обмін думками, ідеями, твердженнями для пошуку істини. *Дискусія* – це динамічна діалогова форма, засіб і процес взаємодії під час обговорення певних проблем, суперечливих питань. Дискусія – це взаємодія викладача і студентів, яка активізує навчальний процес, пізнавальну активність студентів та дозволяє викладачу керувати колективною думкою групи, використовувати її з метою переконання, подолання негативних або помилкових думок деяких студентів. Це можливо досягнути за умови правильного вибору питань для дискусії та цілеспрямованого керування нею.

Виділяють такі *етапи підготовки дискусії*:

1. Вибір теми (з урахуванням вікових особливостей студентів);
2. Постановка навчально-виховної мети;
3. Матеріально-технічне забезпечення;
4. Добір відповідної літератури;
5. Розробка основних, додаткових, коригуючих питань;
6. Підготовка учасників дискусії.

Під час дискусії потрібно, щоб учасники дотримувалися певних норм та правил, засвоєння яких формує навички спілкування, висловлювання думок, ухвалення продуманих рішень, спільне вирішення завдань, що поставив викладач. Крім того, необхідно: щоб усі учасники чітко уявляли її предмет, загальні рамки та порядок проведення; створити комфортне середовище; правильно розсадити; попередньо пояснити тему, питання; правильно побудувати введення, щоб виникла зацікавленість. Зазначимо наступні *способи організації введення у дискусію*:

- стисле попереднє обговорення питання у невеликих групах;
- введення теми за допомогою заздалегідь підготовлених проблемних повідомлень, що стосуються проблеми;

- застосування попереднього опитування за темою.

Виділяють такі *прийоми введення у дискусію*:

- опис випадку з життя;
- використання поточних новин;
- рольова гра;
- показ відеоматеріалів;
- інсценування певного епізоду;
- аудіоматеріали;
- постановка проблемних питань-стимулів (Чому? Якби? Яким чином? та ін.).

Також не варто забувати, що успішність дискусії значною мірою залежить від її керівника (викладача), оскільки саме він враховує досвід і рівень підготовки учасників, прогнозує, навколо яких питань може розгорнутися особливо бурхливе обговорення та вміло управляє, спрямовує й аналізує весь процес. Тому слід дотримуватись таких *правил* під час дискусії:

1. сперечатись по суті, дотримуючись важливих аспектів дискусії – аргумент, факт, логіка, доказовість;

2. завжди поважати погляди опонентів;
3. бути стриманим у суперечках, чітко формулювати свою думку;
4. прагнути встановити істину;
5. виявляти скромність та самокритичність;
6. не допускати образливих реплік;
7. закінчення дискусії має бути логічним підведенням розмови до висновку [3].

Під час підготовки до дискусії викладачу варто врахувати основні проблеми, що можуть виникнути, найбільша з них – низька активність студентів на заняттях через відсутність підготовки до заняття, або, що буває частіше, через пасивне очікування, щоб хтось інший дав відповідь за них. У даному випадку варто брати до уваги низку аспектів, які будуть сприяти підвищенню індивідуальної участі кожного студента, а саме:

1. зрозуміти індивідуальну мотивацію студента та характер взаємовідносин у групі;
2. поступове залучення усіх до дискусії через роботу у парах або малих групах;
3. залучення пасивних студентів шляхом індивідуального звернення до них із запитаннями;
4. позитивне ставлення до виступів студентів, які вирішили висловити свою думку;
5. можливість дати письмову відповідь на деякі запитання;
6. наголошення на праві кожного не тільки висловити свою думку, а й бути вислуханим;
7. суворе дотримання правила, що говорити можна тільки після піднесення руки та отримання дозволу керівника дискусії, щоб уникнути перекрикування та пригнічення менш активних студентів.

Виникнення нових завдань обумовлено швидким розвитком інформації. Сьогодні знання швидко стають застарілими і їх необхідно постійно оновлювати, що неможливо досягнути без самоосвіти та самовдосконалення. В цьому контексті застосування дискусій на заняттях сприяє активізації студентів, реалізації їх природних здібностей, спонукає до самостійного мислення замість механічного повторення чужої думки, допомагає формуванню у студентів пізнавальних умінь і навичок. Майбутні фахівці мають можливість навчатися ефективно діяти в нових ситуаціях і поліпшити

здатність розуміти та спілкуватися з людьми з різних верств суспільства.

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САМОМЕНЕДЖМЕНТ ЯК ВАЖЛИВА ЯКІСТЬ СУЧАСНОГО МЕНЕДЖЕРА

Проблема самоменеджменту є досить актуальною сьогодні, адже кожен фахівець прагне бути висококваліфікованим спеціалістом і досягти успіху у своїй професійній діяльності. В інформаційному суспільстві час відіграє чи не найвагомішу роль у досягненні цілей: що швидше людина виконує завдання, то вища її ефективність, а вища її ефективність сприяє у досягненні більших успіхів у будь-яких справах. Таким чином, в основу само менеджменту покладено реалізацію бажань та досягнення цілей. Зважаючи на важливість цієї теми, ми маємо на меті детальніше розглянути питання самоорганізації.

Однією з проблем само менеджменту є прагнення людини під тиском життєвих обставин змінити своє життя на краще, але зазвичай через деякий проміжок часу це бажання зникає.

Невміння управляти собою виявляється в тому, що деякі керівники ризикують своїм здоров'ям, переймаються проблемами, які поглинають їхню енергію. Вони не вміють правильно "розряджати", не повністю використовують свій час, енергію і навички, не здатні впоратися зі стресами, що виникають у житті управлінця[4, с.11].

Дослідники А.А. Сакун та І.Л. Добротворський наголошують на тому, що якщо людина хоче змінити своє життя, то вона повинна робити це відразу. Через деякий час сила запалу вже не буде такою великою, людина перестане розуміти глибину проблем і вже не може діяти настільки ефективно.

Наступна якість, яку варто висвітлити, – це майстерність і те, як вона впливає на ефективність роботи.

Розвиток нових умінь дуже необхідний, якщо ми сподіваємося досягти прогресу і підвищити рівень роботи, яка виконується. Як зазначає І.Л. Добротворський, людина може зрубати дерево за

допомогою молотка, але для виконання цього завдання їй доведеться потратити місяць. Навчившись працювати сокирою, вона може закінчити ту ж саму справу за півгодини [2, с.133].

Життя і робота набагато полегшуються, коли знання поєднуються із майстерністю. Майстерність – це удосконалення наявних здібностей, доповнена надбанням нових талантів. Вона є результатом дослідження, яке пробуджується цікавістю. Вона є результатом творчості та уяви, мудро доданих до нових методів. Майстерність – це також повне розуміння найближчого завдання, визначеного в результаті наполегливого дослідження та серйозного спостереження. Ті менеджери, які прагнуть досягти успіху і бути щасливими, повинні, першою чергою, засвоїти якомога більше умінь та навичок, поєднуючи кожне нове з усіма набутими раніше, поки врешті-решт не з'явиться на світ унікальний талант. І з цим накопиченим багажем умінь і талантів все на світі стає можливим [2, с.133].

Здатність до саморозвитку залежить від різноманіття видів діяльності людини та її взаємодії з іншими людьми. Вона є найвищою у тому випадку, якщо різносторонній професіоналізм доповнюється цілеспрямованим саморозвитком. Здатністю до саморозвитку, так само, як і вмотивованістю до нього, володіють не всі люди. Проте, на відміну від мотивації, здатність до саморозвитку можна сформувати і розвинути досить швидко [5, с.52].

Майстерність – це надзвичайно важливий компонент самоменеджменту, адже вона багато в чому описує особистісний ріст людини, її здібності та вміння, за допомогою яких вона досягає своїх цілей. Набуття людиною майстерності здатне підвищити її продуктивність у кілька разів і цим самим значно вплинути на концепцію самоменеджменту.

Уміння подолати стрес відіграє велику роль сьогодні у динамічному та нестабільному світі, тому проблема стресу є однією зі складових самоменеджменту.

Зазвичай залучення до будь-якої діяльності допомагає позбутися стресу. Є два найкращі способи позбутися стресу. Фізичні навантаження знімають напругу і допомагають повернутися до нормального стану. Спілкування з оточенням, дружня бесіда і сміх дають вихід негативній енергії. На наш погляд, можна вдатися до використання кожного методу окремо, але їх комбінування сприяє

досягненню кращих результатів [3, с.46].

Стрес є однією з найпоширеніших небезпек у сучасному світі. Він постійно переслідує людину і значно знижує її ефективність, і таким чином стає однією з основних проблем самоменеджменту. К. Кінан пояснює природу стресу з погляду еволюції і пропонує ефективні шляхи боротьби із ним.

На наш погляд, однією з найкращих праць із самоменеджменту є праця Лотара Зайверта –“Ваш час – у Ваших руках”. У ній автор сформував низку дієвих правил, які можуть допомогти що менеджерам, так і іншим людям краще виконувати свої обов’язки:

1. Формуйте робочі блоки, у які Ви будете включати виконання великих або подібних завдань [1, с.174].

2. Дотримуйтеся принципу встановлення пріоритетів під час виконання всіх видів робіт [1, с.175].

3. Великі завдання виконуйте невеликими частинами (тактика “нарізання салями”) [1, с.176].

4. Свідомо враховуйте в робочих планах коливання рівня працездатності [1, с.177].

У цих тезах ми розглянули основні проблеми само менеджменту та думки різних авторів щодо них. Визначили також, що основна мета само менеджменту полягає в тому, щоб максимально використовувати власні можливості, свідомо керувати темпом свого життя і переборювати зовнішні обставини як на роботі, так і в особистому житті. Кожній людині загалом й особливо тому, хто планує бути менеджером, вже є таким, передусім, необхідно вміти перетворити ситуацію із невпорядкованістю дій, зумовленою зовнішніми обставинами, на ситуацію цілеспрямованих і здійснених завдань шляхом послідовного планування часу і використання методів наукової організації праці.

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ПРОБЛЕМА УПРАВЛІННЯ КОНФЛІКТАМИ В ОРГАНІЗАЦІЯХ

Атмосфера, яка панує в колективі, значною мірою впливає на виробничий процес та результати праці, а також на кожного працівника і його професійну діяльність загалом. Тому в рамках концепції розв'язання проблем та вирішення конфліктів в організаціях було досліджено матеріали відповідних ситуацій. Мета роботи – виявити слабкі сторони та продемонструвати найперспективніші методи у структурі вирішення конфліктних ситуацій.

Конфлікт визначається тим, що свідомо поведінка однієї зі сторін суперечить інтересам іншої сторони. Тобто конфлікт – це відсутність згоди між двома або більше сторонами [4].

У наш час досить актуальним є питання впливу людини на її оточення та залучення його до спільної і плідної роботи. Менеджер, як управлінець, завжди перебуває в центрі всіх подій і саме йому відводиться провідна роль у розв'язанні будь-яких питань. Дослідження показують, що приблизно 70-80% свого робочого часу керівник перебуває під впливом прихованих і явних суперечностей, ігнорування яких може призвести до конфліктів [2]. Близько 20% робочого часу менеджер або бере безпосередню участь, або посередньо залучений до конфлікту між підлеглими. Тому розуміння

природи конфліктів і володіння навичками їх вирішення є невіддільною складовою управлінського мистецтва [1]. Брак конкуренції, втрата клієнтської бази, а також частини доходів – усе це, здебільшого, є наслідком негармонійної атмосфери у колективі. Її виникнення спричинив неправильно організований керівником робочий процес. Управлінські проблеми є комплексом завдань, які вимагають з'ясування, вивчення, оцінки та вирішення. Тому важливо досягнути теоретичні і практичні навички володіння мистецтвом усунення суперечностей в організації.

Кожен менеджер стикається з великою кількістю проблем. Підґрунтям для виникнення непорозумінь може слугувати ціла низка причин, пов'язаних з напрямом або управлінською діяльністю самого менеджера, або безпосередньо з конфліктами у неформальних групах. Здебільшого це зумовлено тим, що управлінець більш зосереджений на виробничому процесі, аніж на атмосфері і відносинах, які панують між працівниками та колективами загалом. Невміння правильно визначати рівень важливості, ризику, а також ступінь структуризації і формалізації окремих проблем (конфліктів), призводить до низки небажаних наслідків, позаяк, своєю чергою, вони позначаються на результативності всієї організації.

Важливо також розуміти, що конфлікт може мати позитивний характер, а саме: покращувати показники праці якісно і кількісно, об'єднувати однодумців усередині та між групами, впливати на ідейні рішення, а також поліпшувати атмосферу в колективі. Такі суперечності потребують максимального залучення менеджера до його вирішення.

На наш погляд, потрібно мати на увазі, що конфлікти за своїм походженням не є однотипними. Всі вони мають різне походження. З погляду причин конфліктної ситуації виділяють три типи конфліктів. Перший – це конфлікт цілей. У цьому випадку ситуація характеризується тим, що сторони, які беруть у ній участь, порізно бачать бажаний стан об'єкта у майбутньому. Існує багато методів вирішення таких конфліктів. Другий – це конфлікт, спричинений тим, що сторони які беруть у ньому участь, мають розбіжності в поглядах, ідеях і думках щодо проблеми, що розглядається. Вирішення таких конфліктів вимагає більшої кількості часу, ніж вирішення конфліктів, пов'язаних із суперечністю цілей. І,

нарешті, третій – це відчутний конфлікт, який з'являється тоді, коли в учасників різні почуття та емоції, що лежать в основі їх відносин один до одного як до особистостей. Люди просто викликають один у одного роздратування стилем своєї поведінки, ведення справ, взаємодії [4]. Виділення типу конфлікту є досить суттєвим моментом, позаяк це значною мірою впливає на функціональність його урегулювання.

Щодо управління самим конфліктом, потрібно розуміти, що така дія вимагає всебічного підходу до розв'язання ситуації та досягнення усієї сутності конфлікту. Буде хибним рішенням схилитись безпосередньо до однієї із сторін, тобто розглянути саму проблему тільки з одного боку, тому що це не матиме позитивного результату. Завдання ж менеджера – зупинити ескалацію і ліквідувати означену ситуацію з якомога меншими затратами ресурсів, це своєю чергою матиме максимальний результат.

Для розв'язання організаційних конфліктів широко використовують так звані структурні методи управління конфліктом у середині організації. Ці методи пов'язані з використанням змін у структурі організації для розв'язання конфліктів, набули розвитку. Вони спрямовані на зниження інтенсивності конфлікту. До групи цих методів входять:

1. Методи, пов'язані з використанням керівником свого становища в організації;
2. Методи, пов'язані з “розподілом” частин організації – учасників конфлікту (“розведенням” їх за ресурсами, цілями та засобами і т.ін.) або зниженням їх взаємозалежності (диференціація й автономізація підрозділів);
3. Методи, пов'язані зі створенням певного запасу матеріалу та комплектуючих у роботі взаємозалежних підрозділів;
4. Методи, пов'язані із введенням спеціального інтеграційного механізму для конфліктуючих підрозділів;
5. Методи, пов'язані зі злиттям різних підрозділів і наділенням їх спільним завданням [4].

Під час розв'язання будь-яких розбіжностей важливо знайти правильний підхід та з розумінням поставитися до певної проблеми. Життя доводить, що конфлікт не відноситься до тих явищ, якими можна ефективно керувати на основі життєвого досвіду і здорового

глузду. А саме так, здебільшого, керують соціальними конфліктами сьогодні керівники різних рівнів [5]. Безсумнівно, надмірна емоційна реакція на обставини не дасть бажаного результату та ще й може посилити негативну ситуацію, яка склалася. Підвищений тон, крик і хамство, до яких вдаються деякі керівники, свідчать лише про відсутність аргументації та обмеження навичок впливу керівників на підлеглих. Підвищений тон – ознака слабкості і непрофесіоналізму менеджера. Тільки по-справжньому професійний керівник не буде доводити свою перевагу, критикуючи і наголошуючи працівникам на їхніх недоліках. Як правило, у таких колективах конфліктів не буває [3].

Отже, ми продемонстрували, наскільки важливою є атмосфера гармонії в колективі та як вона впливає на виробничий процес. Також з'ясовано основні методи, які б сприяли кращому розв'язанню протиріч у колективах та шляхи їх подолання. Підсумовуючи все сказане вище, можна зробити висновок, що конфліктні ситуації – це небажане явище, але, як свідчить досвід підприємницьких структур, інколи конфлікти можуть позитивно впливати на виробничий процес. Суперечності, які виникають у колективах, є одним із головних чинників, вплив яких відчутно позначається на функціонуванні і результативності всієї організації. Уміння контролювати ситуацію та знаходити найперспективніші рішення щодо їх усунення дають змогу у якомога коротші строки позбутися негативних наслідків і досягти гармонійної атмосфери у колективі.

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РІВНІ ВОЛОДІННЯ ІНОЗЕМНОЮ МОВОЮ

У наші дні знання іноземної мови стало невід’ємною ознакою будь-якої освіченої людини. Глобалізація та Інтернет сильно змінили роль англійської мови в останні роки. Якщо раніше володіння іноземними мовами, які використовувалися в дипломатії, в міжнародній торгівлі було ознакою соціальної та економічної еліти, то зараз знання іноземних мов стало необхідністю.

Різні країни підходять до вивчення іноземних мов по-своєму, але в кожній з них існують свої проблеми, методи, а також й шляхи їх подолання. Але в більшості країн як і раніше існує величезний розрив між рівнем викладання англійської мови та очікуваннями учнів, студентів, викладачів і роботодавців.

Як показав аналіз, знання англійської мови все більше впливають на можливість отримання високооплачуваної роботи. Проведені дослідження виявили зв’язок між знанням англійської мови та валовим національним доходом на душу населення: чим вищий рівень володіння мовою, тим вищі зарплати, що дозволяє уряду вкладати більше грошей у вивчення мови.

У виданні Індексу EF EPI [3] опубліковані дані про рівень володіння англійською в різних країнах. Проаналізувавши прогрес,

досягнутий в інших країнах, державні органи можуть уникнути більшості помилок і визначити найбільш ефективні стратегії підвищення рівня володіння англійською мовою.

Уміння правильно визначити свій рівень володіння іноземною мовою дозволяє об'єктивно оцінювати свої можливості при пошуку роботи або вступі до навчального закладу, ставити перед собою розумні цілі.

Загальноєвропейська класифікація володіння іноземною мовою – Common European Framework of Reference for Languages (CEFR) – одна з основних європейських систем визначення рівня володіння іноземною мовою, використовується в Європейському Союзі. Документ Ради Європи Common European Framework of Reference: Learning, Teaching, Assessment [1] відображає підсумок розпочатої в 1971 році роботи експертів країн Ради Європи з систематизації підходів до викладання іноземної мови та стандартизації оцінок рівнів володіння мовою. Була розроблена система рівнів володіння мовою і система опису цих рівнів, створена єдина мережа понять для опису стандартною мовою будь-якої системи сертифікації, а, отже, і будь-якої програми навчання [2]. У листопаді 2001 року резолюція Ради ЄС рекомендувала використання CEFR для створення національних систем оцінки мовної компетенції.

У системі CEFR знання та вміння учнів поділяються на три великих категорії, які далі діляться на шість рівнів:

А Елементарне володіння: A1 Рівень виживання (Breakthrough), A2 Передпороговий рівень (Waystage)

В Самодостатнє володіння: B1 Пороговий рівень (Threshold), B2 Пороговий просунутий рівень (Vantage);

С Вільне володіння: C1 Рівень професійного володіння (Effective Operational Proficiency), C2 Рівень володіння досконалий (Mastery).

Для кожного рівня описуються знання та вміння, які повинен мати учень у сприйнятті на слух, читанні, усній і письмовій мові [1]. Учасники даного проекту спробували створити стандартну термінологію, для опису того, що становить мету предмета вивчення, а також для опису рівнів володіння мовою, незалежно від того, яку мову вивчається, в якому освітньому контексті – якій країні, інституті, школі, на курсах, і які методики при цьому використовуються. В результаті була розроблена система рівнів

володіння мовою і система опису цих рівнів.

Існує декілька підходів до визначення рівня володіння іноземною мовою. Недосвідченій людині може здатися, що в класифікації рівнів володіння мовою твориться плутанина. Організація ALTE (The Association of Language Testers in Europe) також розробила загальну шкалу рівнів володіння іноземними мовами. Ця шкала розбиває всіх студентів також на шість рівнів. До цієї шкали прив'язані, наприклад, Кембриджські іспити. На неї також спираються британські видавці, її використовують майже для всіх типів навчальних посібників, крім однієї великої групи: базових курсів англійської мови. Рівнів англійської мови. Базові навчальні курси англійської – це серії підручників, які використовують свою шкалу рівнів англійської мови. Прикладами таких курсів можуть бути Headway, Blueprint, Cutting Edge, English File, Streamline English, True to Life, Reward і т.д. Ця шкала і дробить рівні дрібніше, і охоплює всього половину шляху до досконалості так (останній рівень базового курсу (Advanced) приблизно відповідає середньому рівню ALTE (Level 3). Складається вона з шести рівнів: Beginner, Elementary, Pre-Intermediate, Intermediate, Upper-Intermediate та Advanced. На цю шкалу орієнтуються практично всі курси англійської мови, що використовують комунікативний підхід.

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ВИХОВАННЯ ТОЛЕРАНТНОСТІ У КОНТЕКСТІ МОРАЛЬНОГО РОЗВИТКУ СУЧАСНОЇ МОЛОДІ

Сучасне українське суспільство переживає складний період свого саморозвитку, позначений труднощами перехідного періоду, коли демократичні, гуманістичні цінності утверджуються суперечливо і надто повільно. Це зумовлює падіння моралі, культури взаємостосунків між людьми, криміналізацію суспільних відносин тощо. Значні суперечності особливо позначаються на молодому поколінні, в свідомості й поведінці якого не сформувалися та міцно не закріпилися позитивні установки й мотиви, значущі ціннісні орієнтації.

За таких обставин вкрай важливим стає виховання в молодого покоління толерантності, оскільки утвердження принципів і норм толерантності є необхідною умовою взаєморозуміння між людьми, взаємодії, злагоди, згуртування і консолідації суспільства.

Повне визначення, що розкриває головну сутність і позитивний зміст толерантності, знаходимо у Філософській енциклопедії: “Толерантність – терпимість по відношенню до поглядів, традицій та звичаїв інших. Вона є необхідною по відношенню до особливостей різних народів, націй, релігій. Толерантність є ознакою впевненості у собі та усвідомлення надійності власних переконань, ознакою відкритої для усіх ідейної течії, що не боїться порівняння з іншими точками зору й не уникає моральної конкуренції” [6, с. 642], а у “Новій філософській енциклопедії” толерантність визначається як якість, що характеризує ставлення до іншої людини як до рівної собі особистості і проявляється у свідомому пригніченні почуття неприйняття, що зумовлюється всім тим, що відрізняє іншу людину (зовнішність, манера розмовляти, смаки і уподобання, спосіб життя, переконання). Толерантність передбачає налаштування на розуміння та діалог з іншою людиною, визнання і повагу її права на відмінність [4, т. 3, с. 134]. Л. Дробижева вбачає у *толерантності* готовність прийняти “інших” такими, як вони є, і взаємодіяти з ними на засадах взаєморозуміння і згоди [3, с. 67]. Р. Валітова вважає толерантність моральною чеснотою особистості, що характеризує її ставлення до

іншої людини як вільної, рівноцінної гідної особистості, сутність якої полягає в добровільному й свідомому пригніченні почуття неприйняття, що викликається її певними властивостями як зовнішніми (расові, національні), так і внутрішніми (релігія, що сповідується, традиції, моральні переваги), налаштування на діалог і розуміння іншої людини, відмову від переваг однієї особи над іншою, визнання й повага її права на відмінність [2, с. 115].

Виховання толерантності починається з розвитку такого морального новоутворення, як усвідомлення цінності людської особистості. Формується вона у двох напрямках. Перший полягає в тому, що перед людиною розкривають позитивні якості особистостей, які її оточують: батьки, викладачі, однолітки, тощо. Цей процес повинен починатися ще в дитячому віці і органічно продовжуватися у період навчання у школі, ВНЗ. При цьому особливу увагу слід приділяти тому, чим та чи інша людина відрізняється від свого оточення, у чому полягає її неповторність, самобутність. Лише щире усвідомлення цінності людської особистості, повага до її особливостей стає запорукою появи у молоді об'єктивних оцінок спочатку інших людей, а потім і себе.

Іншим напрямком формування у майбутнього спеціаліста цінності іншої людини є попередження зверхнього ставлення до людей. Основи такого ставлення можуть закладатися ще в сім'ї, коли батьки негативно оцінюють своїх друзів, колег, сусідів, забороняють дитині спілкуватися з іншими дітьми тому, що їх спосіб життя чи самовираження не відповідає загальноприйнятим нормам або стандартам [5, с. 62–63].

На думку доктора психологічних наук, академіка, дійсного члена НАПНУ І. Бега для розвитку толерантності дуже важливо сформувати у молодій людини образ “хорошого іншого” в процесі спілкування та спільної діяльності. Саме ті люди, які сприймаються особистістю як “хороші інші”, складають коло її спілкування, входять до складу референтної групи, думка якої є найбільш важливою для молодій людини. Але на цей процес можна подивитися ширше і формувати образ “хорошого іншого” виходячи не лише з кола її безпосереднього спілкування, але й створюючи привабливий образ представників інших народів та національностей.

Образ “хорошого іншого” тісно пов'язаний з розвитком емпатії,

яка проявляється в умінні поставити себе на місце іншого, в емоційній чуйності до переживань інших людей. Здатність співпереживати, небайдуже ставитись до емоційних проявів іншої людини виникає поступово. При цьому важливо сформувати у вихованців різноманітні форми адекватних поведінкових реакцій на дії партнерів у спілкуванні, бо саме неадекватність, невиразність цих реакцій найчастіше стає причиною конфліктів між людьми [1, с. 427].

Для прийняття та усвідомлення ідеї толерантності, формування відповідного світогляду та поведінки необхідна наявність певних вольових зусиль з боку людей, які мають за мету утвердження та збереження основних гуманістичних цінностей: свободи, справедливості, демократії. Саме вольові зусилля спрямовуються на подолання такого явища, як егоцентризм, який у своїх негативних формах, на відміну від емпатії, виступає як нетерпимість однієї людини до зовнішнього вигляду, мовлення, поглядів, переконань, тощо, що притаманні іншим людям і відрізняються від власних. Труднощі, пов'язані з подоланням негативних проявів егоцентризму, виникають в результаті того, що він є невід'ємною структурною складовою свідомості людини, яка формується в певному соціальному середовищі.

“Негативний” егоцентризм виявляється у тому, що людина не лише засуджує цінності, відмінні від власних, але також нав'язує свої цінності іншим. На відміну від “негативного”, носії “доброзичливого” егоцентризму поблажливо ставляться до відмінностей інших, не нав'язують своєї точки зору, тобто проявляють толерантність. Слід зазначити, що у своєму позитивному аспекті “доброзичливий” егоцентризм може бути передумовою формування толерантності, а отже, потребує свідомої цілеспрямованої виховної роботи.

Виховання толерантності тісно пов'язане з усвідомленням особистістю своїх основних прав і свобод для того, щоб забезпечити здійснення та захист як власних прав, так і прав інших людей. Толерантність особистості супроводжується незалежністю мислення, критичністю суджень, сформованих на моральних цінностях [5, с. 63–64].

Формування толерантної свідомості у сучасній молоді відбувається як у процесі навчання, так і в позааудиторній роботі. Виховання толерантності в цьому випадку вимагає відповідних

зусиль, спеціально організованих заходів, метою яких є зближення різних людей, досягнення взаєморозуміння між ними та їх взаємне духовне збагачення. Дуже важливо при цьому не допускати протиставлення одного члена колективу іншому, а навпаки, виявляти спільні мотиви у навчанні та спільній діяльності.

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КУЛЬТУРА МОВИ – ЗАГАЛЬНА КУЛЬТУРА НАРОДУ

В умовах розбудови української держави найбільшого значення набуває проблема духовної культури нації. Істотним її елементом є мова – акумулятор знань і соціального досвіду, першооснова нагромадження культурних цінностей, один з найголовніших засобів самовираження особистості.

Якщо виражати думку “Культура мови – загальна культура

людини”, то повинні завжди спиратися на такі морально-етичні категорії, як любов до рідної мови, Батьківщини, Землі, Батьків; мовно-національна самосвідомість, які стають реальністю тільки за умови активного ставлення до слова, коли існує постійна потреба шліфувати свою мову; вчитися слухати й сприймати слово, володіти ним як засобом вираження думки; берегти чистоту мови, визначати міру вживання інших мов.

Напевно, для кожного народу, поки він існує, мова стає другою природою, яка з одного боку є результатом його діяльності, з іншого – оточує його, живе з ним всюди і завжди. Без неї народ не існуватиме. Культура мовлення – це дуже широке поняття, воно відноситься до педагогіки, психології, етики тощо. Поняття можна назвати ще як опора вихованості, розвиненості людських почуттів, патріотизму. Її завдання: виховати культурні навички спілкування, граматичне оформлення мови, неприйняття суржику [1].

Найвидатніший українських учений сучасності Юрій Шевельов пише, що необхідність плекання української мови в ХІХ столітті мотивувалась потребою просвітити народ, а в ХХ столітті – романтичним інтересом до мови як вияву народної душі, скарбниці національної культури, найістотнішої ознаки нації, її прапора, хоча “За нормальних умов мова не потребує мотивації”[6].

І це правда. Людина не помічає свого серця, поки воно не почне боліти, і мало хто вживає ліки на здорову голову. На жаль, і теперішні умови в Україні ще далекі від нормальних. Наша мова і по сьогодні потребує мотивації.

Все, що робить наш народ сміливим, вільним, сильним духом – все пов’язане з рідною мовою. Відомо те, що мову нищать з ненависті до чужих мов. Але чому? Можливо, інші народи вважають, що саме їхній засіб комунікації найкращий і лише він повинен існувати у всьому світі.

Лексика сучасної мови складалася і розвивалася продовж багатьох століть. І зараз вона вже на високому рівні, вдосконалена. Але вона певний час оновлюється. До неї внесено багато змін, вона неоднорідна за походженням (90% – власне українські слова, 10% – запозичені). Нові слова з’являються в нашій мові постійно.

2014 рік приніс в наше спілкування нову “легенду”. Війна стала джерелом народної творчості. У лексиконі кожного українця стали

звичними терміни, пов'язані з війною. Росіяни назвали нас – “каратели”, “жидобандерівці”. Ми їм відповіли – “колоради”, “ватники”. До цієї ж лексико-семантичної групи належать слова, що мають для більшості носіїв української мови негативне забарвлення: “бойовики”, “терористи”, “сепаратисти”, “ополченці”. Жива мовна практика швидко породила неологізми “деенерівці”, “еленерівці”, “сепаратори” (знижене від “сепаратисти”), “рашисти”, “путінці”. На позначення людей, що належать до організації “Правий сектор”, використовується новотвір “правосеки”, який, по-перше, зберігає звуковий зв'язок з назвою організації, по-друге, створений за моделлю російського архаїчного слова “дровосек” і жаргонного, теж російського, “гомосек”. Сказане дозволяє досить впевнено визначити джерело появи цього неологізму: він народився у російськомовному середовищі з кримінальними традиціями. Така характеристика може стосуватися як російських спецслужб, так і частини населення Донбасу. І це ще не весь список...

XXI ст. – “Вік науки та технологій”, який навпаки не припиняє занепад української мови, а пришвидшує. З'явилося багато іншомовних слів, термінів тощо. І всі ці слова набувають швидкого поширення, забуваються чисто українські слова і про них ніхто не хоче згадувати.

Я так не хочу, щоб українська мова зникла. Адже вона належить до найстаріших мов світу. Це одна з перших мов. Її писемність налічує понад тисячу років. Наша мова милозвучна, лексично багата, дзвінка, чітка. Невже її можна знищити?

От візьмемо одне слово. Наприклад, “дякую”, воно маленьке, але таке тепле, від нього на душі стає спокійно. Велике значення також має тон розмови, вміння вислухати іншого, підтримати тему. Ввічливість, уважність і чемність – основна вимога мовного етикету. Таким чином, ми проявляємо свою людську сутність і гідність. Лихослів'я, лицемірність, невміння вислухати колегу, навпаки, лише нервує, псує настрій [3]. Обов'язок кожного українця – знати, берегти і примножувати знання про рідну мову.

Багато років тому деякі люди виразилися, про український народ, як двомовна нація. Але хто надав їм таке право? Двомовність більшою мірою поширена серед народів, що не мають власної

державності. Вимагати обов'язкової двомовності від українців, які живуть вдома, в Україні, – це зневага їхньої національної гідності і порушення елементарних прав людини.

Суспільство внутрішньо неоднорідне: у ньому наявні різні класи, стани, прошарки, групи тощо. Кожен із них має свої мовні інтереси, більше того, намагається виробити власну систему спілкування. Виникають соціальні діалекти, жаргони, арго, у літературній мові існують різні стилі. Загальнонародна мова збагачується елементами, виробленими в її природі.

Сьогоднішні події, які пов'язані зі Сходом України, Майданом у 2013-2014 рр., Кримом, настільки підняли бойовий дух в українців, що ніщо так не змогло пробудити волю, силу, сміливість. Зараз усе прикрасили символікою, краще та більше почали розмовляти українською мовою, але найголовніше те, що все це йде від душі, з людського серця, все щире. Весь світ побачив, який український народ сильний, гідний кращого, гідний волі, гідний незалежності. А наша мова має процвітати, жити в усіх серцях [5].

І попри все, зазначають, що навчений багатолітнім досвідом денаціоналізації з наступною русифікацією, полонізацією, мадяризацією, румунізацією – український народ не дозволить собі ніякої зневаги, ніякого знущання з інших народів та їхніх мов. Це доказують і сьогоднішні події.

Наша мова – це наша пісня, а народ, котрий має таку пісню, не здатний чинити неспровоковане зло іншим народам.

Отож, не лише клянимося в любові до рідної мови, не лише плачмо над її долею, а працюймо для неї, вивчаймо, заглиблюймося у її походження й історію, поширюймо, пропагуймо її.

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РІВЕНЬ КУЛЬТУРИ МОВЛЕННЯ СУЧАСНОЇ МОЛОДІ

Важливою проблемою нашого суспільства є культура мовлення сучасної молоді. Зазначена тема зацікавила велику кількість видатних учених, які намагаються розв'язати порушене питання. У поданій публікації ми спробуємо знайти вихід із цієї ситуації.

Культура мовлення – це духовне обличчя людини. На сучасному етапі питання культури мовлення особливо гостро стоїть перед молоддю. Рівень мовної культури сприяє її вихованню як особистості. Сучасна молодь вигадує безліч нових слів для більш зручного спілкування між собою та іноді ці слова спотворюють мову. На сьогодні все рідше й рідше можна зустріти молоду людину, яка вміє висловлювати свою думку, не перекручуючи слова або не користуючись ненормативною лексикою.

Також можна стати свідком того, як спілкується молодь у громадському транспорті. Напевно їх зовсім не бентежить, що поряд з ними знаходяться люди похилого віку і діти, які не бажають слухати їхні нісенітниці, тим паче в ненормативній лексиці.

На жаль, в наш час люди все менше читають книжки та не намагаються вдосконалювати свою культуру мовлення. Серед підлітків дуже актуальна тема використання нецензурної лексики. Вони думають, що користуючись подібними словами, легше можуть донести свої думки до інших, або цим вони здобувають визнання у своїх однолітків, але це не так. Цим вони тільки демонструють свою невихованість, неповагу до людей, яким неприємно слухати таку

розмову.

Багато хто не знає, що рідна мова закладена в людині генетично. Учені підтверджують геніальний здогад Вільгельма Гумбольдта, висловлений ще у XVIII ст., що мова у вигляді коду існує в нейроклітинах людського мозку і генетично передається від батьків до дітей.

Проблема культури мовлення в сучасний період є актуальною і суттєвою. Для того, аби показати, що ми поважаємо себе та нашу державу, нам потрібно слідувати різноманітним шляхам вдосконалення особистої культури мовлення. Наприклад, дуже важливо й корисно було б для нас виробляти стійкі навички мовленнєвого самоконтролю.

Сьогодні проблема культури мовлення набуває дедалі більшого значення. Вона потребує своєчасного вирішення і залежить як від людей, так і від держави. Наша державна мова – українська. І це не лише наше минуле, це наше майбутнє. Уважне ставлення держави до молодого покоління, до його мовленнєвої культури – це запорука кращого майбутнього. Рідна мова для кожного народу – єдина, неповторна. Такої в світі більше нема і не буде. Тому як її можна не любити, не плекати, не шанувати?

Формування лексичного запасу і якості мови кожного з нас це процес тривалий і тонкий, і на нього, з дитинства і упродовж всього життя, впливає безліч факторів. Час навчання варто використати для цього максимально і велика відповідальність лягає саме на плечі вчителя.

Мовна майстерність – це володіння здатністю, використовуючи мовні норми, вибирати із можливих варіантів найбільш вдалий для викладення у мовленні чи на письмі своїх думок та відношень.

Правильність мови – це насамперед дотримання тих літературних норм, які є усталеним зразком, еталоном для носіїв цієї мови.

Мовна неграмотність, невміння написати елементарний текст, перекласти його з української мови на російську чи навпаки чомусь перестали сприйматися як недолік.

Яскравими прикладами мовної майстерності можуть служити художні твори видатних українських письменників.

Через твори художньої літератури ми вивчаємо менталітет українців, характерними рисами яких є честь, справедливість,

патріотизм, совісність, шанобливість, повага до праці й людей праці, до матері, жінки-берегині, а також милосердя, доброта, співчуття до людського горя, бережливе ставлення до природи, землі-годувальниці, господарність, скромність, безкорисливість, мир і злагода між людьми.

Культура мовлення зобов'язує нашого сучасника бути уважним до вибору форми такого висловлювання, щоб виявити до когось і викликати до себе чийсь довіру, щоб не образити, не принизити як чийсь, так і свою гідність.

Перехід на українську мову спілкування у повсякденному житті не може бути примусовим – це має бути особисте рішення окремого громадянина, глибоко усвідомлене ним самим. На жаль, непокоїть той факт, що спілкування українською мовою відбувається в основному з батьками, родичами, у процесі навчання – з викладачами, але у стосунках з ровесниками сучасна молодь спілкується переважно російською мовою та суржиком. У культурі усного спілкування молодих людей вкорінюється знижений стиль мовлення, розвивається ненормативна лексика. Таким чином, молодь втрачає не тільки мовне, національне, а й людське обличчя. Тому збереження мовної стійкості у сучасному молодіжному комунікативному просторі дуже важливе.

Культура мовлення деяких студентів у молодіжному середовищі дещо відрізняється від їх же мовлення в аудиторіях. Як не прикро, але більшості студентів подобається вживати словесний бруд, яким вони хочуть привернути до себе увагу.

Розмовляючи між собою, студенти часто використовують сленгізми, напр.: *рвати когті* (піти, втекти), *здати на шару* (про іспит чи залік), *ганяти понти* (поводитися з викликом), *пробити на ушняк* (задуматися), *блін, не грузи мене, мені це по барабану* тощо. Поширення сленгу серед молоді самі студенти пояснюють тим, що сааме мова арго допомагає їм яскравіше висловити свій емоційно-експресивний стан.

Правильно й чисто говорити рідною мовою може кожний, аби тільки було бажання. Це не є перевагою вчених-лінгвістів, письменників або вчителів-словесників. Це не тільки ознака, а й обов'язок кожної культурної людини. Культурними у нас мусять бути всі, незалежно від того, працює людина розумово чи фізично.

Тому робота над культурою мовлення сучасного школяра і студента – це велика виховна робота усіх учителів української мови і літератури сучасної школи і викладачів вищих навчальних закладів.

Сьогодні перед викладачами ВНЗ стоїть завдання, щоб кожен студент – майбутній фахівець – оволодів засобами комунікативної професійної компетентності.

Молодь – це майбутнє будь-якої країни, її надія. Якщо вона буде нехтувати культурою мовлення, то на наступні покоління взагалі не можна буде сподіватись.

Отже, нехай молоді хлопці та дівчата засвоять всі норми спілкування літературною мовою, не псують свою мову лихослів'ям та говорять культурно і грамотно.

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ВИСОКА МОВНА КУЛЬТУРА ГРОМАДЯН ЯК ІНСТРУМЕНТ ДУХОВНОГО ЗРОСТАННЯ ОСОБИСТОСТІ

Часто ми чуємо розмови про те, що в кожній культурній людині має розвиватися обов'язково й культура мови. Зрозуміло, що ці речі взаємопов'язані, бо важко уявити освічену людину, яка на примітивному рівні володіє рідною мовою. То що ж таке культура мови? Насамперед – це вільне володіння нормами літературної мови, залежно від ситуації – уміння використовувати мовні засоби, коли виникає потреба. Високий рівень мовної культури визначається не стільки засвоєнням правил чи норм, стільки оволодінням усіма мовними багатствами, а це, в першу чергу, передбачає уважне й поважне ставлення до мови. До речі, ставлення до будь-якої мови, яку ти хочеш вивчити. До таких багатств належать і лексичний запас слів, і знання фразеології, і афористичність висловлювань, і вміння будувати фрази, вести діалог, чітко формулювати свою думку тощо. Недопустимими речами є іронізування чи навіть насмішка над мовою, а це почасти трапляється нині, коли люди, напевно, не до кінця розуміють, що власне передбачає культура мови. Це також означає, що слід опанувати з допомогою мови той етикет, який здавна шанується в народі, без цього важко уявити повноцінне спілкування.

Національна мова є здобутком культури народу, але водночас це є здобутком культури всього людства. Річ у тім, що кожна мова доповнює іншу, а разом вони стають витвором світового людського розуму. Про це слід пам'ятати й ніколи не нехтувати цим.

Мова – складова культури та її концентрований вияв. У свою чергу, культура кожного народу закодована в його мові, через яку відбувається пізнання народу, його культури, ментальності, способу життя, здійснюється обмін духовними цінностями. Глибоке усвідомлення виняткової ролі рідної мови в життєдіяльності нації, держави входить в систему громадянських цінностей [1, с.18].

З одного боку, мова є продуктом, складовою і знаряддям

культури, а також умовою її існування. А з іншого, мова є автономною по відношенню до культури. Кожна держава веде політику на підтримку та захист державної мови. Мовна політика держави забезпечує функціонування державної мови в усіх сферах суспільного життя, особливо внутрішньо національних комунікаціях. Мета мовної політики в Україні – гарантування дбайливого ставлення до всіх поширених в Україні культурно-мовних традицій без будь-якої дискримінації, забезпечення соціально-прийнятних і виправданих форм використання мови у сферах державного управління, ділового спілкування та професійної діяльності. Щодо стратегії мовної освіти в Україні, зокрема, що стосується української мови, то в державі створюється система безперервної мовної освіти, що забезпечує обов'язкове оволодіння громадянами України державною мовою. Освіта сприяє розвитку високої мовної культури громадян, вихованню поваги до державної мови [2, с. 606].

Мова відіграє величезну роль у нашому житті. Мабуть саме через те, що ми так з цим звиклися, ми рідко звертаємо на неї увагу, приймаючи її, подібно до дихання чи ходьби, за звичайну річ. Значення мови виключно велике – адже в багатьох випадках саме дякуючи мові людина відрізняється від тварини. Людський колектив, який створює мову, звертається до неї для задоволення своїх потреб, викликаних його свідомою діяльністю. У рідній мові здатність до міжкультурного спілкування формується в безпосередньому зв'язку із соціальним середовищем у процесі накопичення соціального досвіду. Мова – засіб спілкування між людьми і засіб висловлювання їх думок і почуттів. У мові, отже, в першу чергу виділяються дві функції: інтеріндивідуальна (міжіндивідуальна) – бути засобом спілкування, комунікації та інтраіндивідуальна (внутрішньо індивідуальна) – бути вираженням думки. Мова виступає як засіб доступу до розумових процесів. Саме в мові фіксується досвід людства, його мислення. Мова діє як пізнавальний механізм, система знаків, що специфічно кодифікує та трансформує інформацію. Із визначення мови як системи знаків, які функціонують як засоби комунікації та знаряддя думки, виходить, що потрібно, з одного боку, вивчати мову в її відношенні до культури та її історії (культура – творення суспільної особи), з іншого – в її відношенні до думки та її історії, тобто вивчати мову в її найсуттєвіших моментах.

Мовознавець О. Пінчук підкреслює, що наша мова – не лише засіб спілкування, а й знаряддя, інструмент духовної діяльності людини і водночас – продукт цієї діяльності (кожен з нас – мовотворець). мова – не стільки інструмент відтворення, моделювання дійсності, скільки інструмент творення, моделювання нової, ще неіснуючої, потенційної дійсності. Рідна мова – невичерпне джерело духовного зростання особистості, її громадянського становлення, розвитку національно-своєрідних рис, багатьох психологічних характеристик особистості як представника конкретного народу, етносу, нації [3, с.53].

Національна мова – найцінніший здобуток культури, економічної, політичної та духовної діяльності окремого народу. Але одночасно вона є також здобутком усього людства, оскільки будь-яка мова зазнає впливу іншої. А всі мови – породження світового колективного розуму, продукт людської діяльності. Українська мова зазнавала та продовжує зазнавати вплив інших мов та культур внаслідок свого сприятливого розташування на основних шляхах між Європою та Азією. Історія розвитку української мови – це основа розвитку всієї культури українського народу [4, с. 57].

Розвиток української мови – важливе завдання, що може розв'язуватися засобами ефективної та якісної освіти. Істинна вища освіта повинна бути гуманітарною, бо в центрі уваги гуманітарної сфери перебуває людина як основна мета і критерій суспільного розвитку, а її зовнішньою межею є духовна культура, що охоплює рівні та форми суспільної свідомості, систему освіти і виховання, культуру, літературу, мистецтво, мову, філософію науки та моралі.

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СЕРТИФІКАЦІЯ РІВНІВ ВОЛОДІННЯ ІНОЗЕМНОЇ МОВИ

Володіння іноземними мовами на сучасному етапі у зв'язку з євроінтеграцією України стало необхідністю, однією з вимог до підготовки фахівців у вищих навчальних закладах.

З кожним роком в Україні все більше робилося конкретних кроків щодо поліпшення системи викладання іноземних мов, підвищення якості вивчення іноземних мов у вищих навчальних закладах.

Особливий вплив на підготовку фахівців зробило розвиток телекомунікаційних та педагогічних інноваційних інформаційних технологій.

Серед факторів, що вплинули на рівень підготовки фахівців, необхідно підкреслити величезну роль розробки та впровадження в практику викладання іноземних мов нових форм навчання, методів, методик, використання можливостей дистанційного навчання.

Згідно з прийнятими офіційними документами та навчальними програмами посилилися вимоги до змісту навчання, організації навчального процесу, критеріїв оцінювання результатів навчання, до викладання іноземних мов у навчальних закладах загалом.

На високі результати навчання вказують не стільки високі оцінки, скільки практичне володіння студентами іноземною мовою в різних ситуаціях, отримання відповідних компетентностей та компетенцій, вмінь, навичок. Результатом навчання є досягнення студентом певних цілей навчання, досягнення певного рівня володіння іноземною мовою, тому вивчення проблеми рівнів володіння іноземними мовами, конкретні кроки досягнення відповідного рівня володіння мовою є дуже важливими під час підготовки фахівців у вищих навчальних закладах.

Загальноєвропейські рекомендації Ради Європи окреслюють рівні володіння мовленням, які дозволяють виміряти успіхи тих, хто навчається, на кожному ступені навчання або впродовж усього життя

[1]. Рекомендації визначають, чого мають навчитися ті, хто оволодіває мовою, щоби користуватися нею для спілкування, та які знання і вміння потрібно розвивати, щоб діяти ефективно, включаючи і культурний контекст, у якому існує мова. Вони надають основу для розробки навчальних планів із мовної підготовки; програм, підручників тощо.

З перетворенням України на самостійну державу виникла потреба у її докорінному реформуванні, розбудові нової власної системи освіти. З цією метою розроблена державна національна програма, головною метою якої є визначення перспектив та стратегії розвитку освіти в Україні, були сформульовані принципи освіти, визначені стратегічні завдання, пріоритети, напрями та головні шляхи реформування освіти.

В Україні почали розробляти державні стандарти освіти, що є зведенням норм і положень, що окреслюють державні вимоги до освіченості особи на відповідному рівні, освітні стандарти навчальних предметів та галузей знань (це характеристики змісту освітньої галузі, або предмету, і система вимог, що визначають рівень його засвоєння, обов'язковий для досягнення кожним студентом).

Держстандарти визначають рівень володіння іноземною мовою у читанні, усному мовленні, аудіюванні і писемному мовленні.

До змісту навчання були включені такі компоненти як сфери спілкування, теми, ситуації; знання, навички та вміння мовлення; мовний, мовленнєвий, країнознавчий та лінгвокраїнознавчий навчальний матеріал.

Було багато зроблено для визначення рівнів володіння іноземною мовою, які дозволяють вимірювати успіхи на кожному ступені навчання тих, хто навчається. Мова йде про шість рівнів – A1, A2, B1, B2, C1, C2 – від рівня для початківців до просунутого рівня, але сертифікація цих рівнів не відбулася, від чого постраждала система освіти загалом, особливо вища освіта, оскільки для досягнення відповідного високого рівня володіння іноземною мовою у вищому навчальному закладі необхідно мати відповідний стартовий рівень студентів.

На сучасному етапі відбулася лише сертифікація знань у вигляді зовнішнього тестування. Визначення рівня володіння іноземною

мовою залишилося надзвичайно актуальною проблемою у зв'язку з ситуацією реформ та змін у системі освіти. Головним гаслом змін в освіті проголошено забезпечення якості вищої освіти [2], що включає створення національної системи якості освіти та запровадження єдиної системи статистики і параметрів вимірювання якості освіти. Сертифікація рівнів володіння іноземною мовою дає можливість не тільки вимірювати якість володіння іноземною мовою студентами та учнями шкіл, а й також націлювати студентів на конкретні результати навчання.

Сертифікація рівнів володіння іноземною мовою, і що дуже важливо, можливість у вищій школі відбору рівня володіння іноземною мовою самим студентом може сприяти підвищенню мотивації студента до навчання та підвищенню власної відповідальності студентів за своє майбутнє. У наукових колах постійно підкреслювалася необхідність підвищення викладачем мотивації студентів до навчання. Але найбільший ефект у вивченні іноземної мови має самомотивація, оскільки самомотивація більш сприяє організації та розвитку пізнавальної діяльності студента, а й також підвищенню власної відповідальності за свої знання, тому що студент буде більш керуватися не власним бажанням, а вимогами до працевлаштування, що, в свою чергу, приведе до ситуації, коли саме студент буде не тільки найбільш зацікавленою особою у підвищенні якості своїх знань, а й у підвищенні самого рівня оволодіння іноземною мовою.

Можна підсумувати, що сертифікація рівня володіння іноземною мовою буде сприяти реальному підвищенню рівня володіння іноземною мовою студентами.

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INTERNAL AUDITING AS A CATALYST FOR IMPROVING AN ORGANIZATION'S GOVERNANCE

Internal auditing is an independent, objective assurance and consulting activity designed to add value and improve an organization's operations. It helps an organization accomplish its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control, and governance processes [1]. Internal auditing is a catalyst for improving an organization's governance, risk management and management controls by providing insight and recommendations based on analyses and assessments of data and business processes. Professionals called internal auditors are employed by organizations to perform the internal auditing activity.

The scope of internal auditing within an organization is broad and may involve topics such as an organization's governance, risk management and management controls over: efficiency/effectiveness of operations (including safeguarding of assets), the reliability of financial and management reporting, and compliance with laws and regulations. Internal auditing may also involve conducting proactive fraud audits to identify potentially fraudulent acts; participating in fraud investigations under the direction of fraud investigation professionals, and conducting post investigation fraud audits to identify control breakdowns and establish financial loss. The Institute of Internal Auditors (IIA) is the recognized

international standard setting body for the internal audit profession and awards the Certified Internal Auditor designation internationally through rigorous written examination. Other designations are available in certain countries [2]. In the United States the professional standards of the Institute of Internal Auditors have been codified in

several states' statutes pertaining to the practice of internal auditing in government (New York State, Texas, and Florida being three examples). There are also a number of other international standard setting bodies.

Internal auditors work for government agencies (federal, state and local); for publicly traded companies; and for non-profit companies across all industries. Internal auditing departments are led by a Chief Audit Executive ("CAE") who generally reports to the Audit Committee of the Board of Directors, with administrative reporting to the Chief Executive Officer (In the United States this reporting relationship is required by law for publicly traded companies).

A typical internal audit assignment involves the following steps:

1. Establish and communicate the scope and objectives for the audit to appropriate management.

2. Develop an understanding of the business area under review. This includes objectives, measurements, and key transaction types. This involves review of documents and interviews. Flowcharts and narratives may be created if necessary.

3. Describe the key risks facing the business activities within the scope of the audit.

4. Identify management practices in the five components of control used to ensure each key risk is properly controlled and monitored. Internal Audit Checklist can be a helpful tool to identify common risks and desired controls in the specific process or industry being audited.

5. Develop and execute a risk-based sampling and testing approach to determine whether the most important management controls are operating as intended.

6. Report issues and challenges identified and negotiate action plans with management to address the problems [3].

Audit assignment length varies based on the complexity of the activity being audited and Internal Audit resources available. Many of the above steps are iterative and may not all occur in the sequence indicated.

In addition to assessing business processes, specialists called

Information Technology (IT) Auditors review information technology controls [5].

Management is responsible for internal control, which comprises five critical components: the control environment; risk assessment; risk focused control activities; information and communication; and monitoring activities. Internal auditors perform audits to evaluate whether the five components of management control are present and operating effectively, and if not, provide recommendations for improvement. In the United States, internal auditors may assist management with compliance with the Sarbanes-Oxley Act (SOX).

So, the recommendations in an internal audit report are designed to help the organization achieve effective and efficient governance, risk and control processes associated with operations objectives, financial and management reporting objectives; and legal/regulatory compliance objectives.

Audit findings and recommendations may also relate to particular assertions about transactions, such as whether the transactions audited were valid or authorized, completely processed, accurately valued, processed in the correct time period, and properly disclosed in financial or operational reporting, among other elements [4].

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PERSPECTIVES IN THE ACCOUNTING AND AUDITING PROFESSIONS

The accounting profession is one of the oldest. It is quite prestigious in Ukraine and other countries of the world. The word "accountant" comes as German and combines two words: das Buch (book) and halten (keep). Accountant not only technically provides accounting, but is a great job of planning, monitoring, analyzing, preparing the information perceived by managers for decision-making. Today "Accountant" - is one of the most common professions [1].

An accountant is an individual who performs accounting tasks for individuals or companies. The exact material that an accountant handles varies depending on the size of the company and the accountant's specialization, but generally includes financial records, taxes, and responsibility for the issuing of financial reports. An accountant is one of the primary figures in a business that he or she works for, whether it is a multinational corporation or a small family owned business. Requirements to become an accountant vary upon specialization and nation, but generally include certification through a professional agency and a basic college degree in accounting and finance.

Auditing is the verification of assertions made by others regarding a payoff, and in the context of accounting it is the "unbiased examination and evaluation of the financial statements of an organization"[4].

An audit of financial statements aims to express or disclaim an opinion on the financial statements. The auditor expresses an opinion on the fairness with which the financial statements presents the financial position, results of operations, and cash flows of an entity, in accordance with GAAP and "in all material respects". An auditor is also required to identify circumstances in which GAAP has not been consistently observed [5].

The Chamber of Auditors of Ukraine (CoAU) regulates auditors in

Ukraine. The Chamber was established under the provisions of the Audit Law as the regulatory body for the Ukrainian audit profession; it also has some features of an oversight body.

People planning a career in accounting and auditing should have an aptitude for mathematics and be able to analyze, compare, and interpret facts and figures quickly. They must be able to clearly communicate the results of their work to clients and managers both verbally and in writing.

Many colleges offer students the opportunity to gain experience through summer or part-time internship programs conducted by public accounting or business firms. In addition, as many business processes are now automated, practical knowledge of computers and their applications is a great asset for jobseekers in the accounting and auditing fields.

Accountants and auditors help to ensure that firms are run efficiently, public records kept accurately, and taxes paid properly and on time. They analyze and communicate financial information for various entities such as companies, individual clients, and Federal, State, and local governments. Beyond carrying out the fundamental tasks of the occupation—providing information to clients by preparing, analyzing, and verifying financial documents – many accountants also offer budget analysis, financial and investment planning, information technology consulting, and limited legal services [2].

Internal auditors verify the effectiveness of their organization's internal controls and check for mismanagement, waste, or fraud.

Most accountant and auditor positions require at least a bachelor's degree in accounting or a related field. Some employers prefer applicants with a master's degree in accounting, or with a master's degree in business administration with a concentration in accounting. [2].

So, accountant is one of the most common professions. Accountants and auditors help to ensure that firms are run efficiently. Today, some universities and colleges are now offering programs to prepare students to work in growing specialty professions such as internal auditing. Many professional associations offer continuing professional education courses, conferences, and seminars. Knowing the specifics of professional audit and accounting services in Ukraine gives us the right to argue that only a team of experienced professionals is able to skillfully help the company to address issues related to assessing and improving their businesses.

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INNOVATIVE APPROACHES IN MANAGERIAL ACCOUNTING

In Management accounting or managerial accounting, managers use the provisions of accounting information in order to better inform themselves before they decide matters within their organizations, which allows them to better manage and perform control functions.

Accounting can be divided into several fields including financial accounting, management accounting, auditing, and tax accounting. Financial accounting focuses on the reporting of an organization's financial information, including the preparation of financial statements, to external users of the information, such as investors, regulators and suppliers; and management accounting focuses on the measurement, analysis and reporting of information for internal use by management. The recording of financial transactions, so that summaries of the financials may be

presented in financial reports, is known as bookkeeping, of which double-entry bookkeeping is the most common system. Managerial accounting focuses on internal users—executives, product managers, sales managers, and any other personnel within the organization who use accounting information to make important decisions. Managerial accounting information need not conform with U.S. GAAP. In fact, conformance with U.S. GAAP may be a deterrent to getting useful information for internal decision-making purposes. For example, when establishing an inventory cost for one or more units of product (each jersey or hat produced at Sportswear Company), U.S. Management accounting focuses on the measurement, analysis and reporting of information that can help managers in making decisions to fulfil the goals of an organization. In management accounting, internal measures and reports are based on cost-benefit analysis, and are not required to follow GAAP.

Managerial accounting often focuses on making future projections for segments of a company. Suppose Sportswear Company is considering introducing a new line of coffee mugs with team logos on each mug. Management would certainly need detailed financial projections for sales, costs, and the resulting profits (or losses). Although historical financial accounting data from other product lines would be useful, preparing projections for the new line of mugs would be a managerial accounting function.

Finally, managerial accounting information often takes the form of nonfinancial measures. For example, Sportswear Company might measure the percentage of defective products produced or the percentage of on-time deliveries to customers. This kind of nonfinancial information comes from the managerial accounting function.

The two important functions that enable management to continually plan for the future and assess implementation are called planning and control. Planning is the process of establishing goals and communicating these goals to employees of the organization. The control function is the process of evaluating whether the organization's plans were implemented effectively.

The controller is responsible for managing the accounting staff that provides managerial accounting information used for internal decision making, financial accounting information for external reporting purposes, and tax accounting information to meet tax filing requirements. The three

accountants the controller manages are as follows:

Managerial accountant. The managerial accountant reports directly to the controller and assists in preparing information used for decision making within the organization. Reports prepared by managerial accountants include operational budgets, cost estimates for existing products, budgets for new product lines, and profit and loss reports by division.

Financial accountant. The financial accountant reports directly to the controller and assists in preparing financial information, in accordance with U.S. GAAP, for those outside the company. Reports prepared by financial accountants include a quarterly report filed with the Securities and Exchange Commission (SEC) that is called a 10Q and an annual report filed with the SEC that is called a 10K.

Tax accountant. The tax accountant reports directly to the controller and assists in preparing tax reports for governmental agencies, including the Internal Revenue Service.

Management accounting's essential component is the formulation and implementation of strategy to help an organization succeed. This component states in broad terms the role of the management accountant. In a more detailed sense, the component states that every management accountant, at whatever point on the information value chain he or she may be, contributes to the organization's success through the implementation of strategy.

The role of management accountants on the management team can be described by a brief list of global, inclusive competencies. This component is necessary to spell out how the management accountant can be differentiated from other professionals in the organization since the implementation of strategy by management teams can be associated with any management professional in the organization.

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INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO)

International Organization for Standardization (ISO) is an international organization providing whose ratification is developed jointly by delegates from different countries standards.

Under the Charter, ISO defines the objective of the activity as promoting standardization and related activities in the world to ensure international exchange of goods and services and the development of cooperation in intellectual, scientific, technological and economic fields.

While ISO is a non-governmental organization, its capabilities in the development and ratification of standards are much higher than in other similar organizations. This contributed to the fact that many of its standards became public in many countries, and allows one to coordinate effectively the actions of many national standardization organizations.

International Standards ISO nowadays include not only the field of general purpose, but specific branches of economic activity standardization of terminology, symbols, quantities and units, technical drawings, standardization of forms, technical requirements for products, methods and requirements relative to controls, analysis, testing.

To achieve this goal ISO operates in the following areas:

- development and publication of international standards;
- development and dissemination of documents that contribute to the harmonization of standards of different national systems of standardization;
- the exchange of information on the work of central and technical bodies of ISO, and national standardization organizations of member countries of ISO;
- cooperation with other international organizations in related standardization areas.

At the beginning of 2014 164 countries (117 members, 41 corresponding member of the 4-member subscribers) of the 205 countries with its national standard organizations were part of the ISO [2]. Up to

2011 Ukraine in ISO represented the State Committee of Ukraine for Technical Regulation and Consumer Policy which has not been eliminated yet during the administrative reform of Viktor Yanukovych in 2011. Since 2014 Ukraine in ISO is represented by the Ministry of Economic Development and Trade [3]. It consists of more than 80 ISO committee members. Besides of the member's membership ISO can be listed as Corresponding Members who are organizations for standardization States under development. The category of Member caller was introduced for developing countries.

In ISO technical work involved more than 30 thousand experts from around the world. ISO is the world prestige and high status among major international organizations. The content of ISO standards is distinguished by the fact that only 20% of them include requirements for specific products. The bulk regulations concern security requirements, technical compatibility test methods of production, and other general and methodological issues.

Since March 1997 Ukraine began to acknowledge ISO standards.

Organizations are implementing ISO standards for various reasons. The decision on the implementation of ISO may be based on such factors:

- meet the needs of customers requiring ISO 9001;
- access to the markets of the European Union;
- competitiveness in domestic and foreign markets;
- improvement of the quality system;
- minimize repetitive audits carried out by various consumers.

The main advantages of ISO are:

- expansion due to recognition standards;
- world standards available in many languages, which promote links between multinational customers and suppliers.

Compliance with ISO does not mean that every product or service meets the consumer: it means that the quality system is used, able to satisfy customer requirements.

Standards are an essential source of information as they collected rules and regulations based on the achievements in various fields of engineering, technology and expertise and recognized by consensus representatives of all stakeholders.

Importantly big impact on standardization competitiveness and product quality is implemented mainly through integrated development of

standards for raw materials, materials, intermediate products, components, equipment, design and finished products; through technological requirements for critical processes and quality indicators, as well as uniform test methods and measurement, control and evaluation of conformity. Standards facilitate the optimal choice, size and number of the best examples, provide for specialized industries, reduce costs of design and production, and shorten development products.

Obviously, the existence of standards facilitates and directs the manufacture of the products to ensure its compliance with the criteria of market competitiveness and quality. It is appropriate stress that the application of the principle of mandatory standards, requirements and excessive detail orientation standardization of certain structural solutions use only certain materials or raw materials, etc.

International experience suggests that one of the most effective mechanisms for improving the quality of public authorities in terms of consumer needs is the implementation of their activities and standards procedures which lead management system in the public sector to one with the business sector. One example of this is the introduction of effective standardization in government management standard ISO 9001: 2000 [5].

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DEVELOPMENT AND CONSUMPTION OF ORGANIC PRODUCTS AROUND THE WORLD

“Organic” is a labeling term that denotes products produced under the authority of the Organic Foods Production Act. The principal guidelines for organic production are to use materials and practices that enhance the ecological balance of natural systems and that integrate the parts of the farming system into an ecological whole.

Organic food is produced by farmers who emphasize the use of renewable resources and the conservation of soil and water to enhance environmental quality for future generations. Organic meat, poultry, eggs, and dairy products come from animals that are given no antibiotics or growth hormones. Organic food is produced without using most conventional pesticides.

Organic production is not simply the avoidance of conventional chemical inputs, nor is it the substitution of natural inputs for synthetic ones. In organic production, overall system health is emphasized, and the interaction of management practices is the primary concern [8].

Organic production is a holistic system designed to optimize the productivity and fitness of diverse communities within the agro-ecosystem, including soil organisms, plants, livestock and people. The principal goal of organic production is to develop enterprises that are sustainable and harmonious with the environment.

Organic foods are foods produced by organic farming. While the standards differ worldwide, organic farming in general features cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity [10].

Currently, the European Union, the United States, Canada, Mexico, Japan and many other countries require producers to obtain special certification in order to market food as organic within their borders. In the context of these regulations, organic food is food produced in a way that complies with organic standards set by national governments and international organizations. Although the produce of kitchen gardens may

be organic, selling food with the organic label is regulated by governmental food safety authorities, such as the US Department of Agriculture (USDA) or European Commission.

The general principles of organic production, from the Canadian Organic Standards (2006) with amendments in 2008, 2009 and 2011, include the following:

1. Protect the environment, minimize soil degradation and erosion, decrease pollution, optimize biological productivity and promote a sound state of health.

2. Maintain long-term soil fertility by optimizing conditions for biological activity within the soil.

3. Maintain biological diversity within the system.

4. Recycle materials and resources to the greatest extent possible within the enterprise.

5. Provide attentive care that promotes the health and meets the behavioral needs of livestock.

6. Prepare organic products, emphasizing careful processing, and handling methods in order to maintain the organic integrity and vital qualities of the products at all stages of production.

7. Rely on renewable resources in locally organized agricultural systems [4].

More and more organic products are landing in the shopping baskets of German customers. The trade achieved a record figure of 7 billion EUR (+6 %) in 2012. However, the growing areas are increasing at a less dynamic rate. The organic share of the growing area increased to 6.2 % in the same year according to the Federal Ministry for Food, Agriculture and Consumer Protection (BMELV) in Berlin.

Germany's neighbour France is preparing to continue the rapid and mostly two-figure organic growth of the past years – with state support. In June 2013 in France was presented to the public program “Ambition Bio 2017” by French Minister of Agriculture. As in the past five years, the organic growing area is to double again by the end of 2017 and the domestic consumption of organic products is to increase. The number of organic farmers has more than doubled between 2010 and 2014 from 12,000 to 24,500 and the number of processors and retailers has also developed very positively – from 6,400 to 12,300 [9].

After several years of stagnation at some 1.1 million ha, the organic

area in Italy grew again in 2013 by 6.4 % to reach 1,167,362 ha. The total number of organic players in the market was just under 50,000 farmers and companies. This is 3 % up on the previous year. Sales in the organic sector are also increasing continuously. In the first four months of 2014 alone, sales of processed organic products in supermarket chains rose by 8.8 % [7].

Market experts say Poland's organic market has recently grown by some 20 – 25 % a year. The biggest organic food and health food chain in Poland is Organic Farma Zdrowia (Organic Farm Health). According to CEO Sławomir Chłoń, sales in the first half of 2014 grew by 8.5 % to 4.8 million EUR.

Organic products are not only highly popular in Europe, but on the international scene too. As shown by current figures from the US Organic Trade Association (OTA), Washington D.C. (USA), organic sales in the United States were up slightly more than 10 % last year. The Organic Industry Survey published by OTA put sales at 31.5 billion US dollars [1].

Asian organic food market is growing at an estimated CAGR of 20.6 percent from 2010 to 2015. Japan leads the Asian countries in terms of organic food consumption with nearly 54 percent of the share in 2012.

Ukrainians are increasingly switching to environmentally friendly products, according to the newspaper "Vesti". The total growth of organic product sales in Ukraine in 2014 is estimated to be of around 15%. If last year the domestic market of organic products in Ukraine reached 12.2 million Euro, up by more than 50% compared to 2012 (7.9 million Euro), this year predict sales to reach 14 million Euro. In 2012, Ukraine has already had about 164 certified organic farms that cultivate more than 278,800 hectares of farmland. A more favorable job organic sector Ukraine restrains inadequate institutional support. Today state support for the development of the organic sector declared only several regulations, the main ones are: the Law of Ukraine "On the production and circulation of organic agricultural products and raw materials" [3].

So the development of the market of organic products in any country is based on legislative, regulatory and financial juristic providing state support. Organic production is the key to a healthy lifestyle.

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VALUE OF MEAT DISHES IN THE DIET, THEIR CLASSIFICATION

Chemical composition and nutritional value of meat. Meat and meat products are important foodstuffs because they contain all the necessary substances for the human body: proteins 16 – 21%, fats - 0.5 – 37%,

carbohydrates – 0.4 – 0.8%, extractives of 2.5 – 3%, minerals – 0.7 – 1.3%, enzymes, vitamins A, O, PP, group B. Cattle, pigs, sheep, goats, wild animals, rabbits, horses are raw material for the production of meat and meat products.

Meat is a combination of muscle (50 – 60%), connective (10 – 12%), bone (9 – 32%), and adipose tissues in their natural proportion and the remained amount of blood.

The chemical composition and anatomical structure of different tissues vary; therefore, the properties and nutritional value of meat depend on their quantitative proportion in the carcass, which depends on the species and breeds of animals, their sex, age and fatness [3].

Muscle tissue is the main edible part, which consists of separate long, thin fibers, coated with a thin semitransparent shell (sarcolemma). The tenderest meat of the muscle fibers is located along the backbone. It is used for frying. The muscles of the neck, belly and lower limbs have tight coarse-fibrous structure. Such meat is boiled, stewed and cooked as chopped mass. Muscle tissue contains proteins of full value, which are easily absorbed by the body, as well as fats, carbohydrates (glycogen) and minerals (calcium, phosphorus, iron, sodium).

Connective tissue connects the separate fibers to each other and with the skeleton and contains the defective proteins – collagen and elastin. In cold water the collagen swells, and when heated with water it turns into soluble gluten. Solidifying gluten forms a jelly and is absorbed by the human body.

Elastin is very stable against heat, it swells in hot water. The more the meat contains collagen and elastin, the harder it is, but its nutritional value is lower.

Adipose tissue consists of fat balls, surrounded by firm shells of connective tissue. The fat that is deposited in internal organs is called internal, that one in the subcutaneous cell tissue is subcutaneous (fat-raw), and muscle fat is between muscle fibers. Intramuscular fat makes the meat juicy, tender, improves the taste and increases its nutritional value.

Bone tissue is the basis of the skeleton of animals, the most durable fabric in the body. It consists of special cells, based on the ossein, substance, which is close to the collagen by its composition. According to the structure and shape the bones are tubular (limb bones), flat (bones of shoulder blade, ribs, pelvis, and skull), gear (vertebrae). Bones contain fat

(up to 24%) and extractives, which are turned into the broth during cooking and give it a pleasant taste and aroma. The bones of the pelvis and the porous ends of tubular bones are particularly valuable.

Nutritional value of meat depends on the amount and the proportion of proteins, fats, vitamins, mineral substances, as well as the degree of their digestibility by the body. Muscle tissue proteins are digested by 96%, fats – by 92.4 – 97.5%. The energy value of meat depends on the type, fatness and age of animals and is average 377 – 2046 kJ [6].

The value of meat dishes in the diet. Meat hot dishes are important source of proteins, fats, mineral and extractive substances, vitamins A and group B. Amino acid composition of proteins in muscle fibers is close to the optimum, their assimilation ratio is very high (97%). Fats increase the food calorie content and are the source of energy. Extractives give the dish a pleasant food taste and aroma, promote the secretion of digestive juices, stimulate the appetite and improve the digestibility of food.

Meat is combined with vegetables, used as a side dish or is stewed with them. And so the mineral composition of meat dishes is enriched with alkaline compounds, the optimal balance of calcium and phosphorus is reached, the vitamin activity is increased. Side dishes from cereals and pasta enrich meat dishes with carbohydrates, vitamins and minerals. Most meat dishes are served with various sauces (horseradish, mustard, mushrooms, onion, garlic, mint, sorrel, prunes), that improves the taste and appearance [5].

Meat hot dishes. Meat (beef, pork, lamb) is one of the most important foods, with excellent culinary qualities. It contains complete proteins, fats and so-called extractives, which have almost no nutritional value, but are important pathogens of digestive juices secretion, making better the food digestion. Meat can easily be combined with a variety of products – vegetables, cereals, pasta. One of the main conditions to prepare a delicious meat dish (first or second, snacks or sauce) is the correct choice of one or another part of the carcass. Most meat dishes are prepared with side dishes – potatoes, vegetables, cereals, pasta.

Depending on the method of heat treatment hot meat dishes are divided into boiled, fried, stewed and roasted.

Boiled meat. Meat products for second dishes are boiled so in order to preserve their taste. The pieces of meat are poured with boiling water so that the water only covers them. Better taste and texture of boiled meat are

obtained from the ribs, the lumbar part and rump. These parts of the carcass are cooked at low temperature, that's why just after the start of the boiling; they reduce heat and continue cooking at a very low boiling. The meat boiled in such a way is more juicy and rich in extractive and mineral substances. The broth after boiling meat products can be used for cooking soups and sauces.

Boiled beef. Cooked beef is put on a plate, garnished with green peas, vegetables and poured with the sauce with horseradish.

Boiled tongue. Boiled tongue (2 pieces per a portion) is put on a plate, garnished with green peas, mashed potatoes and poured with the red sauce.

Boiled sausages. Cooked sausages, peeled from the shell, are put on a plate, garnished with boiled vegetables, mashed potatoes and poured with the tomato sauce.

Fried meat. Meat (beef, veal, lamb, pork) can be fried in large and small pieces. The meat fried in large pieces is used for hot and cold dishes, in portions only for hot dishes. The pig, rabbit and meat products (liver, kidney, veal and pork knuckles) are fried similarly.

Steak with onions is portions of meat in 20 – 30 mg of thickness. They are cut from the thick end of the fillet, lightly pounded and fried on both sides until a crispy crust. Meat is put on fried onions, poured with the juice with butter and served with fried potatoes.

The rump steak is portions of meat, broken, soaked in the liaison, breaded in crumbs and fried. Fried meat is put on a dish, poured with the juice with butter and served with fried or boiled potatoes, carrots in milk sauce, green peas, and sweet corn.

The chopped meat. The original products for chopped meat are beef, pork, lamb and veal. Meat intended for cutting, must be washed, cleaned of tendons and cut into small pieces. White bread soaked in milk or water is added to the grinder meat.

Cutlets and chops are made of chopped meat, they are breaded in crumbs. Fried cutlets and chops are served with boiled or fried potatoes, mashed potatoes, cereals, pasta, and vegetables.

The chopped steak. The steak fried in the egg and breaded in crumbs is put on a plate and served with fried potatoes or vegetables.

Stewed meat. The meat can be stewed with vegetables. Before serving, it is sprinkled with finely chopped parsley or dill.

Goulash is made from beef, pork and veal. The meat is cut into cubes

and stewed in red sauce with onions; it is served on a plate with boiled or fried potatoes, vegetables, cereals, or boiled pasta [4].

Poultry and game are cooked or fried in whole carcasses, which are then divided into pieces and served in portions of 1 or 2 pieces. The bones of birds can be chopped, but not fragmented. Stuffed dishes are usually cooked from duck and goose. Duck's and goose's giblets, head, legs, wings are used for making the pickle.

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WHAT IS GOOD ENGLISH?

In the first place, there should be a clear understanding of the difference between “good English” and “conventional” or “standard English.” Standard English is likely to be good English, but all good English is not necessarily standard English. What, then, is good English? The purpose of language being the satisfactory communication of thought

and feeling that is good English which performs this function satisfactorily. Such a definition of good English, it will be observed, is purely utilitarian and practical. It defines good English only in the terms of its activity, without reference to any theoretical and abstract conceptions of its value or significance. Whenever two minds come into satisfactory contact with each other, through the medium of language, we have then, so far as each instance taken by itself is concerned, a good use of language. The rustic with his dialect, and in his own homogeneous dialect community, realizes as much the purpose of language as the most polished speaker in the “best society” of the city. Each expresses himself satisfactorily and is understood satisfactorily, and more than this language at its best cannot do. Our definition of good English is, therefore, very simple; any English that “hits the mark” is good English. To hit the mark in the center, it must express exactly what the speaker or writer wishes to express, in such linguistic terms as will convey to the hearer or reader exactly those impressions which it is intended that he shall receive [1].

Three Kinds of Speech. When we come to analyze the situation a little more closely, however, we find that there are various kinds of good English that the question of “bad English” usually arises when one kind of English is used in circumstances which require a different kind, when one has tried to hit the mark with the wrong arrow. Thus there is that form of English which is known as “popular English.” This is the speech of those who, usually through limited experience and education, are unacquainted with the usage which the community in general regards as the better social custom. Sometimes, as in the poetry of Burns, it is made the vehicle for literary expression. Usually, however, it is a purely colloquial speech. Naturally, the limits of popular English are not absolutely defined, but are largely a matter of opinion. The term usually carries with it some unfavorable connotations. Popular English is the “vulgar” English of the lower classes of society. But just who these lower classes are, just the dividing line between the upper and the lower, these are matters hard to determine. A positive test of culture, outside the dogmatic opinion of individuals, has never yet been discovered. Certainly it can hardly be said that the person who has received the conventional education is, by and for that reason solely, a more highly cultivated person than one who has not.

A second kind of English is called “colloquial English.” This is the speech of the commonplace concerns of daily life and of less serious

conversation, a speech freer and less conscious than formal speech, but not carrying with it the suggestion of illiteracy which characterizes popular speech. The degree of colloquialism which one permits, in one's self or in others, depends on the subject of conversation, on the intimacy of the acquaintanceship of the persons speaking, and in general on all the attendant circumstances [2].

A third kind of English is “formal or literary English.” This is the English of public speaking, of more formal conversation, and of printed and written literature. It varies widely in the degree of its formality, the style of a philosophic treatise being appropriately more formal than that of a light essay.

There is also one manner of speaking for the pulpit and another for the lecture-platform, one manner for the judge in court and another for the stump orator. The line of demarcation between formal and colloquial English is not sharp, just as it is not between colloquial and popular English. The style of some authors or public speakers, for example, is decidedly more colloquial, more familiar, than that of others. With all, however, whatever the degree of formality, the dependence of the literary speech upon the colloquial speech of natural intercourse is necessary. It is from the colloquial speech that the literary speech has its vitality. If left to itself, its tendency would be to develop into a highly specialized and artificial form of expression--a special high-caste language for literature that would grow less and less real and expressive as it detached itself more and more from the colloquial speech in which the common human concerns of life and death find their most intimate expression. It is perhaps better, therefore, to speak of these three kinds of speech, popular, colloquial, and literary, not as three distinct and separate species, but rather as three tendencies of development of what is at bottom one speech, and that a popular speech in the sense that it comes directly from the experiences of men and women, in the immediate affairs of life. Language, as Walt Whitman says, “is something arising out of the work, needs, ties, joys, affections, tastes, of long generations of humanity, and has its bases broad and low, close to the ground. Its final decisions are made by the masses, people nearest the concrete, having most to do with actual land and sea” [2].

Each of these three tendencies of English speech has its appropriate uses. They are three kinds of arrows with which different speakers at

different moments strive to hit the mark of good English. To hit the mark of the serious literary style, one does not use the arrow of the obviously colloquial speech, and still less of popular speech. To hit the mark in colloquial conversation, one does not use the arrow of the formal speech, nor, among cultivated persons, of the popular speech, unless indeed one is ignorant of the fact that the usages are regarded as popular by the person whom one is addressing. The popular speech naturally does not often come into conflict with the colloquial speech of polite conversation, or with the formal speech, since the characteristic of the popular speaker is his ignorance of the other forms of speech. For the same reason the speech of polite conversation does not, and need not, adapt itself to the popular speech when speakers of the two kinds come into contact with each other. Otherwise it is assumed “that a man of taste and ability will modify his use of language to meet the special requirements of the task proposed. He will have learned by study to distinguish between different tones and values in the instrument of speech, and will have acquired by exercise the power of touching that mighty organ of expression to various issues” [3].

It thus appears, if the above statements are true, that language which may be adequately expressive, and therefore good, less than one set of circumstances, under a different set of circumstances becomes inadequately expressive, because it says more or less than the speaker intended, and so becomes bad English. One learns thus the lesson of the complete relativity of the value of language, that there is no such thing as an absolute English, but that language is valuable only as it effects the purpose one wishes to attain, that what is good at one time may be bad at another, and what is bad at one time may be good at another.

Speech Communities. But something further must be said about that tendency of English which results in what is known as the conventional, or standard, English. It is not necessary to discuss here why mankind strives to formulate customs and habits into a fixed system. The fact itself is obvious. Through this natural instinct, as we may call it, in all our social customs, of daily manners, of dress, of morals, of speech, more or less regularized systems of conduct grow up. In language, each community, whether it is large or small, has a general understanding that this or that pronunciation, or, this or that rule of grammar, is the accepted standard, or conventional, one. This general understanding is arrived at in a purely voluntary, and often at first unconscious, way. Nobody imposes, nobody

has the power to impose, any rules of standard speech on a community. As we have before pointed out, a rule is merely the statement of the general custom of a community. We might, consequently, speak of the standard popular, the standard colloquial, and the standard literary speech of this or that geographical community. Usually, however, the term is understood in a somewhat more limited sense. It is used to signify not merely the customary use of a community, but especially that use when it is recognized and acknowledged as the good use of that community. Any usage which is thus given its patent of respectability is regarded as standard use. It is customary use raised to the position of conscious legalized use [1]. Of course the question of standard does not arise until there is some conflict of standards. As in the case of civil law, no customary practice is legalized, or standardized, until doubts are raised with respect to it, until someone attempts to depart from the customary practice. Then it is necessary to come to some agreement as to what shall be recognized as the accepted practice. In the case of civil law this is done either through the passing of a formal law by some legislative body, or through the decisions handed down by judges in passing upon disputed cases of customary and accepted practice in the dealings of men with each other.

In matters of language the legal or standard practice cannot be so easily determined. Owing to the fact that there is no legislative body in language, no specified court of appeal, there is occasionally lack of agreement as to what shall and what shall not be recognized as the accepted use of the language. The government of the language is not as fully and as definitely organized as is the government of the business and other overt acts of men. In many instances, or rather in most instances, there is unanimity of opinion, and then we have an unquestioned and general standard use. The great body of English usage is thus made up of forms of language with respect to which there is practically no difference of opinion. Sometimes, however, due to various causes, such as the coming together of two speakers from two different geographical or social speech communities, instances occur in which there arises difference of opinion. In one community or one group, he don't, or these kind of people, or I will, for the future, will be accepted as the conventional, standard speech of the community [3]. When they are used in this community or this group, they express their thought completely, and carry with them no

connotation to the discredit of the speaker. In another geographical community, or by certain speakers within a community, these usages will be condemned as not standard, therefore as not satisfactorily expressive, and consequently as “wrong” or “incorrect.” Who shall decide? Nothing can decide but the observation of custom. What is defended as customary use by a community, or even by a single speaker, to carry the matter to its final analysis, is standard, or conventional, or “right,” or “correct,” in that community or for that speaker [1]. The question of correctness and incorrectness, that is, of standard, can only arise when a conflict of opinion arises, and this conflict can only be decided by such an extension of the field of observation of customary use, on the particular question, as will determine finally what the true custom is. That this is often a difficult matter is not to be denied; it is, however, only one of the many ways in which man is driven to an observation of his surroundings and to a continual adaption of his conduct to these surroundings.

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THE IMPORTANCE OF LAW TO THE SOCIETY

The law is important for a society for it serves as a norm of conduct for citizens. It was also made to provide for proper guidelines and order upon the behaviour for all citizens and to sustain the equity on the three branches of the government.

The law is important because it keeps the society running. Without law there would be chaos and it would be survival of the fittest and everyman for himself. Not an ideal lifestyle for most part!

The law is important because it acts as a guideline as to what is accepted in society. Without it there would be conflicts between social groups and communities. It is pivotal that we follow them. The law allows for easy adoption to changes that occur in the society. As time changes so will a law. Laws are constantly being amended when needed. People may not agree with a certain law but that is just the way society works [1].

Laws are generally based on common sense, e.g., Don't drive drunk, respect others and their belongings and the like. Generally if all people at all times followed common sense, laws would not be necessary. Other laws are used to regulate things such as trade, immigration and sales [1].

We all know that the law is very important in the society. It is a must in order for a society to maintain peace and remain problem-free. Law is man-made, therefore it is in us if we will follow it or not. If we do not follow the law, it doesn't mean we will die, so nature has nothing to do with the laws of man.

The law can give protection to the victims and will punish those who have done unlawful actions. We do not have any option, where we can choose from, if we disobey, then, we have to face the consequences. If a society won't have a system of law on it that will control how the people handle their lives, then there would not be a society to live in. People will be able to make decisions that will solely be based on their principles, then they would be able to commit crimes if they want to, steal, murder, damage, bully, rape, trespass, and even terrorize whatever or whoever or whenever they want to, and nothing would be done about it at all.

Therefore, it will be a disaster if people in a society execute actions which solely based on their principles. If there is no law, nothing will stop the people from doing things that they want. With that, they will be free to do anything in revenge. It will be vice versa for they know that they could totally get away into anything they do, even if it is bad and unlawful.

Eventually, the society will be full of crime, murders and illegal actions. Should there be no rules in a society, then even a simple waste disposal process will be a big problem that could affect the whole world. If not done properly, it may lead to diseases that can kill the human race. The supply of water could also be affected if there were no rules. No one will

work to maintain its cleanliness since they may turn into doing things that may easily pay them more even though it is not right at all. No one will cure us when we are ill and help us in times of trouble. In the end, each of us will find our own ways to live and survive. Simply put, it'll be like a war zone [2].

This merely shows how important it is to have a system of law in a society to regulate good relationship with each other, even for those with conflicting interests. This is the only procedure that could ensure that the human rights are respected. If we won't have laws, our society would not be able to function effectively. Crimes will become such an everyday occurrence that children will grow up and will then find it normal, which is not desirable for our future generations. That is why the law is very important, since it ensures the safety of our future generations.

The Relationship between Law and Society. Theorists have traditionally maintained that there are certain broad views on the substantive criminal law. One set of such constraints concerns the sorts of behaviour that may legitimately be prohibited. Is it proper, for example, to criminalize a certain kind of action on the grounds that most people in one's society regard it as immoral? The other set of constraints which concern what is needed in order to establish criminal responsibility that is liability, independently of the content of the particular statute whose violation is in question [3].

Legal system reflects all the energy of life within in any society. Law has the complex vitality of a living organism. We can say that law is a social science characterized by movement and adaptation. Rules are neither created nor applied in a vacuum, on the other hand they created and used time and again for a purpose. Rules are intended to move us in a certain direction that we assume is good, or prohibit movement in direction that we believe is bad.

The social rules are made by the members of the society. Disobedience of the social rules is followed by punishment of social disapproval. There is no positive penalty associated with the violation of rules except excommunication or ostracism. On the other hand, law is enforced by the state. The objective of law is to bring order in the society so the members of society can progress and develop with some sort of security regarding the future.

The state makes laws. Disobedience of state laws invites penalty,

which is enforced by the government by the power of the state. What is not enforceable is not Law.

Conclusion. Law is a system of rules and guidelines which are enforced through social institutions to govern behaviour, wherever possible. It shapes politics, economics and society in numerous ways and serves as a social mediator of relations between people.

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THE ROLE OF LAW IN A FREE AMERICAN SOCIETY

The role of law and the legal system in the theory and practice of Anglo-American democracies in the pre-interventionist era were underpinned by the following principles:

- the supremacy of law, which means is that all persons (individuals and governments) are subject to the law;
- a conception of justice that emphasizes interpersonal adjudication, law based on faults, and the importance of procedures:
- restrictions on the extent of discretionary power and the manner of its exercise.
- prospective, not retrospective, legislation;
- an independent judiciary;
- het exercise by Parliament of legislative power and restrictions on the exercise of legislative power by the executive [2].

We propose to focus briefly on only some of these.

Justice. The concept of justice has three facets: interpersonal adjudication, law based on fault, and an emphasis on procedures.

Justice is based on the rights and duties of the individual. The liberal concept of justice is an interpersonal one: resolution of conflict between individuals. Social justice, involving society and social groups, is directly antagonistic to the liberal idea of justice. It is nebulous as a concept and unachievable in practice. Its proponents increase state power in the attempt to realise it, with counterproductive results.

The second facet of liberal justice is that no one should be punished or disadvantaged except for fault (intentional, reckless, or negligent wrongdoing, strict liability applying in exceptional circumstances). The idea of fault is a golden thread running through the fabric of the legal order. A system of sanctions based on fault presupposes known and pre-existing standards of conduct that bind the community. The abdication of the fault basis of liability leads to ever-expanding government, as in the case of, for example, the Australian industrial relations system and consumer protection laws. In the field of family law, fault has been rendered all but irrelevant in the annulment of marriages, grant of custody, award of maintenance, and the settlement of property. The examples can be multiplied.

The third feature of liberal justice is the emphasis on procedures. The liberal does not believe in the possibility of achieving equality, democracy, justice, the public good and other ideals through legislative and prescriptive action. Such a task is too complex for the human imagination. An emphasis on procedure is one of the foundations of the rule of law. Procedures limit power by providing for wide consultation among interested parties [1].

Common Law. In the present context, 'common law' describes the body of legal principles and concepts that were evolved over many centuries by judges in the English courts of law. These principles include such values as honesty, the pursuit of truth, responsibility, fairness in interpersonal relations, concern for one's immediate neighbours, respect for property, loyalty and duty to one's spouse and children, the work ethic and keeping one's word. The emphasis is on the duty and responsibility of the individual, without which no civilisation can endure.

The common law method, as compared to legislative reform, results in

gradual change through the determination of individual disputes in which parties present contending arguments regarding just conduct. In settling these disputes the courts draw upon precedents embodying the public morality. These principles, as Charles Francis, QC, put it in an unpublished talk, 'represent the collective legal wisdom distilled over many centuries from the finest legal minds in the English-speaking world for the express purpose of defining, protecting and enforcing human rights and obligations' [3]

Through the process of disputation, debate and impartial adjudication, the common law reconciles conflicting interests and develops the necessary constraints on the liberty of the subject.

Legislation. The common law method, like all human creations, is imperfect. It can usefully be supplemented and modernised by legislation. But modernisation is not the same as social engineering. The problem with the modern method is that the common law is being smothered out of existence and legislation has become the primary source of social regulation. Legislators and bureaucrats claiming a superior wisdom indulge in structuring and ordering society in disregard of community consciousness and values. This kind of legislative activism leads to a progressive erosion of human rights under the guise of safeguarding public interests. The common law method, in contrast, assimilates the public morality into legal principles through the direct participation of citizens in the assertion of their individual rights. The restrictions on individual liberty that evolve from this process have a greater relationship to the needs of the people as perceived by the people themselves [2].

One of the problems of applying the common law method nowadays is that socially dangerous situations can arise suddenly and the common law response (relying as it does on appropriate litigation coming before the courts) may not be sufficiently rapid to avert harm. In such situations legislative safeguards are necessary. But although the common law may not provide an immediate remedy, its basic approach will provide valuable guidance for determining the justifiability and extent of the proposed restrictions. The common law approach gives priority to community perceptions and values (including moral and religious responsibilities) rather than to the views of lobbyists and political activists. What is important in such an approach is objectivity and impartiality. In other words, the modern legislator who contemplates placing a restriction on

liberty should approximate his role to that of a judge rather than to that of an ideologue claiming a right based on superior wisdom to effect far-reaching social changes. Only by such means can the perceptions and priorities of the community be ascertained.

An important aspect of the doctrine of the separation of powers is the limitation it places on the delegation of substantive legislative power.

According to Madison, the purpose of legislation was to deal with general principles rather than policy details. Rather than promoting “various and interfering interests”, he thought it should be concerned with determining what Hayek was later to call 'the rules of just conduct'.

Some delegation of the law-making function is inevitable in the modern state. The objectionable features of delegation that have undermined the rule of law include the sheer volume of delegated legislation, the abdication by Parliament of its duty to lay down general principles, and the inordinate extent of uncontrolled discretion that have been conferred on the executive [1].

Parliamentary control over general principles is important for the functioning of the democratic order. It facilitates electoral control over Parliament and since the executive must act within the confines of the law, it facilitates electoral control over the executive as well

This analysis constitutes a bare outline of the proper role of the law and of the constitution. It is not meant to represent an ideal state of affairs in the modern state. In actual practice the system of the checks and balances, constitutional restraints on (a state power and the liberal conception of law are being undermined). However, the elements of a liberal legal and constitutional order as described here lead, if observed, to a system of limited government.

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TYPES OF LAWYERS – THE TOP 10 LAW PRACTICES

Some people assume that a lawyer is a lawyer, and so any lawyer will be able to provide whatever legal services they need. While technically this is true because a lawyer is licensed to practice law (minus a few exceptions where further licensing is required), the law is so vast and all-encompassing that it is impossible for a single lawyer to effectively provide legal services across each different area of law. Much like doctors, where there is a focus on a specific area of the body, specific age groups, or specific types of ailments and diseases, lawyers typically specialize in one, or a few related types of law.

Below is a list of 10 of the most common types of lawyers (in no particular order) and brief descriptions of each lawyers' law practice.

Business Lawyer (also called Corporate Lawyer). Business law is quite broad, and business lawyers will often deal with several areas of law discussed below, including employment, intellectual property, and mergers and acquisitions. Sometimes these lawyers just focus on basic business legal tasks such as forming your company, while others are more encompassing and will work on all types of business needs from employment issues to tax compliance. Also, some lawyers focus only on small businesses and startups, while others focus on large enterprises [1].

Keep in mind that there are business transactional lawyers and business litigation lawyers as well. The difference between these two types of business lawyers are significant, in that business transactional lawyers handle transactions (such as negotiating deals) and drafting documents (such as employment agreements), while business litigation lawyers handle your lawsuits (such as when someone sues your company for violating the terms of a contract). Most of the time, a business transactional lawyer will not do business litigation, and vice versa, although there are exceptions.

Employment and Labor lawyers are exactly as they sound; they handle

issues relating to employment. They mainly deal with making sure businesses are complying with state and federal labor laws. Much like corporate lawyers, there are both litigation and transactional employment lawyers. Employment litigators are the ones who go to court to argue when/if a business violated the terms of an employment contract or state law, while transactional employment lawyers deal more with drafting the employment documents themselves when an employee is being hired. Some employment lawyers do both litigation and transactional work [2].

Finance and Securities lawyers only operate in a very specific sector of law. They tend to only deal with issues relating to banks and individuals issuing money, or to companies selling stock. They can also help defend clients if the IRS or SEC files a complaint against a person or a corporation.

Mergers and acquisition (M&A) lawyers deal with the buying and selling of companies. The buying and selling of major companies can be a very long and complex process which usually involves a team of lawyers. M&A lawyers tend to be very well-versed in finance and securities laws, as well as tax law, to make sure they structure the deals, aka the purchase or sale of their client's company, correctly.

Estate planning lawyers make sure your family dealings are all in order if/when something goes wrong. Their tasks range from creating trusts for a child's college fund to drafting a will so your assets get distributed appropriately to the members of your family when you die. However, there are instances where people do not have a will and their assets have to go through Probate (court that decides what happens to your assets after death if you don't have a will). In these instances, there is a subset of family lawyers, called Probate Lawyers, who argue where and how those assets are distributed [2].

Tax lawyers usually help businesses and individuals comply with state and federal laws when filing their tax returns. However, a larger proportion of these lawyers actually go to court to defend you if the IRS audits you and you face potential jail time or significant fines. Most individual tax lawyers also work in estate planning in some fashion unless they work in the tax department of a large corporation.

Criminal defense lawyers help defend people accused of committing a crime against prosecution by the government, with the goal of reducing their sentencing or helping them stay out of jail. The crimes handled by

criminal defense lawyers range from small offenses such as shoplifting to more serious crimes such as DUI, drug trafficking, assault and battery, or even murder. Many lawyers who practice criminal defense had previous experience working on the prosecution side at the Office of the District Attorney (DA), either while in law school or after [3].

These lawyers are usually very high-volume lawyers in the sense that they tend to have a lot clients on a daily basis and they only perform one or a few small tasks for each one. Traffic lawyers will go to court on your behalf to fight traffic citations or give you advice about whether you have a chance to get out of a speeding ticket or violation for running a red light. Sometimes traffic lawyers are also criminal lawyers who will fight your DUI or DWI as well.

Personal injury (PI) lawyers are the types of lawyers that deal with accidents and injuries of any nature. Personal injury lawyers get involved when you are in a car accident, a doctor misdiagnoses an illness, you had bad side effects from a prescription drug that they didn't warn you about, you were injured by a defective product, and more. This is probably the most common type of attorney that you see advertising on TV, park benches, bus stops, and everywhere else. Their cases can lead to huge financial settlements or judgments, usually involving insurance companies. PI lawyers work for contingency fees, meaning they only take a percentage of the money they recover for you in court, and it will cost you nothing if you lose. The typical contingency fee ranges from 33%-40%. For this reason, it is important for you to know how to choose the right personal injury lawyer, because they all basically charge the same fee, but a good lawyer can make all the difference when it comes to winning your case and recovering a large financial award [2].

Legal Malpractice or Professional Responsibility Lawyer. This is a very niche subset of lawyers, and there are not that many that focus on these areas of law as their specialty. Legal Malpractice or Professional Responsibility lawyers usually sue or defend lawyers when a lawyer has violated their duties to a client (i.e. committed malpractice) or when a lawyer needs defense against a former client who is suing them. Lawyers, similar to doctors, accountants, government officials, etc., have a strict set of industry specific rules they must abide by while practicing law. When they actually violate or are accused of violating any of these rules, professional responsibility lawyers and legal malpractice lawyers come

into play. Sometimes these lawyers are employed before anything actually goes wrong just to make sure that what is about to be done by a lawyer is actually allowed.

Real Estate lawyers assist with any legal issues related to real estate and property. Like business lawyers, real estate lawyers are distinguished between transactional vs. litigation. There are also many differences between commercial real estate and residential real estate, as well as other types of personal property, so most real estate lawyers specialize and focus on one of these areas. Much like business lawyers, real estate litigators go to court to argue if a contract or purchase/sale agreement was violated, or when a tenant or landlord breaks a law and must be handled accordingly. Real estate transactional lawyers, on the other hand, solely deal with the negotiation of real estate transactions and drafting documents surrounding those negotiations [1].

So, now you know a little more about what types of lawyers there are. If you're thinking of becoming a lawyer, weigh the advantages and the disadvantages and talk to someone in the field. Being a lawyer is not for everyone, but for some people, it can be a rewarding profession

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COLD FUSION AS A POSSIBLE SOURCE OF ENERGY OF THE FUTURE

For a long time human race had consumed our planets resources for its purpose. Traditional sources of energy, such as oil or coal, are near depletion. And that poses a question: What are we going to do, when all resources gone? That's why scientists around the world working to find brand new reliable sources of energy that can save our planet from oblivion. Let's observe one of the scientists work, called *cold fusion*.

Cold fusion is a type of nuclear reaction that would occur at, or near, room temperature, compared with temperatures in the millions of degrees that are required for "hot" fusion, which takes place naturally within stars.

The researches in this way started in 1989 by Martin Fleischmann (then one of the world's leading electrochemists) and Stanley Pons reported that their apparatus had produced anomalous heat ("excess heat"), of a magnitude they asserted would defy explanation except in terms of nuclear processes. They further reported measuring small amounts of nuclear reaction byproducts, including neutrons and tritium. The small tabletop experiment involved electrolysis of heavy water on the surface of a palladium (Pd) electrode. The reported results received wide media attention, and raised hopes of a cheap and abundant source of energy.

Many scientists tried to replicate the experiment with the few details available. Hopes fell with the large number of negative replications, the withdrawal of many positive replications, the discovery of flaws and sources of experimental error in the original experiment, and finally the discovery that Fleischmann and Pons had not actually detected nuclear reaction by products. By late 1989, most scientists considered cold fusion claims dead, and cold fusion subsequently gained a reputation

as pathological science.

A small community of researchers continues to investigate cold fusion, now often preferring the designation Low-Energy Nuclear Reactions (LENR) or Chemically Assisted Nuclear Reactions (CANR), also Lattice Assisted Nuclear Reactions (LANR), Condensed Matter Nuclear Science (CMNS) and Lattice Enabled Nuclear Reactions; one of the reasons being to avoid the negative connotations associated with "cold fusion".

A 1991 review by a cold fusion proponent had calculated "about 600 scientists" were still conducting research. After 1991, cold fusion research only continued in relative obscurity, conducted by groups that had increasing difficulty securing public funding and keeping programs open. These small but committed groups of cold fusion researchers have continued to conduct experiments using Fleischmann and Pons electrolysis set-ups in spite of the rejection by the mainstream community. The Boston Globe estimated in 2004 that there were only 100 to 200 researchers working in the field, most suffering damage to their reputation and career. Since the main controversy over Pons and Fleischmann had ended, cold fusion research has been funded by private and small governmental scientific investment funds in the United States, Italy, Japan, and India.

A cold fusion experiment usually includes:

- a metal, such as palladium or nickel, in bulk, thin films or powder;
 - deuterium, hydrogen, or both, in the form of water, gas or plasma;
- and
- an excitation in the form of electricity, magnetism, temperature, pressure, laser beam(s), or of acoustic waves.

The most basic setup of a cold fusion cell consists of two electrodes submerged in a solution containing palladium and heavy water. The electrodes are then connected to a power source to transmit electricity from one electrode to the other through the solution. Even when anomalous heat is reported, it can take weeks for it to begin to appear – this is known as the "loading time," the time required to saturate the palladium electrode with hydrogen (see "Loading ratio" section).

The Fleischmann and Pons early findings regarding helium, neutron radiation and tritium were never replicated satisfactorily, and its levels were too low for the claimed heat production and inconsistent with each other. Neutron radiation has been reported in cold fusion experiments at

very low levels using different kinds of detectors, but levels were too low, close to background, and found too infrequently to provide useful information about possible nuclear processes.

And now we're going to talk about E-Cat – device that can possibly change our future.

Andrea Rossi's E-Cat – the device that purports to use cold fusion to generate massive amounts of cheap, green energy – has been verified by third-party researchers, according to a new 54-page report. The researchers observed a small E-Cat over 32 days, where it produced net energy of 1.5 megawatt-hours, or “far more than can be obtained from any known chemical sources in the small reactor volume.” The researchers were also allowed to analyze the fuel before and after the 32-day run, noting that the isotopes in the spent fuel could only have been obtained by “nuclear reactions” – a conclusion that boggled and still boggles the researchers: “... It is of course very hard to comprehend how these fusion processes can take place in the fuel compound at low energies.” The device's inventor, Andrea Rossi, however, claims that the E-Cat uses cold fusion – low-energy nuclear reactions, LENR – to fuse nickel and hydrogen atoms into copper, releasing oodles of energy.

The researchers are very careful about not actually saying that cold fusion/LENR is the source of the E-Cat's energy, instead merely saying that an “unknown reaction” is at work. In serious scientific circles, LENR is still a bit of a joke/taboo topic. The paper is actually somewhat comical in this regard: The researchers really try to work out how the E-Cat produces so much darn energy – and they conclude that fusion is the only answer – but then they reel it all back in by adding: “The reaction speculation above should only be considered as an example of reasoning and not a serious conjecture.”

The E-Cat tested by the researchers has an energy density of 1.6×10^9 Wh/kg and power density of 2.1×10^6 W/kg. This is orders (plural) of magnitude higher than anything else ever tested – somewhere in the region of 100 times more power than the best super capacitors, and maybe a million times more energy than gasoline. In the words of the researchers, “These values place the E-Cat beyond any other known conventional source of energy.”

Obviously, if these third-party findings are to be believed – if the E-Cat really is performing cold fusion – then this is rather exciting. We are

talking about an extremely cheap, green, and dense power source that could quite literally change the world.

Before the world can be changed, however, there will now be a very extensive period of scrutiny from the scientific community at large. The previous third-party analysis of the E-Cat device, published in March 2013, was attacked and debunked very rapidly. It seems this new report has been intentionally designed so that there are fewer plot holes and logical leaps. The research paper has reportedly been submitted to the Arxiv pre-print server, with the hope of eventually being published in the Journal of Nuclear Physics.

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IMPORTANCE OF CROSS-BORDER COOPERATION FOR REGIONS OF UKRAINE ON THE EXAMPLE OF CREATING EUROREGION “DNISTER”

Due to euro regional trends of Ukraine one of the most pressing problem of social and economic development of our country is the imperfect mechanism of regional policy, which is to be based not on the industry development base, but on the territorial integrity, and is to create conditions for a deeper relationship between the center and the regions. Therefore, most experts and analysts believe cross-border cooperation areas of regions and districts with their territorial neighbors as one of the main resources of regional policy of Ukraine.

Due to the concept of cross-border cooperation in the system of regional development, the idea of administrative division of the country, the inhabitants of border areas, the development of these areas and their inherent problems are considered in a new way. Since these regions always feel lack of attention to them from the central government, they become hostages of regional development imbalances, and thus do not have the funds and capacity to solve their problems, and consequently the vast majority of them become depressed and backward territories.

To solve these problems and to equalize the level of economic development of European Regions, to blur the boundaries between them, to create a single tolerant and prosperous Europe, the European Outline Convention on Transfrontier Co-operation [3] of Territorial Communities or Authorities, aimed at closer cooperation of border regions in economic sector, ecology, science and culture, was adopted in 1980.

Under this Convention "cross-border cooperation" is defined as any joint action directed to strengthening and deepening good relations between Territorial Communities or Authorities under the jurisdiction of two or more contracting parties, and to conclusion with this purpose of any necessary agreements or arrangements [3]. The development of this form of international cooperation is realized within the cross-border regions and is characterized by the certain stages of development, principles and functions of actors of cross-border cooperation.

Due to the Association Agreement with the EU cross-border cooperation between border regions of Ukraine and the Republic of Moldova on the regional level is a positive factor. It is resulted in the creation of the Euro region "Dniester".

According to our study it should be introduced the concept of "Ukrainian-Moldovan cross-border region." The agreement signed on February 2, 2012 established the Euro region "Dniester" and determined the body of cross-border cooperation for association of local authorities of Ukraine and Moldova. Therefore, the main purpose of creation and activity of the Euro region "Dniester" is the programs for integrated and harmonized development of the areas adjacent to the river Dniester [4].

One of the activities of the Euro region "Dniester" is the involvement of local communities of the region into cross-border and international cooperation. It suggests constant contact with representatives of the European Commission and the European Parliament in order to elaborate

ways of implementation grant projects. It is resulted in a help in writing grant projects and finding funds donors for implementation local social initiatives. According to 2013 report the Euro region during a single year of its existence managed to attract 1.5 million USD for the needs of Vinnytsia Region communities. [4].

Evaluating the success of this collaboration it should be noted that the largest grant, which is more than 1 million hryvnias, was attracted for the purchasing of medical equipment for Trostyanets district hospital. These funds were given by Japanese Embassy in Ukraine as a part of the grant aid within the program “Kusanone”.

Also the achievements of Euro region “Dniester” should include the allocation of a 100 000 USD grant from US Embassy for Vinnytsia Region for the development of volunteering in the border areas. It should be noted that the Euroregion "Dniester" is among the top three Euro regions in Europe and is the first in performance in Ukraine [4].

Therefore an active position of Vinnytsia Region in direct participation in European processes of cross-border cooperation is very important. The region is a leader in issues of international and regional cooperation. In particular, more than 300 cooperation agreements between the administrative-territorial units of Vinnytsia Region and the EU, more than 40 agreements between local communities of Vinnytsia Region, Moldova and Romania were signed and implemented. This fact underlines the significance of cooperation between the countries within the framework of the Euro region “Dniester”.

In September 2014 during the seminar of Territorial Cohesion Policy Commission (COTER) and the Committee of Regions of the European Union delegation of Euro region “Dniester” and Vinnytsia Region visited the city of Yassy (Romania) in order to discuss the possible contacts of depressive regions of EU with the central regions, the use of financial instruments that allow to implement large-scale transport infrastructure projects in the context of regional development. Besides, the visit was made to Yassy International Airport, which is by far the most significant investment of Yassy county and amounted of 60 million EUR from the EU. As for the Ukrainian side, representatives of public utility company “Vinnytsya oblvodokanal” visited a similar enterprise in the city of Yassy to establish contacts aimed at development of joint projects in water treatment.

Therefore, the total amount of grant aid that came to Vinnytsia Region in 2014 due to the activity of euro region “Dniester” is 481 000 euros, 49 000 dollars and 99 000 hryvnias [4].

So economically it appears that the targets of Euro regions activity in Ukraine should become: reducing social and economic disparities between the EU and Ukraine, acting as mediators of economic relations between the EU and Ukraine which will give in their turn certain economic preferences, and the use of border status for the recovery and economic development of border regions.

Thus, in general common traditions and common historical and cultural development, similarities in recreational potential, dynamic bilateral economic cooperation, inter-regional and cross-border cooperation between the two neighboring nations, namely Ukraine and Moldova, allow to create conditions for a strong and competitive Ukrainian-Moldovian cross-border region.

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THE HISTORY OF GREAT INVENTIONS IN MECHANICAL ENGINEERING: GEORGE AND ROBERT STEPHENSON

George and Robert Stephenson were English railway engineers and they are famous for their great inventions in mechanical engineering, namely by the designing and construction of the first locomotive and railway bridges.

The miners' safety lamp

In 1815, aware of the explosions often caused in mines by naked flames, Stephenson began to experiment with a safety lamp that would burn without causing an explosion. At the same time, Cornishman Humphry Davy, the eminent scientist was also looking at the problem. Despite his lack of scientific knowledge, Stephenson, by trial and error, devised a lamp in which the air entered via tiny holes. Stephenson demonstrated the lamp to two witnesses by taking it down Killingworth Colliery and holding it in front of a fissure from which firedamp was issuing. This was a month before Davy presented his design to the Royal Society. The two designs different, Davy's lamp was surrounded by a screen of gauze, whereas Stephenson's lamp was contained in a glass cylinder. For his invention Davy was awarded £2,000, whilst Stephenson was accused of stealing the idea from Davy, because of the fact that he was not seen as an adequate scientist. Stephenson having come from the North, meant that he did not speak the language of parliament. This made him seem lowly. Having experience in this meant that George later educated his son, Robert, in a private school, where he learnt to speak with the correct vocabulary and accent.

First locomotive

Stephenson designed his first locomotive in 1814, a travelling engine designed for hauling coal on the Killingworth wagonway named

Blücher after the Prussian general Gebhard Leberecht von Blücher. It was modelled on Matthew Murray's locomotive Willington which George studied at Kenton and Coxlodge colliery on Tyneside and constructed in the colliery workshop behind Stephenson's home, Dial Cottage, on Great Lime Road. The locomotive could haul 30 tons of coal up a hill at 4 mph (6.4 km/h), and was the first successful flanged-wheel adhesion locomotive: its traction depended on contact between its flanged wheels and the rail. Altogether, Stephenson is said to have produced 16 locomotives at Killingworth although it has not proved possible to produce a convincing list of all 16. Of those identified, most were built for use at Killingworth or for the Hetton colliery railway. A six-wheeled locomotive was built for the Kilmarnock and Troon Railway in 1817 but was withdrawn from service because of damage to the cast iron rails.

George Stephenson & Son had been created on the last day of 1824, when Robert was in South America, with the same partners as Robert Stephenson & Co. Formed to carry out railway surveys and construction, George and Robert were both listed as chief engineers and responsible for Parliamentary business, and the list of assistant engineers included Joseph Locke, John Dixon, Thomas Longridge Gooch and Thomas Storey. The company took on too much work that was delegated to inexperienced and underpaid men.

Soon after he had returned from America Robert took over responsibility for overseeing the construction of the Canterbury & Whitstable Railway, and this opened on 3 May 1830 with a locomotive similar to *Rocket*, called *Invicta*, supplied by Robert Stephenson & Co. He was also responsible for two branches of the L&MR, the Bolton & Leigh and Warrington & Newton railways. The Leicester & Swannington Railway was built to take coal from the Long Lane colliery to Leicester, and Robert was appointed engineer. Robert Stephenson & Co. supplied *Planet* type locomotives, but these were found underpowered and were replaced in 1833

Bridge builder. The *Chester & Holyhead Railway* received its permission in 1845 and Robert became the chief engineer and designed an iron bridge to cross the River Dee just outside Chester. Completed in September 1846, it was inspected by the Broad of Trade Inspector, Major-General Paisley, on 20 October. On 24 May 1847 the bridge gave way under a passenger train; the locomotive and driver made it across, but the

tender and carriages fell into the river. Five people died. Conder attended the inquest at Chester: he recounts that Paisley was so agitated he was nearly unable to speak, Robert was pale and haggard and the foreman of the jury seemed determined to get a verdict of manslaughter. Robert had been prepared to admit liability, but was persuaded to present a defence that the cast-iron girder could only have fractured because the tender had derailed due to a broken wheel. Robert was supported by expert witnesses such as Locke, Charles Vignoles, Gooch and Kennedy, and a verdict of accidental death was returned. Robert never used long cast-iron girders again and a Royal Commission was later set up to look at the use of cast iron by the railway companies.

So, the Stephensons were active workers in the field of mechanics, and today we should be grateful to them for the inventions that have made our life easier.

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TRENDS OF GLOBALIZATION PROCESSES IN UKRAINE

At the turn of the XX-XXI century international community enters a new era of globalization of its development. This era reveals to humanity not only new opportunities of growth, but also new threats, challenges and global conflicts. If society wants not only to survive, but also to achieve

new levels of development for all countries, it must find new ways to overcome crises and conflicts [1].

Since the beginning of the XX century globalization trends have been covering the world and at the end of the century surely won. Today, globalization as a process, influences not only the development of state institutions, but also ordinary citizens.

Globalization in economic relations is manifested in the following processes: the movement of goods and services between countries and sectors of the economy, the movement of financial capital between countries, the movement of people between countries, foreign currency transactions in the foreign exchange markets [2].

Globalization is a relatively new and the highest stage of development of another well-known process of internationalization (transnationalization) of many aspects of social life. It reflects an objective process of intensification of interrelations and interdependence of present-day socio and economic and socio and political processes in a global scale, which not only overcome national barriers, but also combine different phenomena and multi-vector ways of life.

National economies are becoming more closely interrelated and the global economy is being combined into a single complex. The economic essence of globalization consists in appearing and functioning of a large number of multinational companies with huge resources which can realize global-scale projects; a significant increase in transnational flows of capital, goods, human resources, the rapid development of international trade, increasing international specialization and cooperation.

Global relationships and interdependencies not only accelerate the evolution of Ukrainian national political institutions, but give them new skills both consolidating and destructive. Therefore, the foundation of global government should be built on democratic principles, by no means on monopolization in the hands of a "Great of Seven" or the European Union. No country should have a monopoly to rules the world. Global government does not mean the establishing a world government or global state. In this case, new system of governing the regions such as the European Union may appear. In addition, new global organizations like the United Nations, the International Monetary Fund, the World Bank, which will provide global economic and political policy will appear. Along with them new global organizations like the WTO, will become global

governing institutions using financial and economic methods of influence.

The main drivers of modern business integration processes are international economic organizations, unions and associations: the International Monetary Fund (IMF), World Bank (WB) , World Trade Organization (WTO), and particularly the European Union (EU) [2]. The main feature of the modern world's socio and economic and political development is high dynamics of integration processes in the whole world and in Europe in particular. Even those countries that do not belong to the integration associations inevitably endure their impact.

Ukraine also participates in European integration processes what clearly defines its European orientation. Integration of Ukraine into the European Union is defined as a priority of domestic and foreign policy. Ukraine, like most independent states of Central and Eastern Europe recognized the priority of European integration of its economy.

The European Union as the most powerful integration structure on the Old Continent, plays a crucial role in present-day international relations and performs the function of the global economic system that breaks down the boundaries of national economies linked by strong commercial, financial, political , social and cultural relations [1].

As a civilized European country, which stands at the position of democracy and market economy, Ukraine can not exist in isolation from the world and European integration processes. One of the most important directions of its development strategy Ukraine proclaimed its accession to the European Union.

The agreement on free trade with the EU, will possibly give benefits as well as losses for the domestic economy. FTA may provide mutual benefits to both consumers and businesses of Ukraine and the EU.

If the FTA becomes a reality, the Ukrainian business will equally compete with the Member States. The most effective way is the adoption of European system of business. And our state should abolish most of tax benefits because it violates the principles of market economy and creates uncompetitive advantage for the Ukrainian producers. However, most EU countries have a much broader package of fiscal measures for entrepreneurship, including direct budget transfers and complex tax benefits.

The greatest opportunities for the state aid, including tax benefits have eastern EU countries, namely - Poland, Slovakia, Hungary, Romania.

Taking into consideration that they have relatively inexpensive labor resources and access to cheap and long term financial resources it will be difficult to compete with them even in the domestic market.

To reduce the threats of falling competitiveness of domestic enterprises Ukraine needs to reform fiscal instruments to support entrepreneurship. Reforming the system of fiscal support for the economy should be directed at encouraging businesses to develop the whole cycle of economic activity on the territory of Ukraine and ensuring their competitiveness in domestic and international markets [3].

Almost all the politicians and officials understand the use of implementation of real and effective tax incentives but in practice they actually do little because of the fact that the object of support or stimulation is rather complicated. It should be clearly understood what is necessary to support and promote and at which point the maximum effect will be achieved at minimum cost of the budget.

One should note that regulations of the EU and WTO, with rare exceptions, prohibit the state aid in the form of tax incentives to individual businesses, but allow to support certain directions of economic activity. This is fully used by the most EU countries, especially by our Western neighbors. In order to visually compare initial conditions in which Ukrainian and European companies enter the common market, just look at the product in terms of its "economic way" from the concept to the moment of entering the market.

So the best way for maintaining the competitiveness of Ukrainian business and its effective development is adopting the European system of fiscal incentives. In this way the government not only supports domestic producers, but declares the will to quicker and deeper integration in the EU.

Thus, Ukraine due to its economic opportunities, intellectual, scientific and technical potential belongs to the largest and advanced European countries. This makes it a significant factor in international life. Therefore, foreign policy should be directed at strengthening its authority and importance in the global community. European choice of Ukraine's foreign policy is quite a difficult and long way that requires commitment and mobilization of society in the implementation of fundamental reforms in political, economic, legal and other spheres. Today's priority for Ukraine is European integration through intensification of cooperation in

political, legal, social, economic and cultural spheres.

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HIDDEN RESOURCES OF THE INTERNET

Everybody uses Internet for browsing websites, communicating with friends and family and for accessing a multimedia content. But only few people know that that we usually see is the only very small part of the network. There are large amounts of data that are not available for average Internet user.

The largest amount of data is the DeepWeb. It is just the portion of World Wide Web content that is not indexed by standard search engines like Google, Yandex and DuckDuckGo. It is impossible to measure or put estimates onto the size of the deep web because the majority of the information is hidden or locked inside databases. During research in 2004 there were detected around 300,000 deep web sites in the entire Web. The other interesting group of websites is so called “Dark Internet”. It refers to any or all network hosts on the Internet that no-one can reach. The data on the dark Internet is kept off the internet simply because it is data which most people will not need or search for anyway. Types of data include databases, chat records, and raw data which has been used for scientific articles. Failures within the allocation of Internet resources due to the Internet's chaotic tendencies of growth and decay are a leading cause of dark address formation. One form of dark address is military sites on the

archaic MILNET. These government networks are sometimes as old as the original ARPANET, and have simply not been incorporated into the Internet's evolving architecture.

Continuing the topic of archaic infrastructures worth mentioning that there are some old protocols of data exchange that still work in modern Internet but are hardly used by ordinary people such as Gopher. Gopher was a predecessor of usual HTTP and it was used for accessing website with text-only information when the computers were just a text terminals. In November 2014 gophersphere search engine Veronica indexed 144 gopher servers with different information.

The second largest group of hidden information storages are overlay networks. Overlay networks works basically by setting up their own infrastructure and routing system on top of the usual Internet. The well known Tor, a software which bounces user's network traffic for purpose of anonymous access to the Internet also allows their users to access so called “hidden services” that are servers configured to receive inbound connections only through Tor. Rather than revealing a server's IP address (and thus its network location), a hidden service is accessed through its onion address. Another overlay network, I2P or The Invisible Internet Project was designed specially for deploying internal services works the same way. The hidden websites in overlay networks are often used by criminals, activists and victims of political persecution for communicating.

Just like overlay networks, mesh networks like Hyperboria also use their own routing system and infrastructure. The main difference between overlay networks and mesh networks is that mesh networks are designed to be used not on top of the Internet but instead of it. Each node in mesh network relays data for the network. All nodes cooperate in the distribution of data in the network. Mesh networks are typically wireless. Over the past decade, the size, cost, and power requirements of radios has declined, enabling multiple radios to be contained within a single mesh node, thus allowing for greater modularity; each can handle multiple frequency bands and support a variety of functions as needed—such as client access, backhaul service, and scanning (required for high-speed handoff in mobile applications)—even customized sets of them. The most popular meshnetwork is Project Meshnet also known as cjdns. It consists of different local networks called MeshLocals connected into one large

network called Hyperboria. It's quite easy to join this network. You just need to download and install cjs router software and connect your computer to another one. If you don't have friends who use Meshnet you can connect to any public peer. Meshnet can also work as usual overlay network by routing their resources on top of existing Internet or local networks. In meshnet you can find some websites and communication services like email or instant messaging. The network is still very small and unstable so it can take some time for you to find something interesting in it.

The most hidden and interesting place for information exchange are private computer networks running over existing Internet. It's not the same thing as overlay networks because they are private and can only be accessed by people who have access to it. These networks are usually friend-to-friend networks. The most popular are Anonet and dn42 networks, They uses VPN connections between users and a number of their own software and protocols to communicate inside their network. They has their own websites, DNS servers, game servers and even their own internal Tor hidden services. You can access a little part of this network by using so called OpenVPN client port but the access for foreign clients is very limited – only few read-only websites. To join these networks you should find a friend who is already connected to it and peer with him. The Anonet project was started in 2005, it has active community, continues to grow regardless of the Internet and has a lot of hidden content inside.

And the last interesting storages of information are so called decentralized services that became very popular in last few years. For example, well known BitTorrent and eMule has a lot of different content that can be accessed only by people who know correct magnet address. Much less known Retroshare has a lot of forums and files inside that can be accessed only in friend-to-friend manner. And such program as Syndie allows users to access very large decentralized forum and blog system and has a lot of different text information and discussions inside.

So the Internet is just a collection of websites can be reached with your favorite search engine. It hides inside a lot of different networks, data storages and information which only true enthusiasts can reach. The popularity of decentralized services and ease of use increases with heed of users because of mass surveillance programs like PRISM or Tempora.

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USING APIHELPER IN BEEKEEPING

We all know the common problems when inspecting individual hive bodies of the hive. First, we must lift the upper hive bodies (usually full with honey) and then to place them down somewhere (frequently on the

grounds, which is not really good for the bees) and then to lift them again back up to form and close the hive. In case we are beekeeping with only a few bee hives, then we might tolerate it. But when you start working with 10, 20, 40 and more – then it takes a lot of time and effort to do the regular weekly tasks, not to tackle the jobs in the high season [1, p. 1].

The term Apihelper could be translated as “*the beekeeper’s assistant*”. And just like the name suggests – this device enables us to work more efficiently with less physical effort.

Let's take a look at some of its advantages:

- Improves speed of regular tasks in beekeeping
- Simple to use
- Easy to lift and move heavy loads
- Stable, also on rough terrain
- Multi-functional (forklift upgrade)
- Always with you in a car
- Suitable for every type of bee hive

Apihelper is making tasks a breeze with almost no effort. Beekeeper drives the Apihelper to the hive, simply mount the desired number of hive bodies and press the button (or turn the handle) with 10-times less effort – e.g. uses only 10 kg of force to lift 100 kg. The lift is self-supporting, so we lean it back and have our hands free to quickly do the inspections and work needed. When finished, we step behind the lift, press the button or turn the handle to lower the hive bodies back on its place. And off we go to the next hive [5, p. 7].

No unnecessary heavy loads that are hurting your back. No more lifting up and down. Apihelper saves time and the bee colony gets disturbed for only short period of time (as quick inspection as possible is especially important in early spring and late autumn). We made all the innovations so the Apihelper would be as simple to operate as possible. Handling is intuitive, yet the most emphasis is on safety of the device, which is very important aspect when it comes to moving the bee hives [4, p. 2].

Here is how we operate Apihelper in 4 steps:

- Move Apihelper so it's parallel to the hive
- Push both side handles to touch the hive, then lower the handle on Apihelper so side handles firmly grip the hive
- Press the button or turn the handlebar to lift the hive (or selected part

of the hive)

- Slightly lean back Apihelper so it's self-standing on the main steel frame (and leave it there with the hive on it) or drive the hive to another location

Your lower back will be eternally grateful when you decide for the beekeeper's assistant for lifting and moving the bee hives. A 1:10 ratio in favour of the beekeeper means that one must use 10-times less force to lift a certain weight (250 lbs. feels like lifting 25 lbs.).

It already helped many seniors to stay active as beekeepers – to proceed with this noble occupation, although their physical condition denies them possibility to lift and manage the hives. The device is also appropriate for women and younger beekeepers. Pneumatic wheels can be set to a wider or a narrower position. Wider position of the wheels is great for bumpy terrain or when moving around a heavy burden – Apihelper gets additional stability. So if you bump into any obstacle when transporting, you don't lose control over the machine and you avoid the fall of the hive [3, p. 1].

The narrower position (wheels towards the inside) can be useful when we need to manipulate along the narrow or windy path. This option is mainly used on flat terrain. Every Apihelper can be upgraded to a useful forklift by adding two steel bars (included in every model). This is how we get a universal transport device. You can use it to lift and move different objects like barrels, bags, palettes or anything you want to grab and move really [2, p. 14].

If you are like most of the beekeepers, you have bee hives on a remote location, especially during the harvesting season. When you drive there with your car, your Apihelper can be always with you as it fits in the trunk easily. This way your beekeeping assistant is always there when you need him. The width of the side handles, that grip the hive, is adaptable. So the machine can be used with all the standard bee hive designs:

- LR (Langstroth)
- DB (DadantBlatt)
- UK nationalhive
- RV in EV (RodnaVoja, EkoVoja)
- Warréhive
- Alpinehive [2, p. 1].

So, using Apihelper in Beekeeping has many advantages. Apihelper

would be as simple to operate as possible. Handling is intuitive, yet the most emphasis is on safety of the device, which is very important aspect when it comes to moving the bee hives. You can use it to lift and move different objects like barrels, bags, palettes or anything you want to grab and move really. Apihelper saves time and the bee colony gets disturbed for only short period of time. This device enables us to work more efficiently with less physical effort.

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MACHINES IN MODERN AGRICULTURE

In modern agriculture machines are used to reduce the hours of labour required to produce agricultural products. Machines have been developed that enable agricultural producers to increase the number of acres that they operate.

Agricultural producers use tractors to operate the equipment that is used to till, plant, fertilize and harvest crops. Modern tractors range in

size from 10 to 15 horsepower (7,5 to 11 kilowatts) to over 400 hp (over 300 kw). Grain combines with headers up to 30 feet (9,1 meters) in width are used to harvest grain and seed crops. Hay and other forage crops can be harvested and stored with modern equipment without any manual handling. Cotton, peanuts, fruits, vegetables and nut crops are harvested by specialized harvesting equipment.

There is a great demand for persons to manufacture and service the machines used in agricultural production. This is an important part of the power production. It includes the equipment and tractor companies, the farm repair and maintenance shops, the research and development centers and all other services that are necessary to support production agriculture's needs for machines and equipment.

Tractor is useful when it supplies power to machines. Power can be supplied by the tractor in various forms. The tractor can pull or push machines, it can supply power to machines from the power-take-off shaft and it can drive machines by means of a belt from a belt pulley.

The tractor power is produced by the engine and is measured by horsepowers (hp) or kilowatts. There are tractors with engine power from 3 to 300 hp.

Tractors are classified according to the maximum power that their engine can produce.

The crawlers or track laying tractors are large. They are used for heavy operations, such as road making or dam building.

Large tracks increase the grip of the tractor on the ground and the crawlers are able to push or pull heavy loads and machines.

Most of the tractors have tyres which can be placed closer or farther apart according to the distance between the rows that must be cultivated.

Wheeled tractors may have mounted implements and machines on them. This is done by the three-point linkage.

There are tractors with diesel or gasoline engines. The diesel engine will use less fuel than the gasoline engine for the same work done.

The regular servicing of tractors is necessary because it provides the tractor's useful work.

The fuel should be clean and have no water. If the engine is water-cooled one must be sure that there is water in the radiator. The radiator should be clean. The oil has to be changed regularly.

Modern farm tractors can do various job very effectively. Modern

farm tractor can:

- 1) pull or push machines;
- 2) operate implements mounted upon it by means of the three-point linkage;
- 3) transmit power by means of its PTO- shaft;
- 4) drive machines by belt power;
- 5) transmit power by means of shafts;
- 6) supply power for different operations;
- 7) generate electricity.

There are various types of farm tractors: wheeled tractors, and track laying tractors or crawlers, general-purpose tractors, large field tractors and garden tractors.

Crawlers are also necessary in agriculture; they are usually used for heavy operations such as road making and dam building. All the crawlers have tracks which must increase the grip of the crawler on the ground. They have low operating speeds but they can pull or push heavy loads and machines [1, p. 77].

For research and development (R&D) in the sector of agricultural tractors and engines, AGCO is receiving a loan from the European Investment Bank (EIB). The EU bank is providing AGCO, a global leader focused on the design, manufacture, and distribution of agricultural machinery with EUR 200 million for the development of machinery with reduced levels of exhaust emissions and lower noise levels. The programme will be carried out at AGCO's European R&D centres in Marktoberdorf (Germany), Beauvais (France) and two locations in Finland.

Agricultural vehicles have to comply with new legislation stipulating increased safety and improved noise protection for operators as well as the reduction of exhaust emissions. AGCO is developing technical solutions for these requirements and numerous future safety-related items that will be linked to vehicle registration. The company will conduct the required R&D activities at its European research facilities in the period 2015-2018 [5, p. 2].

EIB Vice-President Wilhelm Molterer underlined the pre-eminent role of innovation in increasing productivity in the agricultural sector. "With its research activities, AGCO contributes to the development of innovative and technologically advanced machinery. This will benefit agricultural

enterprises which will be able to increase their efficiency, productivity and profitability. Innovative agricultural machinery also has a positive impact on the environment because it helps reduce fuel consumption and the emission of pollutants. Finally, the project will strengthen Europe's position as a technology supplier and thus contribute to the competitiveness of European industry" [4, p. 1].

HORSCH Maschinen GmbH
Precision drill meter for grain and oilseed rap
HORSCH Maschinen GmbH, Schwandorf, Germany
Hall 12, Stand C47

The trend towards lower seeding intensities when drilling grain and oilseed rape strengthens the demand for thinning equipment for these crop types. Furthermore, practical tests confirm not only an increase in yield, but also potentials for savings in seed, fertilizers and fungicides. Horsch presents a new, innovative metering method based on the platform of the existing Pronto DL drilling machine. The seedbed is prepared from a central hopper with the aid of a central volume metering unit. This pre-dosed seed is conveyed pneumatically and delivered to the respective seed row via a deflector distributor head. Thus up to the coulter, the seed delivery takes place totally conventionally without further changes to the standard drilling machine. Each seed row possesses a dosing unit on the top side of the coulter for thinning the seed flow from the distributor head. In this dosing unit the unsorted, volumetrically dosed seed flow is prepared and passed, thinned, to the down-tube. The desired orderly and thinned seed flow is then obtained at the outlet of the dosing unit. The newly developed equipment for precision drilling of grain allows very high thinning frequencies in order to keep up with the performance efficiency of today's drilling machinery with travel speeds of 10 to 12 km/h. The new precision metering unit is able to dose up to 120 grains/sec with a frequency of up to 120 Hz, i.e. a seeding rate of 240 grains/m² at 12 km/h with row spacing of 15 cm in precision drilling quality. High grain frequencies combined with high travel speed do not permit a longitudinal distribution variation coefficient at the level of maize and sugar beet of 20 to 30% to be achieved safely in the field. However, the newly developed thinning metering unit makes it possible to achieve variation coefficient levels of 40 to 50% in practice and thus come very close to the classic precision drill implement. This solution will upgrade existing pneumatic

drilling machinery to precision drills without losing the performance rate of the drilling machine [2, p. 1].

*CLAAS Vertriebsgesellschaft mbH
Hall 13, Stand B05*

In positively steered axle systems, the steered axles of the trailer are steered in a predetermined (fixed) ratio depending on the steering angle of the tractor. If the basic setting of the system is selected such that the positively steered axles only carry out relatively small steering movements in relation to the steering angle of the tractor, this has positive results for driving stability at fast speeds, but negative consequences for maneuverability of the tractor-trailer train. The tyres are exposed to stronger wear in tight bend radii. If a larger steering angle of the steered axles is realized, this promotes maneuverability – but at the cost of driving stability. The solution from Claas now offers speed-dependent automatic adjustment of the positive steering. This is adapted optimally and completely automatically to the driving situation. Accordingly faulty operation is avoided – the system always selects the optimal compromise between maneuverability and driving stability. In addition, in tight bends the driver is warned by the articulation angle assistant using an acoustic signal before any collision occurs between tractor and trailer drawbar [3, p. 9].

So as we can see, agriculture is not static. There is a great demand for persons to manufacture and service the machines used in agricultural production. In modern agriculture machines are used to reduce the hours of labour required to produce agricultural products. Machines have been developed that enable agricultural producers to increase the number of acres that they operate.

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TYPES AND LEVELS OF CRIMES

In criminology, examining why people commit crime is very important in the ongoing debate of how crime should be handled and prevented. Many theories have emerged over the years, and they continue to be explored, individually and in combination, as criminologists seek the best solutions in ultimately reducing types and levels of crimes. Here is a broad overview of some key theories:

- Rational choice theory: People generally act in their self-interest and make decisions to commit crime after weighing the potential risks (including getting caught and punished) against the rewards.

- Social disorganization theory: A person's physical and social environments are primarily responsible for the behavioral choices that person makes. In particular, a neighborhood that has fraying social structures is more likely to have high crime rates. Such a neighborhood may have poor schools, vacant and vandalized buildings, high unemployment, and a mix of commercial and residential property.

- Strain theory: Most people have similar aspirations, but they don't all have the same opportunities or abilities. When people fail to achieve society's expectations through approved means such as hard work and delayed gratification, they may attempt to achieve success through crime.

- Social learning theory: People develop motivation to commit crime and the skills to commit crime through the people they associate with.

- Social control theory: Most people would commit crime if not for the controls that society places on individuals through institutions such as schools, workplaces, churches, and families.

- Labeling theory: People in power decide what acts are crimes, and the act of labeling someone a criminal is what makes him a criminal. Once a person is labeled a criminal, society takes away his opportunities, which may ultimately lead to more criminal behavior.

- Biology, genetics, and evolution: Poor diet, mental illness, bad brain chemistry, and even evolutionary rewards for aggressive criminal conduct have been proposed as explanations for crime.

Understanding the psychology of people who commit crime

So what's the psychology of people who commit crimes?

Every human behavior is done to serve a certain important psychological goal including the crimes people commit. What seems irrational from the outside like a crime is actually an attempt to do something completely rational like reaching a certain psychological goal.

For example If a child felt inferior during his childhood then there is a big possibility that he will strive for superiority as an adult.

Now what if that child didn't manage to achieve his goal using the normal ways such as academic or financial success? At this point he might decide to become superior by being dangerous or in other words by becoming a criminal.

so the first thing you need to know about the psychology of people who commit crimes is that they are trying to achieve psychological balance through a short cut because they didn't manage to go through the normal way.

This interpretation of the psychology of people who commit crime is not yet complete because not every person who fails to achieve his goals turn into a criminal but only those who lack social interest.

Social interest is developed as a result of correct parenting and as a result of being raised in a healthy house where both the father and the mother are loving and cooperative. Children who don't learn how to cooperate and who fail to develop social interests are at high risk of becoming criminals provided that they failed to achieve their psychological balance using the socially acceptable methods.

THE MOST EVIL CRIMES

Whether you think they are evil, disturbed, or just mental you are part of a society that exhibits both a repulsion and fascination with the lives and minds of serial killers. Who are these serial killers and what motivates them? We really don't know. But when we can skillfully create torture devices meant to inflict the most pain on another individual, we are afraid to know the answer. These are the most evil serial killers of the 20th Century.

David Berkowitz Known as the Son of Sam or the .44 Caliber Killer, David Berkowitz carried out a series of shootings in the summer of 1976. Using a .44 calibre Bulldog revolver, he shot 6 people dead and wounded 7 others. Berkowitz sent a series of taunting letters to police and the press promising further shootings, terrorising the people of New York City. Eventually captured in August 1977, Berkowitz confessed to all of the

killings and was sentenced to 25 years to life in prison for each murder, to be served consecutively and is unlikely ever to be released.

Ian Brady and Myra Hindley killed 5 children between 1963 and 1965, in Greater Manchester, England. Aged between 10 and 17 years old, their victims were sexually assaulted before being brutally murdered. Three of the victims were discovered in graves dug on Saddleworth Moor and the last victim's body found at Brady's house, the whereabouts of the fourth victim, Keith Bennett remains unknown. Both Brady and Hindley were later sentenced to life imprisonment. Hindley dying in prison in 2002. Brady has since been confined in the maximum security Ashworth Hospital where he remains on hunger strike to this day.

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HEALTHY LIFESTYLE

Health is harmony and balance
between different aspects of
human nature, of reality and lifestyle
Hippocrates

Healthy lifestyle is not just physical exercise in the morning, but a number of other vital principles, among them a harmonious relationship with friends, colleagues and even strangers.

HLS components contain various elements relating to all areas of health: physical, mental, social and spiritual. The most important of them are food (including consumption of high-quality drinking water, the required amount of vitamins, minerals, proteins, fats, carbohydrates, special foods and nutritional supplements), life (quality of housing conditions for passive and active recreation, the level of mental and physical security), working conditions (safety not only in the physical but also the mental aspect, the presence of incentives and conditions for professional development), physical activity (physical culture and sports, the use of different systems of healing aimed at improving the level of physical development, support, recuperation after physical and mental exertion).

To understand the importance of healthy lifestyles awareness and access to special preventive procedures having to slow down the natural aging process, the availability of appropriate environmental conditions, and other components of healthy lifestyles, with particular relevance not only physical and mental, as well as social and spiritual health should be taken into account.

Tobacco is a killer. Smokers and other tobacco users are more likely to develop disease and die earlier than are people who don't use tobacco. If you smoke, you may worry about what it's doing to your health. You probably worry, too, about how hard it might be to quit smoking. Nicotine

is highly addictive, and to quit smoking – especially without help – can be difficult. In fact, most people don't succeed the first time they try to quit smoking. It may take more than one try, but you can stop smoking.

That's why it is very significant to take that first step: Decide to quit smoking. Set a stop date. And then take advantage of the multitude of resources available to help you successfully quit smoking.

Smoking is the most common cause of lung cancer. Smoking people put at risk not only their health, but they also cause damage to the health of the people around them, turning them into passive smokers. And how much cash could be saved by smokers, if they stop spending money on cigarettes? The sum of this is essential for any person with an average standard of living. A smoker, who smokes a pack of cigarettes a day, could afford a monthly subscription to the pool.

Talking about the basics of a healthy lifestyle, we should mention that each person must have its own health system as a set of lifestyle circumstances to implement.

Sooner or later the absence of the health system will lead a human being to disease, and will not give him the opportunity to realize his inherent in the nature of inclinations.

The main features of health programmes should be:

- voluntary;
- expenditure of some physical and other forces;
- focus on continuous improvement of physical, mental and other features.

Creating the system of healthy lifestyle is an extremely lengthy process and can last a lifetime.

Feedback from attacking the body as a result of following a healthy lifestyle changes cannot occur immediately. The positive effect of such transition to a rational way of life is sometimes delayed for years. That is why, unfortunately, quite often, people just “try” the transition itself, but do not get quick results and return to the old way of life. This is not surprising, since a healthy lifestyle demands rejecting some familiar pleasant living conditions (overeating, comfort, alcohol, et al.). In the first period of transition to a healthy lifestyle it is especially important to support the person in his quest, provide him with the necessary advice (as during this period (as he constantly suffers from a lack of knowledge in various aspects of a healthy lifestyle) to indicate a positive change in the

state of his health, functional performance, etc.

Starting a fitness programme may be one of the best things we can do for our health. After all, physical activity can reduce our risk of chronic disease, improve our balance and coordination, help lose weight, and even boost our self-esteem.

To live a healthy lifestyle one should follow the following rules:

1. Choose food that contains minimal amounts of unhealthy fats. Unhealthy fats include both trans fats and saturated fats. These fats will raise your LDL cholesterol, and elevated LDL cholesterol often correlates with an increased risk for heart disease.

2. Eat healthy fats in moderation. Poly-unsaturated, mono-unsaturated and omega-3 fats are all good lifestyle choices. These good fats lower your LDL cholesterol and raise your HDL cholesterol, which correlates with decreased risk for heart disease.

3. Select foods that are low in both sugar and highly refined carbohydrates. Minimize your consumption of sweets, soft drinks, sugary fruit juices and white bread. Choose whole fruits, freshly-squeezed juices and whole grain bread instead.

4. Eat a variety of different whole foods instead of eating processed foods. Eat fruits and vegetables for their high vitamin and mineral content. Choose lean meat, beans and tofu for their protein content. Enjoy whole grains such as whole wheat bread, whole wheat pasta, brown rice and quinoa. Eat low-fat dairy products. Skim milk and reduced fat cheeses will reduce your fat intake while ensuring that you receive enough calcium.

5. Incorporate organic foods. Shop at a natural food store or buy food from a local farmer's market.

A healthy lifestyle involves eating a balanced diet, exercising regularly and managing stress effectively. Making these healthy choices every day can affect more than our physical appearance – it can also increase both the length and quality of our life by boosting our immunity to disease and keeping us emotionally healthy.

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ECOLOGICAL PROBLEMS OF UKRAINE

Fifty years ago hardly anybody has concerned about environmental problems. Industrial and economic development, progress and profit were more important. Large cities with thousands of smoky industrial enterprises appear all over the world today.

The atmosphere adjudged more than 6 million tons of pollutants and carbon dioxide every year in Ukraine. Traditionally, major pollutants are industrial enterprises. However, an increasing number of cars on the roads entailed an increase in harmful emissions. Over the past few years, the number of exhaust gas into the air on the territory of the big cities has grown by 50-70%.

71% of the land resources in Ukraine are used for agro-landscape business, but because of the overuse and misuse of the land the fertility falls every year. Soil ecosystem is destroyed mainly due to the intensive development of erosion in recent years and it has undergone more than 35% of the farmland in Ukraine. The active use of fertilizers has led to the increase in the area of acid soils (2.4 million hectares over the past 15 years). The thickness of the humus layer affects the crop. In addition, almost 40% of the total land resources of Ukraine are contaminated. The critical values of the level of fertility can be achieved in 20-30 years and in some regions even earlier [1].

All surface waters of Ukraine belong to the Black Sea and Sea of Azov basins. The high population density, heavy industrial development, relatively low freshwater endowment of those basins, and the low governmental priority placed upon environmental protection until very recently, have given rise to chronic and serious levels of water pollution throughout Ukraine.

Acid rain is an acidic precipitation thought to be caused principally by the release into the atmosphere of sulphur dioxide and oxides of nitrogen. It also comes out of the atmosphere as dry particles and is absorbed directly by lakes, plants. Acidic gases can travel over 500 km a day. Acid rain is linked with damage to and the death of the forests and lake organisms. It also results in damage to buildings and statues.

The human organism consists of water to seventy percent, so it plays one of the most important roles in the life of any organism. However, 80% of Ukrainian population uses water from surface sources, and environmental conditions of these waters gets worse every year. A lack of the waste water treatment, bad treatment of industrial waters causes that today almost all water bodies of the country are close to the 3rd class of pollution. As a result – eighty percent of water samples show that the quality does not meet the state standards. If we talk about the purest water in Ukraine, it can be enjoyed in Poltava region, where almost all water is taken from the underground sources.

One sixth part of Ukrainian territory is covered with forests. But at the same time the exports from Ukraine is 2.5 times higher than the imports. Forestry consumption leads to the fact that forests are not restored and they lose biological stability (forest area affected by pests and diseases is constantly increasing). Irrational deforestation has increased frequency and intensity of floods in the western regions of Ukraine, especially in the Carpathian Mountains.

A significant part of the gross domestic product connected with extraction and processing of mineral resources (41–43%) is concentrated in the mining regions of Donbass, Kryvbass, and Carpathian regions. Meanwhile, the ecology of these regions suffer not so much from intensive production, but from improper closing of unprofitable and depleted mines and quarries. Ignoring the scientific approaches to this process has led to the activation of floods in the towns and villages, pollution of surface and underground water intake, surface subsidence with harmful elements: sulphur, nitrate, cobalt, arsenic.

One of the most serious environmental problems in Ukraine today is the problem of recovery and recycling of various wastes. The country has about 800 official landfills, the total amount of debris of which exceeded 35 billion tons. Every year, this figure rises by seven-eight thousand tons. The total area of all polygons with waste is already more than 150 hectares (4% of the country). Substances that are released as a result of chemical reactions are able to turn the territory of Ukraine in a continuous zone of ecological disaster. According to the Ministry of Ecology and Natural Resources of Ukraine, every year average Ukrainian citizen throws out in the trash about 250 kilograms of waste.

The total activity of radio nuclides, moved beyond the Chernobyl accident, April 26, 1986, and in the following days after the accident, exceeded 300 million curies. The accident led to the radioactive contamination of more than 145 thousand square kilometres of the territory of Ukraine, Belarus and Russia. Ukrainian scientists are unanimous that the consequences of the Chernobyl accident will be a very long time to remind. At the same time, radiation situation of the territories around the station has improved significantly for the last 25 years. It was facilitated by natural processes, and conducting decontamination and absence of the population [2].

An international environmental research centre has been set up on Lake Baikal. The international organization Greenpeace is also doing much to preserve the environment. But these are only the initial steps and they must be carried onward to

protect nature, to save the life on the planet not only for the sake of the present but also for the future generations. We must take care of our nature. That's why we must not drop litter in street, we must improve traffic transport, use bicycles, create more parks [3].

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ECOLOGY AS A SCIENCE

Ecology is a science, which studies of interactions among organisms and their environment. Topics of ecology's interest to ecologists include the diversity, distribution biomass, population of organisms, as well as competition between them within ecosystems. Ecosystems consist of dynamically interacting parts composing organisms, the communities they make up, and the non-living components of their environment. Ecosystem processes, such as primary production, nutrient cycling, and various niche construction activities, regulate the flux of energy and matter through an environment. These processes are sustained by organisms with specific life history traits, and the variety of organisms is called biodiversity. Biodiversity, which refers to the varieties of species, genes, and ecosystems, enhances certain ecosystem services.

Ecology is an interdisciplinary field that includes biology and Earth science. The word "ecology" ("Ökologie") was coined in 1866 by the German scientist Ernst Haeckel Ecological thought is derivative of established currents in philosophy, particularly from ethics and politics. Ancient Greek philosophers such as Hippocrates and Aristotle laid the

foundations of ecology in their studies on natural history. Modern ecology transformed into a more rigorous science in the late 19th century. Ecology is not synonymous with environment, environmentalism, natural history, or environmental science. It is closely related to evolutionary biology, genetics, and ethnology. An understanding of how biodiversity affects ecological function is an important focus area in ecological studies. Ecologists seek to explain:

- Life processes, interactions and adaptations
- The movement of materials and energy through living communities
- The successional development of ecosystems
- The abundance and distribution of organisms and biodiversity in the

context of the environment.

Ecology is a human science as well. There are many practical applications of ecology in conservation biology, wetland management, natural resource management (agroecology, agriculture, forestry, agroforestry, fisheries), city planning (urban ecology), community health, economics, basic and applied science, and human social interaction (human ecology). For example, the Circles of Sustainability approach treats ecology as more than the environment “out there”. It is not treated as separate from humans. Organisms (including humans) and resources compose ecosystems which, in turn, maintain biophysical feedback mechanisms that moderate processes acting on living (biotic) and non-living (abiotic) components of the planet. Ecosystems sustain life-supporting functions and produce natural capital like biomass production (food, fuel, fiber and medicine), the regulation of climate, global biogeochemical cycles, water filtration, soil formation, erosion control, flood protection and many other natural features of scientific, historical, economic, or intrinsic value.

Ecological state of the objects of the environment, commercial objects and housing has critical importance. Evaluation and monitoring of impact on the environment are obligatory components for all types of engineering design, construction and operation of the commercial objects. Besides, ecological state of the territories and objects significantly affects their cost in case of their sale and lease, and the state of the zones intended for building and housing premises directly affects our health – according to the opinion of the experts of the World health organization (WHO) about 20% of total morbidity of the population is related to the environmental

factors.

Major direction of the activities are the following:

1. Investigation of the objects of the environment for manifestation of the ecological risk factors – radiation, chemical, physical, (including radiation), epidemiological, including:

- Complex investigations of impact on the environment of the objects of high ecological risk – refuse dumps and waste yards, ash dumps, enterprises, locations of the technogenic accidents and sections of historic contamination, etc.

- Monitoring of the state of the natural environments (including biota) in period of construction and operation of the commercial objects

- Execution of examination of contamination of the territories of the populated areas with heavy metals, priority organic toxic substances, radionuclids and evaluation of quality of soils; evaluation of manifestation of the physical risk factors (noise, electromagnetic emission, infrasound, vibration, etc.)

2. Execution of activities for reduction of effect of the ecological risk factors on health of the population and the environment, including:

- Deactivation of radioactive contaminations and demercurization of the premises and territories.

- Development of radon protection measures, zoning of the territories by degree of radon hazard.

- Development of the plans of the engineering preparation of the territories, contaminated with chemical and radioactive substances, plans of sanation and reclamation of the old industrial sites, contaminated land sections and structures.

All activities are executed within the framework of the current licenses and certificates of accreditation:

- Certificate of accreditation of the laboratory of radiation control
- Certificate of accreditation of analytical laboratory (center), including eco-analytical laboratory and laboratory of physical factors.

- License for engineering investigations for construction, including for engineering-geological and engineering-ecological investigations and ecological monitoring.

- License for execution of the activities, relating to the cartographic activity, including creation and management of the special purpose GIS, drawing of the graphic and digital maps.

- License for handling of radioactive wastes

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SPACE COLONIZATION

The human race has a long history, during which it has always sought to facilitate working conditions and increase the comfort of life. Due to it, we are seeing a lot of inventions and technologies that formed the modern science and technology. As a result humanity discovered technologies that directly or indirectly can influence whole planet. As we see today, these influences mostly are negative. Environmental problems are known to all, but their solution will take a very long period of time. So, for any way of human development resources of our planet will be depleted. People always thinking about such moment or a global catastrophe happen.

The purpose of my work is to analyze the status of programs of different companies about the use of the resources of different celestial objects and the opportunity of their colonization, to show potential developments in this direction, to talk about the achievements of science in this thread.

So let's submit that happens something similar. It's obviously that humanity will need a new source of resources out of our planet and at worst a new planet home. What kind of planet it should be? It should be maximum similar to Earth in such parameters: atmosphere, size, structure, chemical. Our days it's popular to see at Mars

as the planet may be new planet home or colony because it the closest Earth-type planet. Thickness of Mars's atmosphere is about 110 km, the pressure near the surface is 1/160th Earths. It consists for 95% carbon dioxide, the average temperature around the planet is 63°C degrees below zero. Mars hasn't magnetic field so atmosphere gradually dissipated into space, and the level of radiation on the surface exceeds the permissible limits. Mass of the planet is 0.1 of Earths. Mars has a reddish tint due to the abundance of iron oxides in the surface layer. Because of the distance from the Sun and frequent dust storms, solar energy will not be able to work for months, and the absence of fossil fuels and oxidants makes the only possible only nuclear energetic. There aren't found deposits of strategic resources such as platinum, nonferrous metals, there are small amount of nitrogen and oxygen. All of these factors make the colonization of Mars unprofitable and technically extremely difficult.

But I suggest you to see at another planet, Titan.

Titan is the sixth moon from Saturn. Frequently described as a planet-like moon, Titan's diameter is 50% larger than the Moon, and it is 80% more massive. It is the second-largest moon in the Solar System, after Jupiter's moon Ganymede, and is larger by volume than the smallest planet, Mercury, although only 40% as massive. Discovered in 1655 by the Dutch astronomer Christiaan Huygens, Titan was the first known moon of Saturn, and the fifth known satellite of another planet

Titan is never visible to the naked eye, but can be observed through small telescopes or strong binoculars. Amateur observation is difficult because of the proximity of Titan to Saturn's brilliant globe and ring system; an occulting bar, covering part of the eyepiece and used to block the bright planet, greatly improves viewing. The first probe to visit the Saturnian system was *Pioneer 11* in 1979, which confirmed that Titan was probably too cold to support life. It took images of Titan, including Titan and Saturn together. The quality was soon surpassed by the two Voyagers, but *Pioneer 11* provided data for everyone to prepare with.

The most valuable for science was the expedition of *Cassini–Huygens* spacecraft (“*Cassini*” is orbital station and “*Huygens*” is lander) reached Saturn and began the process of mapping Titan's surface by radar. A European Space Agency (ESA) and NASA, recognized *Cassini–Huygens* a very successful mission. The *Cassini* probe took the highest-resolution images ever of Titan's surface, discerning patches of light and dark that would be invisible to the human eye. *Huygens* landed on Titan discovering that many of its surface features seem to have been formed by fluids at some point in the past. There were a huge amount of scientific discoveries by *Huygens*.

There have been several conceptual missions proposed in recent years for returning a robotic space probe to Titan. The most interesting of them is envisions a hot-air balloon floating in Titan's atmosphere for six month; and submarine with high-tech Stirling engine. By the way, it will be the first probe such type outside the Earth.

Why this planet is so interesting? **First of all** it's the only object other than Earth

where clear evidence of stable bodies of surface liquid has been found. That's not water. That's seas of hydrocarbons. Understandable language, it is seas that consist of natural gas. Sounds good, isn't it? It's impossible to use those hydrocarbons as fuel, because there aren't oxygen in Titan's atmosphere, but we can use it as raw material for different polymers. **Secondly**, Saturn is protecting Titan from deadly radiation and meteorites. Titan's atmosphere consists of Nitrogen, methane, ethane and some other gases and its thickness is about 400 km. Titan's atmosphere has an analogue of Earth's ozone layer. It's one planet in the Solar system with such a feature

There are some bad factors: temperature near the surface is about 170 degrees below zero and gravity is 1/7 of the Earth's.

The main factor for the existence of a human colony is the availability of energy. Energy can be produced through the cryovolcano located special power station in a crater. The second way is harvesting (mining) of helium-3 for using it as fuel for thermonuclear reactors. By the way, thermonuclear reactors are being developed for now by scientists of different countries and helium-3 is a perspective fuel for them. Development of reserves of helium-3 allows to solve an energy problem of humanity forever. In that case, the perspective of colonization of Titan becomes actual in this century.

Humans need air to breathe. Air consists of two general parts: nitrogen and oxygen. Nitrogen is the main part of Titan's atmosphere. Oxygen can be taken by electrolysis of water. Water can be taken from a cryovolcano, where water exists in solution with ammonia. Further ammonia with oxides of Nitrogen and water can be used in the production of fertilizers. Plants are a necessary part because they take part in the regeneration of oxygen and use it as a food. And the last required part for the existence of a human colony is construction materials. As it was mentioned earlier, there are a lot of liquid hydrocarbons at the surface which can be used for producing different plastics. Such metals as iron, aluminum, magnesium are in the planet's crust. The main part of the planet's crust is different silicates which can be used as construction materials too. Quarters and technical spaces will be in the thickness of the crust because of extremely low temperature so will not require a lot of construction materials.

Therefore, Titan is one of the largest satellites in the solar system. It's a unique planet because of liquid on the surface and the presence of an analogue of the terrestrial ozone layer, it has a thick atmosphere. Titan is Saturn's moon, so it can be used as a source of raw materials for the extraction of resources from Saturn or its rings.

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ENVIRONMENTAL PROBLEMS IN VINNYTSIA REGION

On the eve of the XXI century, environmental issues have become global status.

The land that feeds us, the air we breathe, the water we drink, annually suffer huge losses from thoughtless actions of those who use them.

Each of us should think about the consequences of our activities and do everything possible to improve living conditions. In this work we present the environmental assessment of ecological situation in Vinnytsia region.

Atmosphere is classified as inexhaustible resources, but a human activity affects the atmosphere and changes the composition of air. These changes may be so significant that there is a need of air protection. With the development of industry, energy, transport gas balance in the atmosphere is disturbed because of increased carbon dioxide and oxygen [1].

Vinnytsia is the region took the 6th place in Ukraine (3.5% of total emissions in Ukraine) on emissions from stationary sources, density reduction on 1 km² - 10th place (5, 6 tons / km²), and emissions on 1 inhabitant - 8th (94.4 kg) [2].

In 2013 emitted pollutants in the atmosphere 149.5 thousand tons, which is 47.6% or 48.2 thousand tons more than in the previous year. The main contribution to the growth of emissions (43.3 thousand tons) made Ladyzhyn heat power station [3].

The density of pollutant emissions from stationary sources per square kilometer in the region during 2013, amounted to 5.644 tons. The highest density of pollutant emissions per square kilometer are situated in Ladyzhyn - 1407.4 t, and the city of Kozyatyn - 71.8 tons. For one person in average in the region accounts for 32 92,2 kg emitted to air pollutants. The highest density: Ladyzhyn 5186.4 kg per 1 inhabitant, Kozyatyn - 34.2 kg [1].

The main toxic components that air pollution from motor area is

carbon monoxide emissions by 54 tons and made 76% of the general volume, organic compounds - 8 tons (11%), nitrogen dioxide - about 7 thousand. tonn (10%). In addition, carbon dioxide emissions totaled 838 thousand tons, which is 23 tons more than in 2012 [1].

The main companies that pollute the air Vinnytsia region are Ladyzhyn heat power station (79.0% of the total emissions to) "Vinnytsia poultry farm" Ladyzhyn (4.5%), «Vinnytsia Oil and Fat Plant" Vinnitsa (0.9%), Tomashpil station Nemirov (0.7%) and " Vinnytsiagaz" Nemirovsky district (0.7%), in towns fate vehicles in pollution air reaches 95% [3].

Water resources Vinnytsia region consists of water surface volumes of and groundwater. Surface water area are concentrated in water bodies - rivers, reservoirs, ponds, canals, etc. We use water resources of the region for drinking and industrial water supply, navigation, fish farming, irrigation and hydropower. The diversion of fresh water for water supply, industrial and agricultural facilities in 2013 was: surface - 111 million m³ underground - 20 million m³[1].

Rivers of Vinnytsa region belong to three main pools year Ukraine - Southern Bug (62%), Dniester (28%) and Dnieper (10) [2].

According to statistical reporting requirements for water supply and economic sectors taken 131 million m³ of water, which is 1.1 million m³ less than in 2012. Of these, 111 million m³ - from surface sources, 20 million m³ - from underground (114.4 million m³ - in river basin 10.6 million m³ - in the Dniester Basin; 6.0 million m³ - in the Dnieper basin). Total area used by 114.5 million m³ of water, incl .: production needs 62 million m³; household and drinking - 32.4 million m³; pond fisheries - 12.3 million m³, agricultural water supply - 5.6 million m³; Irrigation - 2.2 million m³. The biggest water users in Vinnytsia region are the city of Vinnytsia (24% of total use) Trostyanets area (22%), Kalinowka district (7%) Bar area (6%), Vinnitsa region (5%) [1].

The biggest water users in the Vinnytsia region by the enterprises is "Vinnytsiaoblvodokanal", which uses 20% ofthe use and Ladyzhyn heat power station - 18% [3].

In 2013 water bodies in Vinnitsa region dropped 75.2 million m³ of waterwaste, including: 1,072 m³ - contaminated; 44.7 million m³ - regulatory net without treatment; 29.4 million m³ - regulatory cleared [1].

The main source of contaminated waterwaste in the municipal sector,

which accounts for 79% of the total of such discharges. Utilities that were dropped contaminated waterwaste - 0,84mln.m³, agriculture - 0.23 m³[1].

At one person in average account for 220-250 kg of household waste a year. Every year the city of Vinnytsia exported about 600 thousand m³ waste [1].

According to passports there are 784 of solid waste landfills and been certified is a total area of 900 hectares. Unfortunately, most landfills equipped without projects, much of the landfill needs renovation bunding, protective afforestation, driveways, and more [3].

Total amount of waste in 2013 at the enterprises of Vinnytsia region that have permits for waste disposal amounted to 2907.4 thousand tons, including waste of I - III hazard classes - 360 tons, which is 127.5 tons (or 26 2%) less than in the year 2012 [1].

The biggest waste of I-IV hazard classes formed in m.Ladyzhyn - 18.9% of total (548 tons) and near Haysyn - 27.2 (790.0 thousand tons), Khmilnyk - 10 2% (296.8 thousand tons) [3].

Landfills large settlements (Vinnytsia, Hmilnyk), have been working for a long time and have exhausted their resources and require closing and reclamation.

Landfill of Vinnytsia, which is listed as the biggest polluters of Vinnytsia region, located on the lands of the village Stadnitsia. Total area is 16,0148 ha [2].

In Stadnitsia landfill of Vinnitsa is installed and working efficiently sorting line, "EkoVin" providing the necessary measures for minimizing the impact on the environment, however, the ground, as operated for over 20 years, needs closing and reclamation.

To prevent emergency situation and threats to public health and reduce social tensions Vinnytsia City Council and municipal unitary enterprise "Eco-He" measures aimed at ensuring the safe operation of the landfill, its regulation and technical re-equipment [1].

The current state of the environment in the Vinnytsia region can be characterized as relatively stable. But there are many environmental problems. Among them we should highlight: air pollution due to emissions of harmful substances; pollution of water resources; contamination of soil and land resources; population growth of the disease; degradation of the environment.

The most important problems caused by Vinnytsia region, is a

significant volume of air emissions of pollutants, the presence of accumulated over the years banned and unusable plant protection products and chemical production waste, lack of a proper system of collection, sorting and disposal of waste, discharges into water polluted wastewater, high tillage erosion and land.

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MAJOR ADVANCES OF ARTIFICIAL INTELLIGENCE

Nowadays technologies are developing at high speed and some things which were difficult to even imagine, are more than ordinary ones now. Probably everybody has heard of Artificial Intelligence, but relatively few people have a clear idea of what the term really means. Roughly speaking, Artificial Intelligence is the simulation of human intelligence processes by machines, especially computer systems.

It originated in the early 1950s. Arguably, the first significant event in the history of AI was the publication of a paper entitled "Computing Machinery and Intelligence" by the British mathematician Alan Turing. In this paper, Turing argued that if a machine could pass a certain test (which has become known as the 'Turing test') then we would have grounds to say that the computer was intelligent. Turing test is passed, when a computer system is able to hold a five-minute conversation with humans and fool at least 30 per cent of them into believing they are dealing with another human being.

It's hard to believe, but there was no system or computer program, that had passed Turing test till last year. Eugene Goostman, a chatbot masquerading as a 13-year-old Ukrainian boy, finally passed exams. The program, whose development started in 2001—so it is really 13 years old—beat competitors by scoring 33 percent in Turing Test 2014, an event held at the Royal Society in London and organized by the University of Reading.

Eugene Goostman started a-life in Saint Petersburg, as a project of Vladimir Veselov, Eugene Demchenko, and Sergey Ulasen. According to Eugene's Wikipedia page, he hails from Odessa, is the son of a gynecologist, and owns a pet guinea pig. Eugene thus became the first in that competition to meet the criteria of the “imitation game” for artificial intelligence.

Moreover, in the field of processing Artificial Intelligence is expanded to a new level of perception. Current artificial intelligence programs in new cars can already identify pedestrians and bicyclists from cameras positioned atop the windshield and can stop the car automatically if the driver does not take action to avoid a collision.

Two groups of scientists, working independently, have created artificial intelligence software capable of recognizing and describing the content of photographs and videos with far greater accuracy than ever before, sometimes even mimicking human levels of understanding. Until now, so-called computer vision has largely been limited to recognizing individual objects. The new software, described by researchers at Google and Stanford University, teaches itself to identify entire scenes of a group of young men playing Frisbee, for example, or a herd of elephants marching on a grassy plain. In the longer term, the new research may lead to technology that helps the blind and robots navigate in the natural environment. But it also raises chilling possibilities for surveillance. Two years ago Google researchers created image-recognition software and presented it with 10 million images taken from YouTube videos. Without human guidance, the program trained itself to recognize cats — a testament to the number of cat videos on YouTube.

But “just single object recognition is not very beneficial,” said Ali Farhadi, a computer scientist at the University of Washington who has published research on software that generates sentences from digital pictures. “We've focused on objects, and we've ignored verbs,” he said.

Other fields could follow. The inventors of facial recognition software from a University of California, San Diego lab say it can estimate pain levels from children's expressions and screen people for depression. Watson, the computer system built by IBM, has since learned to do other human tasks. This year, it began advising military veterans on complex life decisions like where to live and which insurance to buy. Watson searches through documents for scientists and lawyers and creates new recipes for chefs. Now IBM is trying to teach Watson emotional intelligence. It has been training to be a doctor for the last few years, applying its machine learning skills to genetics and cancer.

But apparently AI likes to cook in its spare time. In a just-announced collaboration with *Bon Appetit*, Watson is using the 9000 or so recipes in the magazine's database to generate new recipes based on available ingredients and a suggested cuisine style. Machines are even learning to taste. The Thai government in September introduced a robot that determines whether Thai food tastes sufficiently authentic or whether it needs another squirt of fish sauce.

IBM, like many tech companies, says Watson is assisting people, not replacing them, and enabling them to be more productive in new types of jobs. It will be years before we know what happens to the counselors, salespeople, chefs, paralegals and researchers whose jobs Watson is learning to do.

Today AI does various things depending on human needs and desires, starting from delivery items to people's rooms at the Silicon Valley hotel and finishing with writing a breaking news article about an earthquake that The Los Angeles Times published.

The IBM's developer once said: "Artificial intelligence thinking as human isn't some hypothetical future possibility. This is something that's emerging before us right now". So, we can only observe this process and wonder every time, when a machine makes a human decision.

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HELIANTHUS ANNUUS AND DOWNY MILDEW

Helianthus annuus, the common sunflower, is an annual species of sunflower grown as a crop for its edible oil and edible fruits (sunflower seeds). This species of sunflower is also used as bird food, as livestock forage (as a meal or –a silage plant), a

and in some industrial applications. The plant was first domesticated in the Americas. Wild *Helianthus annuus* is a widely branched annual plant with many flower heads. The domestic sunflower, however, possesses a single large inflorescence (flower head) atop an unbranched stem. The name sunflower may derive from the flower's head's shape, which resembles the sun, or from the false impression that the blooming plant appears to slowly turn its flower towards the sun as the latter moves across the sky on a daily basis.

Sunflower seeds were brought to Europe from the Americas in the 16th century, where, along with sunflower oil, they became a widespread cooking ingredient.

Sunflower was first domesticated in what is now the southeastern US, roughly 5000 years ago, there is evidence that it was first domesticated in Mexico around 2600 BC. These crops were found in Tabasco, Mexico at the San Andres dig site. The earliest known examples in the United States of a fully domesticated sunflower have been found in Tennessee, and date to around 2300 BC [4].

Many indigenous American peoples used the sunflower as the symbol of their solar deity, including the Aztecs and the Otomi of Mexico and the Incas in South America. In 1510 early Spanish explorers encountered the sunflower in the Americas and carried its seeds back to Europe. Of the four plants known to have been domesticated in what is now the eastern continental United States and to have become important agricultural

commodities, the sunflower is currently the most economically important [3].

During the 18th century, the use of sunflower oil became very popular in Russia, particularly with members of the Russian Orthodox Church, because sunflower oil was one of the few oils that was allowed during Lent, according to some fasting traditions [6].

Among the Zuni people, the fresh or dried root is chewed by the medicine man before sucking venom from a snakebite and applying a poultice to the wound. This compound poultice of the root is applied with much ceremony to rattlesnake bites. Blossoms are also used ceremonially for anthropic worship [1, 5]

One of the major threat that Sunflowers face today is Fusarium. Fusarium is a filamentous fungi that is found largely in soil and plants. It is a pathogen that over the years has caused increasing amount of damage and loss of sunflower crops, some as extensive as 80 percent of damaged crops.

Apart from Fusarium, Downy mildew is another disease that sunflowers are susceptible to. Its susceptibility to Downy mildew is particular high due to the sunflower's way of growth and development. Sunflower seeds are generally planted only an inch deep in the ground. When such shallow planting is done in moist and soaked earth or soil, it increases the chances of diseases such as Downy mildew [2].

Downy mildew of sunflowers is caused by the soil-borne fungal pathogen *Plasmopara halstedii*.

Downy mildew can be characterized broadly by two different types of symptoms: systemic and secondary. Systemic symptoms occur when seedlings are infected through the developing roots and the disease usually will kill plants, causing a reduction in stand sometimes resulting in sizeable blank spots in the field. If infected seedlings do survive, symptoms of systemic infection may be first witnessed on the cotyledons or the first true leaves and are characterized by a thickening and yellowing (chlorosis) of leaves. Chlorosis usually borders the veins of the leaves but can be present on the whole leaf. White cottony masses (fungal mycelium and spores) appear on the underside of infected leaves and are a good diagnostic sign of the disease. Systemically infected plants usually are severely dwarfed and seed production will be reduced if the plant reaches maturity. Rare delayed systemic infections also can be seen in sunflower

fields. These plants (six- to eight-leaf stage) will be moderately. Planting downy mildew-resistant hybrids is very important to manage downy mildew. However, due to the development of new races, resistance may not be a sufficient management tool in all fields.

Although crop rotation is important for other sunflower diseases such as sclerotinia, rust and phomopsis, rotation has a minimal effect on downy mildew management. Overwintering oospores will survive in the soil up to 10 years, rendering rotation practices impractical for downy mildew management.

Fungicide seed treatments can be an effective management tool for downy mildew. However, the downy mildew pathogen has developed resistance to two of the most commonly used fungicides, metalaxyl and mefenoxam. This fungicide resistance is classified as rate insensitive, meaning that once the downy mildew develops resistance, no amount of seed treatment will give disease control.

Foliar fungicide sprays are ineffective for the systemic infection of downy mildew, and none are recommended for such use. Foliar fungicide use for secondary infection is not economical since yield loss does not occur.

Wild and volunteer sunflowers are hosts of the downy mildew pathogen, and elimination can reduce the inoculum effectively. Additionally, elimination of wild and volunteer sunflowers can reduce inoculum of other economic sunflower diseases, including rust and sclerotinia [7].

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УДК 378

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VIRAL DISEASES OF PLANTS

Viruses are intracellular, pathogenic particles that infect other living organisms. Human diseases caused by viruses include chickenpox, herpes, influenza, rabies, smallpox, and AIDS. Although these are the viruses most of us are familiar with, the first virus ever described and from which the term was eventually derived was tobacco mosaic virus or TMV. TMV was discovered by Martinus W. Beijerinck, a Dutch microbiologist, in 1898 [1].

Virus particles are extremely small and can be seen only with an electron microscope. Most plant viruses are either rod-shaped or isometric. TMV, potato virus and cucumber mosaic virus are examples of a short rigid rod-shaped, a long flexuous rod-shaped, and an isometric virus, respectively. Viruses consist of an inner core of nucleic acid (either ribonucleic acid or deoxyribonucleic acid surrounded by an outer sheath or coat of protein. Since the cell membrane in plants is surrounded by a rigid cell wall, plant viruses require a wound for their initial entrance into a plant cell. Wounds in plants can occur naturally, such as in the branching of lateral roots. They may also be the result of agronomic or horticultural practices, or other mechanical means; fungal, nematode, or parasitic plant infections; or by insects. In some cases, the organism creating the wound can also be carrying and can pass or transmit the virus. Organisms that transmit pathogens are called *vectors*. Mechanical and insect vector transmissions are the two most important means by which plant viruses

spread.

The activity of humans in propagating plants by budding and grafting or by cuttings is one of the chief ways viral diseases spread. In fact, plant virologists use grafting and budding procedures to transmit and detect viruses in their studies. The seedling offspring of a virus-infected plant is usually, but not always, free of the virus, depending on the plant species and the kind of virus. Insect transmission is perhaps the most important means of virus transmission in the field. Insects in the order Homoptera, such as aphids, plant hoppers, leafhoppers, whiteflies, and mealy bugs—that have piercing sucking mouthparts—are the most common and economically important vectors of plant viruses. Some plant viruses can also be transmitted in

Some of the above symptoms can also be caused by high temperature, insect feeding, growth regulators, herbicides, mineral deficiencies, and mineral excesses. Virusdiseases cannot be diagnosed on the basis of symptoms alone [6].

Typical leaf symptoms of viral diseases include mosaic patterns, chlorotic or necrotic lesions, yellowing, stripes or streaks, vein clearing, vein banding, and leaf rolling and curling. Flower symptoms include deformation and changes in the color of the flowers including dramatic color mosaics called color breaking. Fruit and vegetable symptoms may include mosaic patterns, stunting, discoloration or malformation, and chlorotic ringspots. Stems of plants may develop stem pitting and grooving or tumors in response to virus infection. The symptoms induced by plant viruses lead to reduced crop quality and yield. The extent of these crop losses is demonstrated by the following three examples. Cacao swollen shoot virus is estimated to cause an annual loss of 50,000 tons of cocoa beans in Africa with an estimated value of \$28 million dollars. In southeast Asia, infection of rice with Rice tungro virus leads to an estimated annual economic loss of \$1.5 billion dollars annually. Tomato spotted wilt virus infects a wide variety of plants including tomato, peanuts, and tobacco, and the estimated annual losses due to infection by this virus worldwide are estimated to be \$1 billion dollars. The end result of virus infection is a reduction in plant growth, lower yield, inferior product quality, and economic loss to individuals who work in the plant industry. Most of the symptoms induced by viruses can also occur due to adverse environmental conditions or diseases caused by other plant pathogens. Because of this,

correct diagnosis of viral diseases normally requires laboratory tests [2].

Although there are virtually no antiviral compounds available to cure plants with viral diseases, efficient control measures can greatly mitigate or prevent disease from occurring. Virus identification is a mandatory first step in the management of a disease caused by a virus. The subsequent strategy for management will depend on the means by which a particular virus enters a crop, how the virus is transmitted between plants within a crop, and how the virus survives when the crop is not being grown. Preventative measures may include use of certified virus-free seed or vegetative stocks, elimination of the virus reservoirs in the surrounding wild vegetation, and modification of planting and harvesting practices. If the virus is known to be transmitted by a particular vector, control or avoidance of this vector is of paramount importance. For instance, insect, nematode or fungal vectors can be controlled by insecticides, nematicides, or fungicides, respectively [3].

An alternative strategy for virus control is utilization of natural or engineered resistance to virus infection. If available, natural virus resistance genes can be introduced into crop cultivars by conventional breeding. These natural resistance genes are often found among the many cultivars that are available for a particular crop, or the resistance genes are found in related plants that have been identified near the center of origin for that crop plant. Genetic engineering, the transfer of genes between specific organisms using enzymes and laboratory techniques rather than biological hybridization, allows cross-species introduction of such genes [5].

Furthermore, virus resistance can be designed by pre-setting the plant RNA silencing defense system. This is achieved by introduction of fragments of viral nucleic acid into the plant chromosomes. Such transgenic resistance confers immunity to infection by the virus from which the nucleic acid was derived. The effectiveness of this type of transgenic resistance is illustrated by the successful management of Papaya ringspot virus in Hawaii. Although genetic engineering offers unlimited opportunities for generating virus-resistant crop plants, its large-scale application has met some resistance from researchers, supervising agencies, and the public. A better understanding of the potential risks associated with introduction of genetically modified plants into the environment is needed to help assess the safety of plants that have been

genetically engineered for virus resistance [1].

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УДК 378

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SEHENSWURDLIGKEITEN DER BUNDESREPUBLIK DEUTSCHLAND

Deutschland liegt in Mitteleuropa. Es ist das größte deutsch-sprachige Land. Es zählt rund 80 Millionen Einwohner und ist mehr als 350000 Quadrat-kilometer groß. Und es grenzt an neun Staaten: Polen, die Tschechei, Österreich, die Schweiz, Frankreich, Luxemburg, Belgien, die Niederlande und Dänemark. Zwei Meere, die Nordsee und die Ostsee, bilden die natürlichen Grenzen des Landes.



Im Norden ist der Boden eben, dort liegt das Nördliche Tiefland. In Mitteldeutschland befinden sich die Mittelgebirge und im Süden die Alpen. An der Grenze zur Schweiz liegt der Bodensee. Die längsten Flüsse sind die Elbe und der Rhein, die zur Nordsee fließen. Die Donau fließt zum Schwarzen Meer durch mehrere Länder. Deutschland hat nicht viele Bodenschätze. Da gibt es größere Mengen von Kohle und Salz, aber nur wenig Eisen, Erdöl und Erdgas. Trotzdem ist Deutschland ein hochentwickeltes Industrieland. Viele Waren werden hier hergestellt und exportiert. Andere Waren werden vom Ausland importiert. Der Handel spielt eine sehr wichtige Rolle im Leben des Landes. Der Norden und Süden, Osten und Westen sind durch ein dichtes Netz von Straßen und Eisenbahnen verbunden. In kurzer Zeit kann man von Berlin nach Köln, von Hamburg nach München oder Frankfurt am Main fahren. Deutschland ist eine Bundesrepublik. Der offizielle Name des Staates ist die Bundesrepublik Deutschland. Die Bundesrepublik Deutschland ist eine Föderation von 16 Ländern.

Berliner



Die deutsche Hauptstadt ist Berlin. In Berlin gibt es viele verschiedene Sehenswürdigkeiten. Hier ist das Brandenburger Tor. Es ist besonders toll. Die Quadriga an dem Tor ist groß und interessant. Sie ist sehr schön. An dem Alexanderplatz können verschiedene Menschen Pantomima sehen. Die Nikolaikirche wurde im zwölften Jahrhundert gebaut. Im zweiten Weltkrieg wurde sie schwer zerstört, aber dann

aufgebautet. Den Berliner Zoo besuchen die Kinder besonders gern. Das ist einer grössten Zoo in der Welt. Es ist besonders groß und mit verschiedenen Tieren, schön, weltberühmt und interessant. «Künfürstendamm» ist eine Prachtstraße Berlins. Der Ku'damm ist für seine Kabarettts, Cafes und Luxusgeschäfte bekannt. «Unter den Linden» ist die Hauptstraße Berlins. Hier befinden sich viele Botschafte, Büros, Kaufhäuser, Cafes, den weltberümte Humboldt-Universität und die Staatsbibliothek. Berliner Wappen ist schön. Auf dem Wappen ist ein Bär. Es ist sehr groß. Ich rate Ihnen Berlin zu besuchen, weil diese Stadt einer schönsten Städte in der ganzen Welt ist.



Frankfurt am Main liegt in der Mitte der Bundesrepublik Deutschland. Frankfurt nennt man oft „das deutsche Chicago“ – und das ist nicht nur wegen seiner Hochhäuser. Diese Stadt ist eine Bankmetropole. Hier sind über drei hundert in- und ausländische Banken, die deutsche Bundesbank und die wichtigsten deutschen Börsen. Wegen der Wolkenkratzer und der Banken nennt man sie auch „das deutsche Manhattan“. In der Stadt leben rund sechs hundert fünf und fünfzig Tausend Einwohner. Frankfurt ist seit vielen Jahren auch als Messestadt bekannt. Hier finden die größten Ausstellungen und Messen statt. Kein Wunder: die Stadt steht in der Mitte der Verkehrswege. Nach Frankfurt kommen sehr viele Menschen, so Frankfurter Bahnhof ist der größte in ganzem Europa. Hier befinden sich der zweitgrößte Flughafen Europas und ein großer Binnenhafen. Frankfurt ist das Zentrum des deutschen Buchhandels. Hier gibt es viele Buchverlage, und jedes Jahr findet hier die große internationale Buchmesse statt. Es gibt viele Sehenswürdigkeiten in diese berühmte Stadt. Hier befinden sich verschiedene Museen, Theaters, Denkmäler. In dieser alten Stadt lebten berühmte Menschen: Dichter, Schriftsteller, Musikanten,

Spieler... Aber der berühmteste ist Johann Wolfgang von Goethe. Das Goethe-Haus gehört zu den Sehenswürdigkeiten Frankfurts. Hier können Menschen viel über den großen Dichter erfahren. Sie können in Frankfurt verschiedene Souvenirs für seine Familie und Freunde kaufen.

Meiner Meinung nach ist Frankfurt am Main zu besuchen sehr interessant.



Leipzig ist die Stadt der Sehenswürdigkeiten. Es ist weltberühmt und weltbekannt. Diese Stadt ist heute so populär, so viele verschiedene Menschen aus der ganzen Welt gehen nach Deutschland um seine Attraktionen zu besuchen. Leipzig ist die berühmte deutsche Stadt. Jedes Jahr finden hier Messen statt, deswegen nennt man sie die Messestadt. Diese Stadt liegt im Bundesland Sachsen. Leipzig ist reich an den Sehenswürdigkeiten, zum Beispiel, die Leipziger Universität. Sie wurde im Jahre vierzehn hundert und neun gegründet. Das Gebäude ist vier-und-dreißig-stockig. Leipzig hat einige Namen. Man nennt es die Stadt der Musik, weil Johann Sebastian Bach den Knabenchor in der Thomaskirche von siebzehn hundert drei und zwanzig bis siebzehn hundert fünfzig leitete. Seine Grabstätte befindet sich in der Kirche. Vor der Thomaskirche steht das eindrucksvolle Bachdenkmal. Zu den bekanntesten Bauten gehören der imposante Leipziger Hauptbahnhof mit sechs und zwanzig Bahnsteigen, das neue Rathaus mit dem ein hundert und acht Metern hohen Turm, das Völkerschlachtdenkmal gegen die Armee Napoleons, das Museum der bildenden Künste. Leipzig hat die größte Bibliothek in dem ganzen Europa – die Deutsche Bücherei, deshalb nennt man es die Stadt des Buches. In den Räumen befinden sich das Deutsche Buch und das Schriftmuseum. Neunzehn hundert sechzig wurde in der Stadt das Gebäude des Opernhauses gegründet. Leipzig ist sehr interessant, darum besuchen viele Touristen es besonders gern. Seine Sehenswürdigkeiten machen an allen Gästen einen großen Eindruck.

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GRAIN PROCESSING EQUIPMENT: FROM FIELD TO BIN

Many people who are interested in growing grains wonder what type of equipment they'll need to get started. One step of growing grains is understanding and attaining the equipment used for threshing and cleaning. Combines reap and thresh simultaneously, so that the harvested grain is collected and separated, fanned or winnowed to remove chaff, and fed into a compartment of the combine. However, it is possible to harvest small-scale grains by hand and then use a stationary thresher to separate the seeds from the stem before cleaning.

For most small-scale growers, processing equipment does not necessarily need to have a large capacity. As Tom Stearns, president of High Mowing Organic Seeds in Wolcott, VT points out, most growers will only use this equipment for a few hours or days in a year, so investing in large-capacity equipment might not make sense. Smaller equipment is sometimes less expensive and easier to maintain, and the smaller initial investment can allow growers to spend more resources on getting the accessories and maintenance that they'll need. In many cases, equipment can be found used at auctions or through dealers, built with relatively inexpensive materials, or improvised. Here we will describe some of the basic processes and types of equipment associated with getting your grains from the combine to the bin, using examples from High Mowing Organic Seeds.

Threshers essentially separate the seed head from the stem of the grain. If harvesting without a combine, your threshing equipment may be an individual piece of machinery, like High Mowing's stationary thresher, pictured at right. Another example of a threshing machine is John Howe's simple design (below), which winnows chaff while it removes beans or grains from the plant.

Any process that removes the edible grain from the plant can be considered threshing. Many crops (such as wheat, rye, and grain legumes) will leave the combine or thresher ready for immediate drying and cleaning, but others (such as oats, spelt, barley, and buckwheat) have hulls that need to be removed before further processing, especially if they'll be used for human consumption. De-hullers can be homemade or sometimes found used at auctions or through equipment dealers.

Seed cleaners. To clean seed once it has been harvested, threshed, and roughly winnowed, there are three main types of seed cleaning equipment used: fanning mills, spiral cleaners, and gravity tables. Cleaners like this may be purchased used from companies like Idaho-Oregon Mill Supply or Commodity Traders International, and because the cleaning process is stationary, growers could combine resources and share equipment. The grain must be cleaned or sorted based on five main characteristics: size, shape, weight, density, and color. The cleaning process should remove from the final product any foreign materials like stems, insects, or stones, as well as any weed or other crop seed and grains that are of poor quality.

Fanning Mills. These machines clean the crop primarily based on size, shape, and weight. A batch of grain is fed into the machine, and a series of screens that shake back and forth separate the sample. With three screens that have mesh of varying sizes, the first screen scalps off any large materials, such as stems or foreign plant material. The second screen has smaller apertures, sifting out anything smaller than the desired grain seed. The third and final stage of the process involves forced air, which removes any material that is of the same size as the grain but is of a lighter

Smaller fanning mills are available, which use the same mechanisms of gyration and forced air to separate large foreign plant materials, weed seeds, and lightweight grain from the final product. The small model shown at right costs roughly \$1500 new, and can process very small batches of grain or be used to determine the screen sizes needed for larger batches.

Many growers use fanning mills as the first step in cleaning their grains, as they efficiently separate foreign objects and grain that is diseased, broken, or otherwise oddly-shaped. Used fanning mills in between the two sizes shown can often be found at auctions for \$50-500.

Spiral cleaners have no moving parts but separate seed of different shapes very efficiently as the seeds trickle down the assembly. A large, finned central structure allows round seed to travel down the metal fins very quickly. Centrifugal force moves the round seed off the fins of the central cylinder and towards the cleaner's rubber outside walls. This seed is collected and fed into a container on the side of the cleaner. Any seed that is not as round will travel down the chutes more slowly, and is eventually collected at the bottom of the cleaner. This process works very well for seed that is of similar size but slightly different shape, and can be used either to remove undesirable round seed (like vetch) or to collect and save desirable round seed (like canola).

Gravity tables employ vibration and forced air to sort grains according to density. The angle of the deck, which is made of fine mesh, can be adjusted, as can the air pressure, vibration, and flow rate of incoming seed. Before grain reaches the gravity table, it should be sorted by size and shape, so that the batch of grain will form a ½" thick layer of similar seed. The denser seed settles to the bottom of the layer while less dense seed stratifies to the top and then slides "downhill" on the slippery seed surface, moving the plumpest, densest kernels to the "uphill" side of the table. Baffles on the surface of the deck prevent seed from moving across the table too quickly. The paddles at the front of the table can be adjusted to divert grain of different densities into separate containers.

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ADVANTAGES AND DISADVANTAGES OF ASSEMBLY LINE MANUFACTURING

The assembly line was one of the key components of the Industrial Revolution. The principles of the assembly line allowed manufacturers to produce greatly increased amounts of products at lower cost and indirectly made for easier maintenance of products after their assembly.

The division of labor, in fact, contributes to increased efficiency in production.

In fact it is found that this process is faster, cheaper and more efficient. There is less overlap of skills or knowledge, every person know what they need to do their job and that is it. To help build a car a worker no longer has to know much of anything about cars, in fact you can have a team of assembly-line workers building cars faster than a team of skilled craftsmen, even if there is not one single person on the assembly-line who know how to build a car himself. A worker can work on the wheel assembly section without having ever seen a car motor in his life.

The division of labor, in fact, contributes to increased efficiency in production. With the division of labor the individual needs only to know how to do his specific task and nothing more. The assembly-line worker requires no large-scale knowledge, no vision, no concept of the whole. As long as the worker can turn the screw when the piece is in front of him that's all he needs to know and do. In fact, this allows each worker to focus on perfecting a specific set of skills and can actually lead to increased quality.

While the ideas behind assembly line manufacturing are a vital part of the way products are made and assembled today, it is also interesting to consider the disadvantages of these types of production systems.

Advantages. For manufacturers, the benefits of assembly line production are enormous. An inherent part of the idea of assembly lines is

that each item produced from a certain product line is as close to identical as possible. This allows quick and easy assembly throughout the process, and it also means that maintenance and replacement of worn or broken parts is a much simpler task down the road.

Prior to assembly line production, items were often made one at a time by hand by a single crafter. This meant that there were often great variations between one crafter's work and the work of another crafter, and even among the products of a single crafter. If one part of a musket or tool were to break, it was no simple task to replace that part. Repairs and replacements had to be custom made to fit the specific item at hand.

With standardized, interchangeable parts being a key part of the assembly line process, the next generation of manufacturing did not suffer as much from those issues of difficult repairs. If part of a product breaks, it can easily be replaced with an identical part matching the item.

Generally speaking, assembly line production requires each person involved to only perform a small number of simple and specific operations, meaning training requirements are not very demanding, and nearly anybody can fill a spot on the production line in many cases. This allows companies to keep expenses low and easily replace employees who leave. The work is also pretty easy: chain, roller, or belt conveyors move products through the process, meaning no heavy lifting or moving is generally required of workers. In fact, specialized conveyors from companies like Cambelt often play a vital role in production facilities.

Disadvantages. The disadvantages of the assembly line style of production are the same qualities described above but looked at from another angle. While several workers using interchangeable, standardized parts makes for easy repairs and replacements, it also means each item loses that individualistic flare of unique artisanship. For some products, especially decorative or luxurious items, it can be very desirable to know that a single skilled and experienced artisan uniquely crafted the piece. This individual put a lot of heart and soul into the creation. This is the opposite to a production line, which is a bunch of disinterested people slapping parts together with no personal investment in the quality of the finished product.

Other disadvantages of assembly line production are based on the worker's point of view. Because little training is generally required, wages may not be very competitive. The work itself can also be extremely

repetitive and monotonous, offering little in the way of mental stimulation and creative critical thinking. The assembly line can also take away jobs from people. Many jobs performed on an assembly line have been replaced by robots or can be skipped altogether.

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HENRY FORD CHANGES THE WORLD: BIRTH OF THE ASSEMBLY LINE

At the beginning of the 20th century the automobile was a plaything for the rich. Most models were complicated machines that required a chauffeur conversant with its individual mechanical nuances to drive it. Henry Ford was determined to build a simple, reliable and affordable car; a car the average American worker could afford. Out of this determination came the Model T and the assembly line - two innovations that revolutionized American society and molded the world we live in today.

Henry Ford did not invent the car; he produced an automobile that was within the economic reach of the average American. While other manufacturers were content to target a market of the well-to-do, Ford developed a design and a method of manufacture that steadily reduced the cost of the Model T. Instead of pocketing the profits; Ford lowered the price of his car. As a result, Ford Motors sold more cars and steadily

increased its earnings - transforming the automobile from a luxury toy to a mainstay of American society.

The Model T made its debut in 1908 with a purchase price of \$825.00. Over ten thousand were sold in its first year, establishing a new record. Four years later the price dropped to \$575.00 and sales soared. By 1914, Ford could claim a 48% share of the automobile market.

Central to Ford's ability to produce an affordable car was the development of the assembly line that increased the efficiency of manufacture and decreased its cost. Ford did not conceive the concept, he perfected it. Prior to the introduction of the assembly line, cars were individually crafted by teams of skilled workmen - a slow and expensive procedure. The assembly line reversed the process of automobile manufacture. Instead of workers going to the car, the car came to the worker who performed the same task of assembly over and over again. With the introduction and perfection of the process, Ford was able to reduce the assembly time of a Model T from twelve and a half hours to less than six hours.

The Ford Motor Company manufactured its first car - the Model A - in 1903. By 1906, the Model N was in production but Ford had not yet achieved his goal of producing a simple, affordable car. He would accomplish this with the Model T. Charles Sorensen - who had joined Henry Ford two years earlier - describes how Ford had him set up a secret room where design of the new car would be carried out:

“Early one morning in the winter of 1906-7, Henry Ford dropped in at the pattern department of the Piquette Avenue plant to see me. ‘Come with me, Charlie,’ he said, ‘I want to show you something.’

I followed him to the third floor and its north end, which was not fully occupied for assembly work. He looked about and said, ‘Charlie, I'd like to have a room finished off right here in this space. Put up a wall with a door in big enough to run a car in and out. Get a good lock for the door, and when you're ready, we'll have Joe Galamb come up in here. We're going to start a completely new job.’

The room he had in mind became the maternity ward for Model T.

It took only a few days to block off the little room on the third floor back of the Piquette Avenue plant and to set up a few simple power tools and Joe Galamb's two blackboards. The blackboards were a good idea. They gave a king-sized drawing which, when all initial refinements had

been made, could be photographed for two purposes: as a protection against patent suits attempting to prove prior claim to originality and as a substitute for blueprints. A little more than a year later Model T, the product of that cluttered little room, was announced to the world. But another half year passed before the first Model T was ready for what had already become a clamorous market.

The summer before, Mr. Ford told me to block off the experimental room for Joe Galamb, a momentous event occurred which would affect the entire automotive industry. The first heat of vanadium steel in the country was poured at the United Steel Company's plant in Canton, Ohio.

Early that year we had several visits from J. Kent Smith, a noted English metallurgist from a country which had been in the forefront of steel development...

They sold like hot cakes Ford, Wills, and I listened to him and examined his data. We had already read about this English vanadium steel. It had a tensile strength nearly three times that of steels we were using, but we'd never seen it. Smith demonstrated its toughness and showed that despite its strength it could be machined more easily than plain steel. Immediately Mr. Ford sensed the great possibilities of this shock-resisting steel. 'Charlie,' he said to me after Smith left, 'this means entirely new design requirements, and we can get a better, lighter, and cheaper car as a result of it.'

It was the great common sense that Mr. Ford could apply to new ideas and his ability to simplify seemingly complicated problems that made him the pioneer he was. This demonstration of vanadium steel was the deciding point for him to begin the experimental work that resulted in Model T.

Actually it took four years and more to develop Model T. Previous models were the guinea pigs, one might say, for experimentation and development of a car which would realize Henry Ford's dream of a car which anyone could afford to buy, which anyone could drive anywhere, and which almost anyone could keep in repair. Many of the world's greatest mechanical discoveries were accidents in the course of other experimentation. Not so Model T, which ushered in the motor transport age and set off a chain reaction of machine production now known as automation. All our experimentation at Ford in the early days was toward a fixed and, then wildly fantastic goal.

By March, 1908, we were ready to announce Model T, but not to

produce it, On October 1 of that year the first car was introduced to the public. From Joe Galamb's little room on the third floor had come a revolutionary vehicle. In the next eighteen years, out of Piquette Avenue, Highland Park, River Rouge, and from assembly plants all over the United States came 15,000,000 more."

A few months later- in July 1908 - Sorensen and a plant foreman spent their days off developing the basics of the Assembly Line: "What was worked out at Ford was the practice of moving the work from one worker to another until it became a complete unit, then arranging the flow of these units at the right time and the right place to a moving final assembly line from which came a finished product. Regardless of earlier uses of some of these principles, the direct line of succession of mass production and its intensification into automation stems directly from what we worked out at Ford Motor Company between 1908 and 1913.

As may be imagined, the job of putting the car together was a simpler one than handling the materials that had to be brought to

Charlie Lewis, the youngest and most aggressive of our assembly foremen, and I tackled this problem. We gradually worked it out by bringing up only what we termed the fast-moving materials. The main bulky parts, like engines and axles, needed a lot of room. To give them that space, we left the smaller, more compact, light-handling material in a storage building on the northwest corner of the grounds. Then we arranged with the stock department to bring up at regular hours such divisions of material as we had marked out and packaged.

This simplification of handling cleaned things up materially. But at best, I did not like it. It was then that the idea occurred to me that assembly would be easier, simpler, and faster if we moved the chassis along, beginning at one end of the plant with a frame and adding the axles and the wheels; then moving it past the stockroom, instead of moving the stockroom to the chassis. I had Lewis arrange the materials on the floor so that what was needed at the start of assembly would be at that end of the building and the other parts would be along the line as we moved the chassis along. We spent every Sunday during July planning this. Then one Sunday morning, after the stock was laid out in this fashion, Lewis and I and a couple of helpers put together the first car, I'm sure, that was ever built on a moving line.

We did this simply by putting the frame on skids, hitching a towrope

to the front end and pulling the frame along until axles and wheels were put on. Then we rolled the chassis along in notches to prove what could be done. While demonstrating this moving line, we worked on some of the subassemblies, such as completing a radiator with all its hose fittings so that we could place it very quickly on the chassis. We also did this with the dash and mounted the steering gear and the spark coil.”

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TIERSCHUTZ

Das deutsche Tierschutzgesetz und die auf ihm beruhenden Rechtsverordnungen sichern ein hohes Schutzniveau für die Tiere.

§ 1 des Tierschutzgesetzes lautet: “Zweck dieses Gesetzes ist es, aus der Verantwortung des Menschen für das Tier als Mitgeschöpf dessen Leben und Wohlbefinden zu schützen. Niemand darf einem Tier ohne vernünftigen Grund Schmerzen, Leiden oder Schäden zufügen“.

Mit der Novelle des Tierschutzgesetzes 1998 bringt der Gesetzgeber seinen Willen zum ethischen Tierschutz zum Ausdruck.

“Über Jahrhunderte hinweg stand in unserer christlich-abendländischen Kultur das Wohl des Menschen im Vordergrund. Ihm und seinem Wohlergehen mussten sich die Tiere unterordnen. Erst im 19.

Jahrhundert wurden die Tierschutzbestimmungen in unsere Rechtsordnung aufgenommen. Wichtigstes Motiv war hierbei jedoch zunächst nicht der Schutz der Tiere sondern die Sorge, öffentliche Tierquälerei könnte zu einer Verrohung des Menschen führen oder öffentliches Ärgernis erregen. Im Laufe der Zeit wurden diese Vorschriften ergänzt und weiterentwickelt. Rechtsvorschriften allein reichen jedoch nicht aus, um den Schutz der Tiere wirksam zu verbessern. Auch in diesem Bereich bedarf die Einstellung unserer Gesellschaft stetiger kritischer Prüfung und Weiterentwicklung“ [2].

Das neue Tierschutzgesetz geht davon aus, dass

- der Mensch für die in seine Obhut gegebenen Tiere verantwortlich ist;

- Tiere zwar für die Bedürfnisse des Menschen in Anspruch genommen werden dürfen, hier aber verantwortungsbewusstes Handeln geboten ist.

Jeder Landwirt erzeugt heute Lebensmittel für die Bevölkerung, deren Ansprüche ständig wachsen.

In den Landwirtschaftsgesetzen der Bundesrepublik und des Landes Baden-Württemberg berücksichtigt dieser volkswirtschaftliche Auftrag der Landwirtschaft auch die Belange der Verbraucherseite:

- Stabilisierung der Märkte
- Sicherung der Nahrungsmittelversorgung
- Erzeugung zu angemessenen Preisen.

Für den Landwirt besteht somit die Verpflichtung zur Erzeugung qualitativ hochwertiger, preisgünstiger Lebensmittel. Fehler des Landwirts werden umgehend bestraft. Die Tiere zeigen ein schlechteres Wohlbefinden und erbringen geringere Leistungen[1].

Viele Verbraucher wie auch der landwirtschaftliche Unternehmer selbst wünschen sich eine besonders artgerechte Haltung der Nutztiere. Dies kann durch die Wertschätzung der dafür notwendigen Arbeit und durch einen gerechten Preis für die Erzeugnisse des Landwirts mit Hilfe des Verbrauchers bzw. durch unser Einkaufsverhalten erreicht werden.

Das BMEL setzt sich im Rahmen des Tierschutzes für bessere Haltungsbedingungen von Tieren ein - ob in der Landwirtschaft, bei der Zucht oder bei Tierdressuren.

Nach den tierschutzrechtlichen Vorschriften darf niemand einem Tier ohne vernünftigen Grund Schmerzen, Leiden oder Schäden zufügen.

Darüber hinaus dürfen Wirbeltiere grundsätzlich nur unter wirksamer Schmerzausschaltung (Betäubung) getötet werden.

Verstöße gegen tierschutzrechtliche Vorschriften dürfen nicht geduldet werden und sollten nach Bekanntwerden unverzüglich den zuständigen Behörden gemeldet oder zur Anzeige gebracht werden. Der Vollzug der tierschutzrechtlichen Vorschriften obliegt den zuständigen Behörden der Länder.

Das Wohlergehen von Tieren und deren Haltung gilt es stets zu schützen und zu verbessern [3].

Das BMEL setzt sich beispielsweise für tierschutzgerechte Haltungssysteme in der Landwirtschaft ein, setzt EU-weite Verordnungen zur Verbesserung der Tierhaltung um und arbeitet an deren Weiterentwicklung.

So ist beispielsweise die Batterie-Käfighaltung von Legehennen bereits seit 2010 verboten. Auch der Erlass der Zirkusregisterverordnung unterstützt den Tierschutz, denn damit können die Ortswechsel der Zirkusse leichter nachvollzogen und die Kontrollen deutlich verbessert werden. Das BMEL hat die Tierschutz-Nutztierhaltungsverordnung um wichtige Regelungen für die gewerbliche Kaninchenhaltung erweitert. Erstmals wurden detaillierte Haltungsbedingungen - beispielsweise zur Mindestgröße und Strukturierung der Ställe - in Deutschland gesetzlich geregelt. Die Änderung wurde am 10. Februar 2014 im Bundesgesetzblatt verkündet und ist am 11. August 2014 in Kraft getreten.

Das Bundesministerium für Ernährung und Landwirtschaft verfolgt eine umfassende Strategie beim Thema Tierschutz. Dazu gehören eine Reihe von Initiativen, die im Juli 2013 in Kraft getretene Änderung des Tierschutzgesetzes ist nur ein Teil davon[2].

Das Staatsziel Tierschutz, das seit nunmehr zehn Jahren im Grundgesetz verankert ist, dient dem BMEL als verfassungspolitische Leitlinie. Für die Bundesregierung stehen die Tiergesundheit und das Wohlbefinden der Tiere in Verbindung mit höchsten Produktions- und Produktstandards und damit die Sicherheit für Mensch und Tier im Vordergrund. Diese Werte leiten das BMEL in allen Bereichen des Tierschutzes - ob es um Haustiere, um landwirtschaftliche Nutztiere, um Versuchstiere in der Forschung oder um Tiere geht, die im Zirkus Kunststücke vorführen.

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GELD- UND BANKWESEN DER BRD

Die Notenbank der BRD ist die Deutsche Bundesbank in Frankfurt am Main. Ihr Grundkapital steht dem Bund zu. Die Bank ist von Weisungen der Bundesregierung unabhängig; sie hat jedoch die allgemeine Wirtschaftspolitik der Regierung zu unterstützen. Die Bundesbank unterhält in jedem Bundesland eine Landeszentralbank sowie Zweiganstalten.

Die Bundesbank hat das alleinige Recht, Banknoten auszugeben. Sie regelt den Geldumlauf und die Kreditversorgung der Wirtschaft und sorgt für die bankmäßige Abwicklung des Zahlungsverkehrs im Inland und mit dem Ausland.

In der BRD sind öffentlich-rechtliche, genossenschaftliche und private Kreditinstitute tätig. Heute gibt es 342 Kreditbanken, 12 Landesbanken, 734 Sparkassen, 4 genossenschaftliche Zentralbanken, 3147 Kreditgenossenschaften, 35 Hypothekenbanken, 16 Kreditinstitute mit Sonderaufgaben und 34 Bausparkassen.

Seit 1979 besteht das Europäische Währungssystem (EWS). Es vereinigt Regeln für die Währungsbeziehungen in der Europäischen Union (EU). Zur Stabilisierung der Wechselkurse hat jedes Mitgliedsland für seine Währung einen Leitkurs festgelegt, der in der Europäischen Währungseinheit (ECU) ausgedrückt wird. Die Marktkurse jeder Währung können von den bilateralen Leitkursen um 2,25% nach oben oder unten

abweichen. Steigen oder sinken die Marktkurse über die festgelegte Bandbreite, so greifen die Notenbanken ein und halten die Kurse durch Währungsankauf oder -verkauf innerhalb der festgelegten Bandbreite. Die Wechselkurse im Verhältnis zu Drittwährungen – z.B. zum US-Dollar oder zum japanischen Yen – können sich frei an den Devisenmärkten bilden[4].

Die Deutsche Bundesbank besteht auch nach dem Maastricht-Vertrag weiter. Ihre neuen Aufgaben wurden mit dem 7. Gesetz zur Änderung des „Gesetzes über die Deutsche Bundesbank“ vom 30. April 2002 neu festgelegt. Sie sind im § 3 des Bundesbankgesetzes definiert. Dort heißt es: „Die Deutsche Bundesbank ist als Zentralbank der Bundesrepublik Deutschland integraler Bestandteil des Europäischen Systems der Zentralbanken. Sie wirkt an der Erfüllung seiner Aufgaben mit dem vorrangigen Ziel mit, die Preisstabilität zu gewährleisten, hält und verwaltet die Währungsreserven der Bundesrepublik Deutschland, sorgt für die bankmäßige Abwicklung des Zahlungsverkehrs im Inland und mit dem Ausland und trägt zur Stabilität der Zahlungs- und Verrechnungssysteme bei.“

Aus dem Bundesbankgesetz und der EZB-Satzung leiten sich vier Tätigkeitsfelder der Bundesbank ab, die sie meist zusammen mit der EZB bearbeitet.

Die Deutsche Bundesbank unterstützt im Finanzplanungsrat die Koordination zwischen Haushaltsplanung und mehrjähriger Finanzplanung der Gebietskörperschaften [1].

Notenbank. Die Bundesbank versorgt als Notenbank die Wirtschaft mit Bargeld und sichert die physische Umlauffähigkeit des Bargeldes. Sie überprüft das von den Banken und Wertdienstleistern eingezahlte Bargeld, stellt Falschgeld sicher und übergibt es an die Polizei. Sie tauscht noch im Verkehr befindliche DM-Bestände ohne Frist um und ersetzt zerstörte Banknoten (NAC – Nationales Analysezentrum). Darüber hinaus informiert sie über die Bargeldsicherheitsmerkmale und wöchentlich über die umlaufende Bargeldmenge [3].

Zentralbank. Hierbei werden zwei Hauptfunktionen unterschieden: Zunächst ist die Bundesbank *Refinanzierungsquelle* und *Clearingstelle* für Kreditinstitute. Die Kreditinstitute können ihren Bedarf an Zentralbankgeld über die Bundesbank / EZB durch sogenannte Refinanzierungsinstrumente decken. Die damit zusammenhängende

Steuerung der Geldmenge war bis Ende 1998 wesentliche Aufgabe der Bundesbank. Seit dem 1. Januar 1999 ist es das vorrangige Ziel der EZB, mit Hilfe ihrer geldpolitischen Strategie Preisniveaustabilität zu gewährleisten. Kreditinstitute können nicht benötigte Gelder kurzfristig bei der Bundesbank / EZB anlegen (sogenannte Einlagenfazilität). Die Bundesbank unterstützt den netzübergreifenden Zahlungsverkehr zwischen inländischen und ausländischen Geschäftsbanken, beispielsweise den Großbetragszahlungsverkehr über RTGSplus, TARGET und zukünftig TARGET2. Damit sollen sekundengenau Beträge in Milliardenhöhe zwischen Banken in der ganzen EU übertragen werden.

Die Bankleitzahl (BLZ) einer Bank fungiert bei der Bundesbank als Kontonummer der Bank [2].

Bankenaufsicht. Andererseits wirkt die Bundesbank an der Bankenaufsicht mit. Hierbei arbeitet sie eng mit der BaFin zusammen. Dabei geht es vor allem um die Sicherung der Stabilität des Finanzsystems. Die Bundesbank übernimmt dabei die laufende Überwachung der Banken, wertet also die Jahresabschlussberichte der Institute aus und führt Prüfungen nach § 44 KWG (siehe Kreditwesengesetz) durch. Sie liefert die statistischen Daten zur wirtschaftlichen Lage der Kreditinstitute. Die BaFin erlässt Verfügungen, Prüfungsanordnungen und Rundschreiben, meist in Abstimmung mit der Bundesbank[1].

Bankgeschäft. Als Bank des Staates führt die Bundesbank kostenlos Konten für Bundes-, Landes- und Kommunalbehörden (einschließlich Universitäten) sowie für die Sozialversicherungsträger und wickelt für diese normale Bankdienstleistungen ab. Sämtliche Konten werden auf Guthabensbasis geführt, d.h. der Bundesbank ist es aufgrund des in Art 101 des EU-Vertrages (jetzt: Art 123 Abs. 1 AEUV) verankerten Verbots der monetären Staatsfinanzierung durch die Zentralbanken grundsätzlich nicht gestattet, Kredite an die öffentliche Hand zu erteilen [4].

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GELD UND ZAHLUNGSVERKEHR

Die Währungseinheit der Bundesrepublik Deutschland war die Deutsche Mark (DM). 1 DM = 100 Pfennige. Sie war frei konvertierbar, konnte also jeder Zeit gegen jede fremde Währung zum jeweiligen Kurs umgetauscht werden. Die D-Mark zählte man seit Jahrhunderten zu den stabilsten Währungen der Welt und nach dem amerikanischen Dollar die zweitwichtigste Reservewährung.

Das Bargeld verdrängen mehr und mehr Schecks, Kreditkarten und elektronische Zahlungssysteme. Noch in den sechzig Jahren erhielt der deutsche Arbeitnehmer seinen Lohn in bar ausbezahlt. Heute hat praktisch jeder Arbeitnehmer ein Girokonto oder Gehaltskonto. Über 35 Millionen Deutsche haben zudem eine Euroscheck - Karte in ihren Brieftaschen und nutzen das europaweite Zahlungssystem. Beliebter wird auch die Kreditkarte.

Die Bundesrepublik Deutschland ist Mitglied des Europäischen Währungssystems (EWS). Dem EWS gehören alle Europäische Gemeinschaft-Länder an. Es verfolgt das Ziel, die Wechselkurse zwischen Währungen der EG-Länder zu stabilisieren. Als Bindeglied und Verrechnungseinheit zwischen den einzelnen Währungen fungiert im EWS die Europäische Währungseinheit (ECU). Die ECU ist allerdings keine eigenständige Währung, sondern ein Währungskorb der zwölf EG – Währungen. Im Dezember 1991 wurde in Maastricht ein Abkommen zwischen den zwölf EG- Staaten geschlossen, wonach 2002 eine

gemeinsame europäische Währung geschaffen wurde. Die Vorteile der Europäischen Währungsunion sind vielfältig: Unternehmer werden verlässliche Planungsgrundlagen haben, sie macht Urlaub für Touristen billiger, die Europäische Währung kann zu einer Weltreservewährung aufsteigen und ein höherer Wettbewerb wird die Leistungsfähigkeit der europäischen Volkswirtschaft steigern. Damit können bestehende Arbeitsplätze gesichert und neue geschaffen werden[3].

Der **Bargeldlose Zahlungsverkehr** bezeichnet das Übertragen von Zahlungsmitteln ohne Bargeld. Im bargeldlosen Zahlungsverkehr ist eine weitere Unterscheidung nach dem beleghaften und dem nicht-beleghaften Zahlungsverkehr üblich.

Der bargeldlose Zahlungsverkehr erfolgt üblicherweise über Kreditinstitute und betrifft Zahlungen in der Form von Buchgeld zwischen Kontokorrentkonten, auch *Girokonten* genannt, bei denen kein Bargeld bewegt wird. Das Konto des Auftraggebers wird mit dem Zahlungsbetrag belastet, der Empfänger erhält eine entsprechende Gutschrift auf seinem Konto. Die Kreditinstitute erbringen die Dienstleistung des Transfers und erhalten meist eine Gebührengutschrift, eventuell im Rahmen von Kontoführungspauschalen.

Wird Geld von einer Bank zur anderen bewegt, so geschieht dies über die so genannten *Gironetze* oder *Girokreise*. In Deutschland existieren fünf Gironetze, die ihrerseits ebenfalls vernetzt sind und auch Zahlungen mit dem Ausland abwickeln:

- das Netz für LZB-Giroverkehr der Deutschen Bundesbank und ihre Landeszentralbanken
- das Postgironetz der Deutschen Postbank AG
- das Netz für den Privatgiroverkehr der Kreditbanken (Großbanken, Regionalbanken und Privatbanken)
- das Spargironetz der Deutschen Girozentrale, der Kommunalbanken und der Sparkassen
- das Netz für den Ringgiroverkehr der Genossenschaftsbanken.

Zahlungen und Auslandszahlungsaufträge innerhalb der EU gehen ab einer Einzelsumme von EUR 12.500,00 in die nationale Zahlungsbilanzstatistik ein, hierfür sind dann zusätzliche Angaben zum Grundgeschäft für nationale Statistiken erforderlich. Derartige Aufträge werden zwischen den Banken meist über SWIFT oder TARGET abgewickelt[1].

Seit Januar 2008 existiert das Verfahren nach Single Euro Payments Area (SEPA), das im Euro-Zahlungsverkehr die Grenze zwischen nationalen und europäischen Transaktionen für den Bankkunden verschwinden lässt und in Zukunft alle Überweisungen (auch im Inland) standardisiert.

Üblicher Weg der Auftragserteilung in Deutschland ist die persönliche Beauftragung in einer Filiale der Bank, oder die Beauftragung über das elektronische Bankgeschäft.

Es gibt derzeit die folgenden grundsätzlichen Auftragsarten im klassischen Zahlungsverkehr:

- Überweisung (eine Unterart der Überweisung ist z.B. der Dauerauftrag, bei der eine regelmäßig wiederkehrende Zahlung von der Bank automatisch ausgeführt wird)

- Scheck (Barscheck, Verrechnungsscheck und Orderscheck, der garantierte EC-Scheck wurde abgeschafft)

- Wechsel

- Lastschriften werden aufgrund einer Vertragsbeziehung durch den Zahlungsempfänger erstellt und laufen von seinem Kreditinstitut zum Kreditinstitut des Zahlungspflichtigen, dessen Konto mit dem Betrag belastet wird[2].

Neben diesen Grundarten gibt es eine Vielzahl von elektronisch basierten Zahlungsmöglichkeiten wie die GeldKarte, Debitkarten (in Deutschland: Electronic Cash) – sowie die Kreditkarten. Neben der persönlichen Auftragsabwicklung in einer Filiale ist Beschaffung von Bargeld an Geldautomaten sowie die bargeldlose Bezahlung an Kassen, welche in das System des Electronic Cashs eingebunden sind, möglich.

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THE PROSPECTS OF DEVELOPMENT OF NUCLEAR ENERGY IN UKRAINE

Nuclear power opens up completely new technical and economic potentialities. The development of nuclear power production in Ukraine will allow the country to expand power industries and economy as a whole [1].

For the production of electricity from nuclear power Ukraine is among the top eight countries, and on the contribution of electricity produced in the total amount of electricity the country is among the top five nations. Nuclear power in Ukraine is an important component of the total fuel and energy complex and holds leading positions in the electricity supply of the country. Today almost half of domestic electricity is produced by nuclear power plants [2].

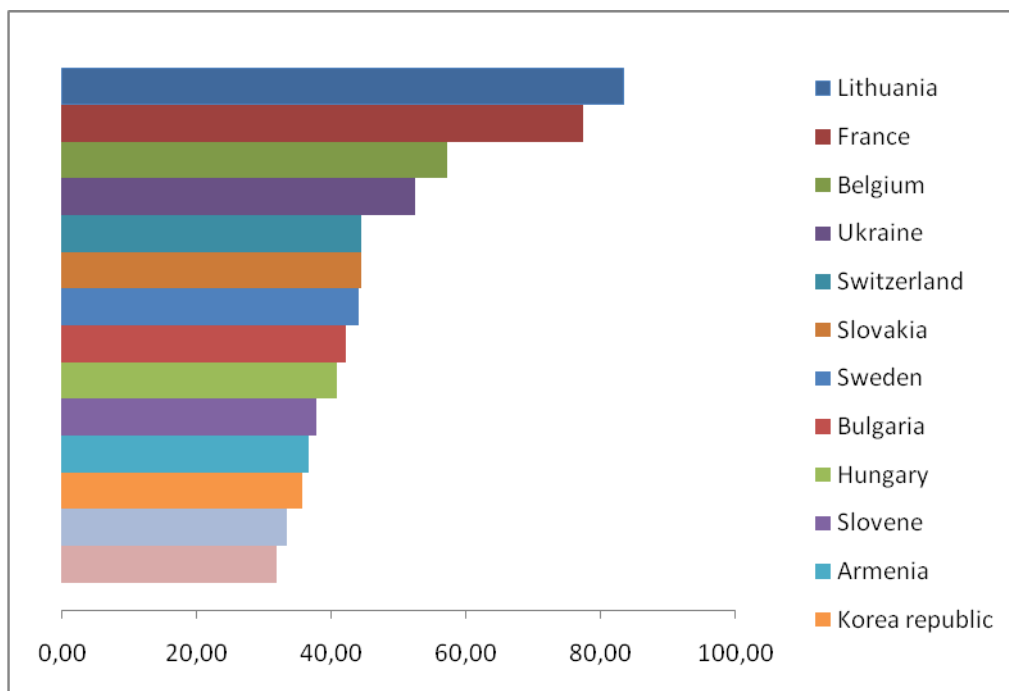


Figure 1: World percent of nuclear power in the production of electricity

What is nuclear energy? Usually for nuclear energy generation nuclear chain reaction of nuclear fission of uranium-235 or plutonium is used. The nucleus is divided when hit by a neutron to give the new neutrons and fission fragments. Fission neutrons and fission fragments have a high kinetic energy. As a result of collisions with other atoms fragments this kinetic energy is converted into heat .

The benefits of nuclear generation are the following:

- less CO₂ emissions in comparison with other types of fossil fuel generation;
- essential decrease in consumption of organic energy;
- economical attractiveness and competitiveness in comparison with non-nuclear generation, taking into account the costs of emissions;
- small fuel composes.

During the period of 1990-2005 the generation of electricity at nuclear power plants in Ukraine increased from 76.2 to 88.78 billion kWh, while in thermal power plant decreased from 201.8 to 73 billion kWh. Thus, in this difficult period for Ukraine the nuclear power was the only sustainable source of electricity. In the Energy Strategy of Ukraine till 2030 nuclear power generation plays an important role [2]. For safe operation of working reactors to increase economic efficiency of Ukrainian nuclear power plants and their development certain further researches in the following directions are necessary:

- modernization and upgrading of nuclear units to improve their safety and efficient operation;
- development of new diagnostic systems equipment, development of regulatory documents to extend the term of 10-15 years safe operation of power;
- introduction of new technologies of radiation monitoring systems with high sensitivity acquisition, processing and analysis of information systems for the physical protection of nuclear facilities;
- selection and construction of new nuclear energy-generating units with a high level of security;
- preparation and support of the decommissioning of nuclear facilities;
- creating an optimal infrastructure for reliable and safe functioning and development of nuclear energy in Ukraine;
- improving and expanding training and retraining of highly qualified specialists for the nuclear power industry of Ukraine.

The National Academy of Sciences of Ukraine has always paid great attention to the problems of nuclear energy. Given the importance and the research intensity of the development of the nuclear power sector and the need for more effective use of academic institutions in solving urgent problems of nuclear energy a new department has been established - Division of Nuclear Physics and Power Engineering [3].

Ukraine does not have its own nuclear fuel production [4]. Previously compiled program of creating nuclear fuel cycle in Ukraine, despite the numerous coordination at the highest level, is outdated and failed. Pursuant to the strategy of nuclear power development in Ukraine needs to develop a technically and financially provided real program to create nuclear fuel cycle, which is organically linked to all aspects and stages of work on this complex issue.

In order to maintain the power of nuclear energy at the current level over the next six years, it is necessary to extend the life of nine other power blocks. The second problem is an increase in power output, primarily from western regions. This will be done during 2014 and 2015 years by the construction of high-voltage power lines of 750 kV from Rivne nuclear power plant to Kyiv. Particular attention should be paid to the development of new, guaranteed safe nuclear energy [5]. Energoatom company is exploring the possibility of power export to Poland and Hungary with the second block of Khmelnytsky nuclear power plant.

Thus, there should be drawn the following conclusions:

1. Today nuclear energy is an essential component of the energy complex of Ukraine.
2. There is no long-term strategy of development of nuclear energy in Ukraine.
3. The main criteria for the selection of new types of reactors are security, the economic attractiveness and competitiveness and optimization of the use of natural resources in the long term.

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GRAPH BASED METHODS FOR IMAGE SEGMENTATION

Image segmentation is the most precarious means in image processing and analysis. Basically segmentation consequences influence all the subsequent processes of image analysis such as object description and illustration, characteristic dimension, and even the subsequent higher level tasks such as classification of object. Hence, image segmentation is the most important and critical process for assisting the depiction, delineation and visualization of regions of interest in any image. Physical segmentation of an image is not only a tiresome and time consuming process, but also not exceptionally accurate particularly with the increasing imaging modalities and uncontrollable quantity of images that need to be observed. Therefore it becomes essential to examine current methodologies of image segmentation using computerized. In the image segmentation process the anatomical organization or the region of interest needs to be defined and extracted out so that it can be viewed independently. One of the most relative and general methods of image segmentation is graph based methods, having the weaknesses and strengths according to appropriateness for image segmentation applications [1].

Graph based methods for image segmentation have several good

features in practical applications. They explicitly organize the image elements into mathematically sound structures and make the formulation of the problem more flexible and the computation more efficient [2].

Let $G = (V, E)$ be a graph where $V = \{v_1, \dots, v_n\}$ is a set of vertices corresponding to the image elements, which might represent pixels or regions in the Euclidean space. E is a set of edges connecting certain pairs of neighboring vertices. Each edge $(v_i, v_j) \in E$ has a corresponding weight $w(v_i, v_j)$ which measures a certain quantity based on the property between the two vertices connected by that edge. In the case of image segmentation, the elements in V are pixels and the weight of an edge is some measure of the dissimilarity between the two pixels connected by that edge (e.g., the difference in intensity, color, motion, location or some other local attribute).

An image can be partitioned into mutually exclusive components so that each component A is a connected graph $G = (V, E)$, where $V' \subseteq V, E' \subseteq E$ and E' contains only edges built from the nodes of V' . In other words, nonempty sets A_1, \dots, A_k form a partition of the G if $A_i \cap A_j = \varnothing (i, j \in \{1, 2, \dots, k\}, i \neq j)$ and $A_1 \cup \dots \cup A_k = G$.

The graph based methods are categorized into five classes : the minimal spanning tree based methods, graph cut based methods with cost functions, graph cut based methods on Markov random field models, the shortest path based methods and the other methods that do not belong to any of these classes [2].

Among the available techniques graph cut methods are widely used. Using the definition of graph theory, the degree of dissimilarity between two components can be computed in the form of a graph cut. Graph cut formalism is well suited for segmentation of images. [3]. A cut is a subset of edges by which the graph G will be partitioned into two disjoint sets A and B and the cut value is usually defined as:

$$cut(A, B) = \sum_{U \in A, V \in B} W(U, V),$$

where U and V refer to the vertices in the two different components. The cost function is defined in terms of boundary and region properties of the segments. These properties can be viewed as soft constraints for segmentation.

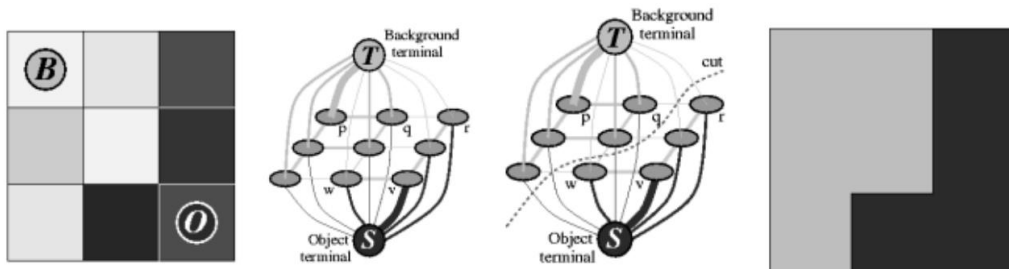


Figure 1: Graph cut

Consider an image as shown in the above fig. 1(a). Using the object and background seeds create a graph with two terminals as shown in 1(b) and by using the edge weights, boundary terms of cost function and positions of seeds in the image separate two terminals by computing optimal minimum cut 1(c). This cut would give the segmentation result as shown in 1(d). There are various methods that are used to obtain desired image segmentation using the graph theory. The advantage of the segmentation using a graph based approach is that it might require no discretization by virtue of purely combinatorial operators and thus incur no discretization errors.

Thus, it is possible to upgrade most of the algorithms by their parallelization, to improve their performance. Using interaction in image segmentation will increase their quality and segmentation accuracy, as a computer doesn't know, what segments and in what quantity a user needs.

Before using segmentation algorithm, in the process of image segmentation it is advisable to do image preprocessing (filtering) and after that - image post-processing, e.g. manual merging of several segments into one.

To conclude, even given the fact that process of image segmentation is well known in modern computer engineering, it is a very time-consuming task, as qualitative segmentation always depends on many factors influencing the result.

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COMMUNICATION CHALLENGES IN MANAGERS TRAINING

Being able to communicate effectively is the most important of all life skills for managers. It is important not only to communicate but communicate effective. Efficient communication is the key to success in today's world.

Communication is simply the act of transferring information from one place to another, whether this be vocally , written , visually or non-verbally. How well this information can be transmitted and received is a measure of how good our communication skills are. Developing your communication skills can help all aspects of your life, from your professional life to social gatherings.

To increase the effectiveness of communication a manager should solve two problems namely improving his communication messages and the mechanism for understanding what others are trying to tell him in the communication process.

Aiming at improving skills in communication, we should focus on feedforward and feedback. Both feedback and feedforward are useful ways for responding to others. The feedback and feedforward can help to improve the accuracy and quality of interpersonal communication.

Such characteristics as awareness, reciprocity, brevity, accuracy, restraint and monitoring are to be taken into account.

1. Awareness. When we know how valuable feedforward is to opening channels, previewing, disclaiming, and suggesting roles, we can learn to make our feedforward signals clear, accurate, and distinct. In this

way – once we become aware of what we are doing – it is more likely that our signals will be easily and accurately received.

2. Reciprocity. Feedback is likely to occur at the same time as feedforward. For example, to our smile we might receive a smile in return. We need to be aware of both sending messages and receiving messages at the same time.

3. Brevity. Most communication is effective when brief and to the point. Thus, when feedforward is especially complex, includes too much specificity, or involves needless information, it may not serve its purpose well. Rather than simply saying brevity is necessary, the important need is to be sensitive to the requirements of the situation.

4. Accuracy in business communications means that the information should be true or correct, clearly stated and precise.

5. Restraint. As in using any communications technique, it is wise to use feedforward judiciously and perhaps, sparingly. When any technique is overused, it is likely to lose some of its effectiveness.

6. Monitoring. Just as in feedback, we need to monitor not just our use of feedforward messages, but we need to monitor their effect.

The benefits of good listening occur only when the cues we give back to a speaker allow that person to know how we receive the message, permitting the speaker to adjust the message as needed. This important process is known as feedback. Feedback is not a simple, one-step process. It involves monitoring the impact or the influence of our messages on the other person, evaluating why the reaction or response occurred, involves adjustment or modification and the steps:

1. Improving skills in feedback. Effective feedback is as important as good listening. As listeners, we have a duty to respond, to complete the communication cycle. Although we can't avoid giving some feedback even if we don't say a word, there are ways we can improve our conscious feedback.

2. Be prepared to give feedback. Feedback can be verbal, nonverbal, or both. Nonverbal feedback usually can say more about your sincerity than words alone. Your verbal feedback is more likely to be believed if you support it with appropriate gestures, direct eye contact, and possibly touching. Be certain that you are close enough to the other person—face-to-face if possible—for your feedback to be perceived. The best feedback arises naturally result of an immediate and specific stimulus.

3. Make your feedback prompt. Your response to the other person should be clear and prompt. The more closely tied feedback is to the original message, the less ambiguous it will be. The longer the delay between message and feedback, the more likely you are to confuse the other person.

4. Make your feedback accurate. Accuracy means making feedback specific to a single message and not general to the whole conversation.

5. React to the message, not the speaker. Your accuracy in giving feedback also will improve if you remember to direct it to the message and not to the person communicating. In addition to being distracting, personal comments may create hostility or frustration and a breakdown in communication. Effective feedback is message-oriented.

6. Monitor your own feedback. If your feedback is not interpreted by the other person as you mean it, it serves no purpose. Check the effect you're making. You might have to repeat or clarify a feedback response to make sure you're being understood. Like any message, feedback can be blocked or distorted.

So, Improving your communication skills is an art that comes with regular practice. As proven, practice makes a man perfect, start with a noble intention and keep practicing dedicatedly till you reach perfection. No matter how intelligent you are, your communication skill is the only attribute that will help you to convince your target audience, as the art of communication is the language of leadership.

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THE SYSTEM OF MANAGERS' TRAINING

In Ukraine there is an urgent problem of the educational system. It concerns both secondary and higher education. In modern Ukrainian schools there is the problem of information glut, while the main goal of the school is to teach learning. The student must know how to find information and how to use it to solve problems. Ukraine needs reforming vocational education, because there is a large imbalance between the labor market and the education system. The labor market needs skilled workers, technicians and managers.

In Ukraine there are many training programs for managers, and in many cases, the quality of these programs is not high enough. A modern manager must perform several functions:

- He/she should be a manager and a leader who is able to lead the team;
- He/she must be endowed with strategic thinking and be an innovator;
- Manager should be a person with a high level of culture and has high moral qualities.

Modern Ukrainian model of higher managerial education has several disadvantages. The actual problem is the formation of unconventional and creative thinking of future managers.

Integration into space of managerial education is complicated by the unstable situation in society. The process of implementing the ideas of foreign experience is not compatible with ignoring the Ukrainian traditions in education. We could not solve the problems of Ukrainian society and the state without improving the quality of managers' training. However, solving this problem requires reforming the educational system.

An example of successful reforms in education today is Finland. Finns indicated that the key to success was in the figure of the teacher.

The teacher in this country is one of the most desirable profession. Best graduates usually want to join the pedagogical universities. This is not only because of high wages, but also through a significant stimulus in

Finland since the teacher is a person who has the ability to lead and create something new.

In general, European schools, unlike Ukrainian ones, learn to plan a budget and manage funds, that is very important for future adult life. It should be indicated the importance of learning languages. A European school graduate should know at least one foreign language at a high level.

Thus, in the present conditions of Ukraine's integration into European and world educational environment, we need to develop measures and consider a number of changes which include the introduction of positive foreign experience:

1. It is necessary to realize personal approach to students' teaching that is to focus on their individual needs, interests and abilities.

2. It is necessary to fully upgrade managerial education by:

- Attracting students to the world community, respecting the national traditions of other nations. This includes the introduction of new subjects, such as "social training managers";

- Expanding of psychological and pedagogical education by introducing discipline "Pedagogy management";

- Increasing emphasis on foreign language learning. A professional manager should possess a high level of at least one European language;

- Improving the professional orientation courses.

3. Improving the system of higher education in the field of management, providing seminars for executives and faculty members of University.

4. Involvement of innovation processes in managerial education. The staff should have considerable autonomy in training and education of future managers.

5. The development of international cooperation to improve the professional skills of the faculty universities.

6. Strengthening cooperation of academic staff with relevant international organizations.

Thus, the system of training managers in Ukraine has many flaws and problems to be solved by encouraging students, the enhancing training, improving standards of higher managerial education (as part of the general education system update), and the introducing foreign experience of training specialists in this direction.

New education should be based on universal values - dignity,

freedom, national identity and respect for the country, history and language. A student should be aware of his rights and duties and must take responsibility of them.

One of the main objectives of education in modern conditions is to ensure the unity of the country. We need a new system of education, because through lack of it we have a social and cultural split. A divided state is always weak and vulnerable to external influences. To change the situation is the main task of education.

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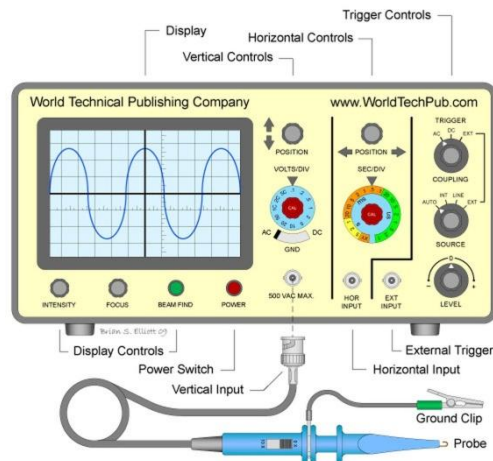
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OSCILLOSCOPE IN SCIENCE AND ENGINEERING

An oscilloscope, previously called an oscillograph, and informally known as a scope, CRO (for cathode-ray oscilloscope), or DSO (for the more modern digital storage oscilloscope), is a type of electronic test instrument that allows observation of constantly varying signal voltages, usually as a two-dimensional plot of one or more signals as a function of time. Non-electrical signals (such as sound or vibration) can be converted to voltages and displayed [2, p. 18].



An oscilloscope is easily the most useful instrument available for testing circuits because it allows you to see the signals at different points in the circuit. The best way of investigating an electronic system is to monitor signals at the input and output of each system block, checking that each block is operating as expected and is correctly linked to the next. The observed waveform can be analyzed for such properties as amplitude, frequency, rise time, time interval, distortion and others. Modern digital instruments may calculate and display these properties directly.

Oscilloscopes are used in the sciences, medicine, engineering, and telecommunications industry. General-purpose instruments are used for maintenance of electronic equipment and laboratory work. Oscilloscopes are often used in the sciences, engineering and medicine. Students of technical universities often use oscilloscopes in laboratory experiments in Metrology.

There are a variety of digital oscilloscopes and those described here are the most common today. Consider some types of oscilloscopes.

Analog-to-digital converter (ADC). The device and the oscilloscope that converts analog input signals to digital bits, the effectiveness of which determines what performance the oscilloscope can achieve [1, p. 24].

The analogue oscilloscope of the original type of oscilloscope. As the name implies it uses analogue techniques throughout to create the pattern on the display. Typically they use a cathode ray tube where the voltages on the x and y plates cause a dot on the screen to move. In the horizontal direction this is controlled by the time base, whereas in the vertical direction the deflection is proportional to the signal input. Essentially the signal is amplified and applied to the Y plates of the cathode ray tube using analogue technology.

Digital oscilloscope. This oscilloscope converts an analog input signal to a digital representation of it by using an ADC. The concept behind the digital oscilloscope is somewhat different to an analogue scope [1, p. 24]. Rather than processing the signals in an analogue fashion, this type of scope converts the signal into a digital format using an analogue to digital converter and then processes the signals digitally. With digital signal processing hardware and software becoming more powerful, this enables the processing of the signals to be undertaken in a far more flexible manner, and enables many additional features to be included within the scope. There are several different types of digital oscilloscope that can be encountered.

Digital sampling oscilloscope. An oscilloscope that can analyze signals whose frequencies are higher than the instrument's sampling rate. Its design allows the instrument to have very broad bandwidth, although with somewhat limited dynamic range of about 1 V peak-to-peak. Unlike some other types of digital oscilloscopes, a digital sampling oscilloscope can capture signals that have frequency components much higher than the instrument's sample rate. This makes it possible to measure much faster repetitive signals than with any other type of oscilloscope. As a result, digital sampling oscilloscopes are used in very-high-bandwidth applications such as fiber optics, in which their high cost can be justified.

Mixed-signal oscilloscope. A digital oscilloscope that has two or four analog channels, 16 digital channels, and functions typically associated with a logic analyzer [1, p. 24]. Mixed-signal oscilloscopes expand the digital oscilloscope's functionality to include logic and protocol analysis, which simplifies the test bench and allows synchronous visualization of analog waveforms, digital signals, and protocol details within a single instrument. Hardware developers use mixed-signal oscilloscopes to analyze signal integrity, while software developers use them to analyze signal content. A typical mixed-signal oscilloscope has two or four analog channels and many more digital channels. Analog and digital channels are acquired synchronously so they can be correlated in time and analyzed in one instrument.

Mixed Domain Oscilloscope (MDO). As the name implies, the mixed domain oscilloscope is able to operate in more than one domain, i.e. in time to display waveforms and in frequency to display signal spectra. This type of oscilloscope is very useful for developing RF systems where fault

finding in both domains is needed. It is invaluable in locating issues where waveforms may give rise to unwanted or unusual spectrum issues. As a result these scopes are finding increasing popularity for the development of cellular systems as well as Wi-Fi, and the many other wireless systems in use today.

Having considered several types of oscilloscopes we came to the conclusion that they are often used in the experiments of modern science and technology.

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DIFFERENT TYPES OF CONNECTION CHANNELS

We can't imagine today's world without modern technologies, but modern technology can't work without connection channels. Therefore, this article is about different types of connection. There are a great number of connections: from simple cables that constructively consist of single copper conductor, to incredibly complex networks that allow connecting an impressive number of electronic devices. They are divided into two main groups: wired and wireless.

Thanks to the new electronic devices, using different types of wireless connections such as microwave, infrared, and radio waves, these types of bonds nowadays become more and more popular. Presently, the number of Internet users rapidly growing each day: it reached a point of 3 billion users. By the way, the most widespread ones are microwaves and radio channels. These are WI-FI and radio transmitters.

WI-FI (Wireless Fidelity) is a local area wireless technology that allows an electronic device to participate in computer network using radio

bands from 2.4 GHz to 5GHz. The speed of transmission is fluctuated from 54 Mbit/s (802.11g) to 320 Mbit/s (802.11n). The Wi-Fi signal range depends on the frequency band, radio power output, antenna gain and antenna type. For example, using the stock antenna might have a range of 100 m. The same radio with an external semi parabolic antenna (15db gain) might have a range over 20 miles. The disadvantage is imperfect equipment. Many devices can use Wi-Fi, e.g. personal computers, video-game consoles, smartphones, digital cameras, tablet computers and digital audio players. These can connect to a network resource such as the Internet via a wireless network access point. The interesting advantages are:

- Manufacturers are building wireless network adapters into most laptops. The price of chipsets for Wi-Fi continues to drop, making it an economical networking option included in even more devices.

- Spaces where cables cannot be run, such as outdoor areas and historical buildings, can host wireless LANs.

But it also has disadvantages:

- background radiation;
- imperfect equipment;
- spectrum assignments and operational limitations are not consistent worldwide.

The radio channel has average prices on the equipment and an average speed (20 Kbit/s – 50 Mbit/s). It is exposed to all kinds of interference. Distance of communication is defined by the radio reach. This type of connection is used in mobile communication and by the military using carrier frequency that allows translating a signal on the long distances.

The infrared channel is quite cheap. The speed is 5 - 10 Mbit/s. This kind of channel is insensitive to electromagnetic interference. Distance bond is determined by direct optical visibility but no more than 3 km. Mostly uses in household and trade.

What is about wired connection? The most popular types of cables are coaxial, fiber optic and twisted pair. Coaxial cable is cheap and popular in recent past way of transmission. It has a high mechanical strength. Speed is about 50 Mbit/s. This cable allows to translate a signal on the very short distances like 185 m. Due to the high attenuation of the signal, nowadays this cable do not use in creating modern networks. Lifetime of the coaxial cable is about 10 – 12 years.

Growing popularity of the fiber optic cable caused by the speed of the transfer: 1 – 20 Gbit/s and long distance limit - 110 km. Fiber optic cable insusceptible to electromagnetic interference and has a high performance as a medium of transmission. Nevertheless, it has a low mechanical straight and costs too much. However, due to the new technology of producing this cable: use plastic instead of glass, help to cheap manufacture and increase mechanical characteristics.

Structurally twisted pair cable consists of four pairs of the twisted copper insulated conductors along the length. The conductors also twisted in each pair that provides an independence of signals. That's why the signal easily transmits on the distances up to 2 km with the high speed (1 Gbit/s). This type of cable mostly used in our homes as a medium of Internet transmitting.

To conclude, I want to admit that connection channels play a great role in our life. They are used everywhere and in everything that refers to electricity from elementary conductors of electricity to complex networks.

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THE IMPORTANCE OF AUTOMATED SOFTWARE TESTING

With test automation, as well as with many other compartmentalized IT - disciplines, involves a lot of misconceptions. In order to avoid inefficient use of automation should get its drawbacks and maximize the

benefits. Next we will list and give a brief description of the basic nuances of automation and give an answer to the main question of this article - when the automation pays to do to apply.

The advantages of automated testing:

- Repeatability - all written tests are always performed uniformly, i.e., excluding the "human factor". The tester will not pass the test of negligence and do not mess up in the results.
- Rapid implementation - automated scripts do not need to consult the instructions and documentation, it saves much run time.
- Lower support costs - when automated scripts already written, for their support and analysis of the results is required, usually in less time than carrying out the same amount of manual testing.
- Reports - automatically send and save reports on the results of testing.
- Running without intervention - during tests test engineer can do some useful things, or tests may be performed during off-hours (this method is preferable, since the load on the local network is reduced at night).

In order to decide whether automation applications need to answer the question "is outweighed by the benefits in this case?" - At least for some of the functionality of our application. If you can not find such parts or defects in your case is unacceptable - from automation should refrain. When deciding it is worth remembering that the alternative is a manual testing, so it has its drawbacks.

Firstly, you have to pay attention how good tool to automate recognizes controls in your application. In the case where the elements are not recognized should look for plugin or the module. If there is no - the instrument should be abandoned. The more elements can recognize the tool - the more time you'll save on writing scripts and support!

Secondly, you need to pay attention to how long it takes to support scripts written using the selected tool. For this we write a simple script that selects a menu item, and then imagine that changed the menu item you want to select. If a disaster recovery scenario, you will have to rewrite the entire script, the tool is not optimal, since real-life scenario is much more difficult. Best of all is the tool that allows you to make the button name to a variable at the beginning of the script and quickly replace its value. Ideally - to describe the menu as a class.

And the last point at which you need to pay attention – if the tool is convenient for writing new scripts, how long it takes for the code to be structured (support for the PLO) and to be read, how convenient development environment is for refactoring, etc [1].

It is best to make the right decisions about automation to answer the questions "Why? What? How? ", so on. This will help to avoid wasted time and nerves of Finance. On the other hand you can get the reliability, speed and quality!!!

Conventionally, the application under test can be divided into 3 levels:

- Unit Tests Layer
- Functional Tests Layer (Non-UI)
- GUI Tests Layer

To ensure the best quality product, it is recommended to automate all 3 levels. Consider a more detailed test automation strategy based on a three-level model:

Level unit testing (Unit Test layer)

Under the automated tests at this level understand the component or unit tests written by developers. Testers let write such tests that will check the code, of course, if their qualification allows it. The presence of such tests in the early stages of the project, as well as their constant replenishment of new tests, check the "bug fixes" will prevent the project from many serious problems.

Level of functional testing (Functional Test Layer non-ui)

Usually not all the business logic of the application can be tested using the GUI layer. This could be a feature of implementation, the business logic that hides from users. It is for this reason, in agreement with the developers to test commands can be implemented directly access to the functional layer, giving the opportunity to test the business logic of the application directly, bypassing the user interface.

Level of testing through the user interface (GUI Test Layer)

At this level, it is possible to test not only the user interface, but also the functionality of performing operations causing the business logic of the application. From our perspective, these kinds of cross-cutting tests give a greater effect than simply testing the functional layer, as we test the functionality by emulating end-user through a graphical interface [2].

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FOCUS ON DEVELOPING ANDROID

Android is a mobile operating system (OS) based on the Linux kernel and currently developed by Google. Android is designed primarily for touchscreen mobile devices such as smartphones and tablet computers with specialized user interfaces for televisions (Android TV), cars (Android Auto) and wrist watches (Android Wear).

The Android era officially began on October 22, 2008 when the T-Mobile G1 launched in the United States. The first upgrade to the Android platform came in February, 2009. Version 1.1 wasn't a revolution by any stretch of the imagination but it validated Android's ability to roll out updates over the air and make them nearly effortless for users to install.

Android 1.5, better known by its codename Cupcake, wasn't just about the fact that it added several hotly-anticipated features that were critical to keeping the platform competitive, it was also the first version to use Google's "sweet" naming convention: every major release since Cupcake has been named after a confection in alphabetical order.

Android 1.6 Donut was still a far bigger deal than its "0.1" increment would let on, though it wasn't as big of an upgrade as Cupcake. Donut marked the first time that Android was capable of running on a variety of screen resolutions and aspect ratios, which opened the door for phones that featured displays of something other than 320 x 480 in a portrait orientation.

In early November, 2009 Android 2.0 was launched right on Donut's

heels. "Big" would be an accurate description all around: it was a big deal, made big promises and was deployed on big phones offered by big carriers.

Android 2.2 was released in mid-2010. What did Google have to showcase in Froyo? Plenty, but in some ways, Google was playing catch-up here — third-party skins like HTC's Sense had all of these things that Google introduced in Android 2.2.

About a half year after the launch of Froyo, Google released Android 2.3. This time, it had selected Samsung to produce the Nexus S, a derivative of the company's wildly successful Galaxy S line. Gingerbread was, in many ways, a relatively minor release — but there were enough "minor" changes to collectively make for a fairly large improvement in the platform.

Android 3.0 "Honeycomb" was, to say the least, an oddity — a divergence in Google's hard-charging path toward smartphone dominance. In fact, Honeycomb wasn't for smartphones at all. Instead, Google returned to Motorola to produce a device in the same vein as the Nexus series that would showcase "stock" Android 3.0, a variant of Android targeted exclusively at tablets.

Android 4.0 "Ice Cream Sandwich" is, without question, the biggest change for Android on phones yet — but many of its new features and design elements got their start in Honeycomb, including virtual buttons, the transition from green to blue accents, improved widget support, multitasking with a scrollable list of thumbnails, and "action bars" within applications.

Announced at 2012's Google I/O conference, Android 4.1 Jelly Bean is arguably a much bigger deal than its mere 0.1 increment over Ice Cream Sandwich would have you believe. It represents both a reboot in Google's flagging tablet strategy (having been introduced alongside the Asus-sourced Nexus 7) and a big refinement in the completely redesigned user experience that debuted in Android 4.0.

Announced just six months after 4.1, Android 4.2 tightened up performance, introduced improved animations, and offered an even more cohesive design over 4.0 and 4.1. Android 4.2 offered a new control panel, the ability to access widgets and launch the camera right from the lock screen. Android 4.3 was announced on July 24th, 2013. The most high-profile change to 4.3 was designed specially for Android tablets: improved

multi-user support with restricted profiles.

Google released Android 4.4 KitKat in October 2013. Despite being just a point update, 4.4 brought the largest visual change to the platform since the release of Android 4.0 Ice Cream Sandwich. But the biggest change was found in the home screen: Android 4.4 introduced a transparent notification bar and on-screen buttons; a refined, condensed version of the standard Roboto font; a new app drawer; and most importantly, Google Now integrated directly into the home screen.

Android 5.0 "Lollipop" is the latest version of the Android OS. Unveiled on June 25, 2014 during Google I/O, it became available through official over-the-air (OTA) updates on November 12, 2014, for Nexus devices. Google made internal changes to the platform, with the Android Runtime (ART) officially replacing Dalvik for improved application performance, and with changes intended to improve and optimize battery usage.

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ADVERTISING IN TOURISM AND LEISURE

Advertising bombards us every day – from commercials on television and radio, to advertising on buses and billboards, in magazines and on the Internet – and there is an increasing amount of advertising masquerading as something else – on television travel shows, in the latest blockbuster movie and on children's toys and clothes. We live in a marketing and

media-driven world and much of this advertising markets leisure, travel and tourism products and services. In fact, any organization involved in the leisure and tourism business – from local arts centres, museums, sports clubs and small hotels to the largest theme parks, airlines and cruise companies – will be interested in advertising in one form or another. Advertising has been exhaustively defined and is usually taken to mean either mass communication via newspapers, magazines, radio, television, billboards, the Internet and other media or direct-to-consumer communication via direct mail.

Advertising at its simplest is first and foremost a process of communication. Yet it has many different forms and consumers react to advertisements in any number of ways. Today ads are viewed by an increasingly advertising literate consumer base and not surprisingly (given the sheer volume of advertising clutter) most advertisements are of little interest to most people at any one point in time. People engage with advertisements for a relatively few number of reasons: if the product is different; if the ad is unusual; if the ad is relevant to them; and if the ad is seen often enough. Above all, the key challenge for agencies today is to create advertising executions that can penetrate the clutter of everyday life [1]

In the tourism and leisure sectors, where the product is a service, promotion is even more vital than in other industries. Despite arguments over the essential differences between the marketing of goods and services, it is well established that where it is a service, the tourism and leisure product is a complex bundle of value – since it is intangible, inseparable, variable and perishable. Put simply, there is nothing tangible for the customer to examine beforehand or to take away afterwards; the service is inseparable from its production; the experience is variable and often subject to factors beyond the marketers' control; and finally, the product is perishable and cannot be stored for future sale. Clearly, you cannot test-drive a holiday beforehand, and thus promotion becomes critical, having a greater role in establishing the nature of the product than in most other markets. Promotion is the product as far as the potential tourist or leisure consumer is concerned. The customer buys a holiday, a theatre ticket or attends a concert purely on the basis of symbolic expectations established promotionally through words, pictures, sounds and so forth. In this way, leisure and tourism experiences are literally

constructed in our imagination through advertising and the media. Indeed, it has often been said that tourism marketing is about the selling of dreams and that tourism itself is about illusion, or about the creation of 'atmosphere'. In addition to these characteristics, the tourism and leisure product is also a discretionary product, which will be competing for both the customer's time and money against essential items of expenditure and other discretionary purchases. These five attributes (intangibility, inseparability, variability, perishability and discretionary purchase) mean that the skill in tourism and leisure marketing lies in creating the perceived value of the product, in packaging it and in promoting the experience in a way which gives an organization a competitive edge [2].

Advertising emerges as a key marketing tool in the tourism and leisure industries where potential consumers must base buying decisions upon mental images of product offerings, rather than being able to physically sample alternatives. As a result, advertising is a critical variable in the tourism and leisure marketing mix, and covers a wide range of activities and agencies. Its role reflects that of promotion in general, which is aimed at influencing the attitudes and behaviour of audiences in three main ways: to confirm and reinforce; to create new patterns of behaviour and attitude; or to change attitudes and behaviour. Thus, tourism and leisure operators use images to portray their products in brochures, posters and media advertising; airlines, hotels, theme parks and resorts do the same, as do destinations, attempting to construct an image of a destination that will force it into the potential tourist's evoked set, or destination short list, leading to a purchase decision. Whatever the tourism or leisure product, its identity is the public face of how it is marketed and the importance of advertising in tourism and leisure marketing should not be underestimated. Certainly advertising in general is big business – and it is getting bigger. In 1997 total global advertising spend amounted to some \$300 billion, with the USA accounting for \$110.1 billion, Europe \$83.5 billion and Asia Pacific \$84 billion. Significantly, much of the expenditure comes from an increasingly small number of megabrands and in 1996 the top 200 brands accounted for over 40 per cent of the USA's media expenditure. In the UK, around 32 500 branded goods and services are advertised each year and over 7000 of these brands spend £150 000-plus annually on their advertising. In terms of total ad spend, tourism and leisure organizations are small players – in fact, if all public sector tourism ad spend worldwide

was combined it would still be less than a quarter of the ad spend of one company – Sony (Table 1.2). However, individual private sector companies in the leisure industries have huge advertising budgets, the largest being Walt Disney Co., which spent \$773 million in 1997, 72 per cent of this concentrated on audio-visual advertising.

Advertising at its simplest is first and foremost a process of communication. Yet it has many different forms and consumers react to advertisements in any number of ways. Today ads are viewed by an increasingly advertising literate consumer base and not surprisingly (given the sheer volume of advertising clutter) most advertisements are of little interest to most people at any one point in time. People engage with advertisements for a relatively few number of reasons: if the product is different; if the ad is unusual; if the ad is relevant to them; and if the ad is seen often enough. Above all, the key challenge for agencies today is to create advertising executions that can penetrate the clutter of everyday life. The good news for advertisers of tourism and leisure products is that for many people tourism- and leisure-related purchases are items of expenditure which deserve significant consumer attention and effort – unlike other inexpensive consumer goods such as toiletries or convenience foods. Ads are there to persuade and suggest things that the consumer may not previously have considered and the persuasion process is lubricated by ads that are witty, charming and beautifully constructed. This process may have an immediate effect but more likely, it may influence behaviour some time later. Indeed, advertising should have both short- and long-term results, although one thing to bear in mind is that advertising which does not work in the present will hardly work in the future. This is completely different, however, to saying that advertising must produce immediate and measurable effects. The rate and nature of effect will also depend on the objectives underpinning the advertising campaign itself (e.g., sales promotion, brand positioning, brand awareness etc.).

When it is effective, communications (and advertising in particular) moves customers along a continuum from awareness of a product to reinforcing post purchase satisfaction:

Stage 1 – Awareness. The target market needs to be aware of the product – particularly when it is a new product or a new market. Stage 2 – Comprehension. Once they are aware of the product, potential customers need to understand its features and benefits. This can be challenging where

product parity exists (for instance, between destinations) and substitutability threatens. Stage 3 – Acceptance. Potential customers must decide that the product can meet their needs – advertising plays a vital role here. Stage 4 – Preference. Advertising messages must offer a compelling reason for potential customers to think that the product meets their needs (ideally in a unique way that reduces brand substitutability). Stage 5 – Purchase. Advertising motivates customers to action or to buy the product (often this objective is linked to sales promotions). Stage 6 – Reinforcement. One of advertising's key roles is to confirm customers' choices and create a sense of satisfaction about their actions or purchase.

These six stages are known as the hierarchy of effects model since it reflects the audience's stages of reaction to advertising, however, our understanding of how advertising works has had to move on from this model, not least because advertising objectives have evolved, as have the nature of brands and the competition. Perhaps a more useful way of understanding how advertising works, is to look at the four key models employed in planning advertising today: sales, response, persuasion, involvement, saliency [3]

Advertising need not be complex to be effective – it is simply about creating enough awareness and positive brand associations for it to register as a top-of-the-mind brand when the consumer is faced with a purchase choice. However, with every adult person in the West exposed to between 2000 and 3000 advertising messages every day, the ad appeal has to cut through a lot of marketing clutter – whether by using humour (although the comedy has to be finely balanced to avoid overwhelming the message) or originality.

At the beginning of the 2000s, over two-thirds of European customers are reported to be irritated by ads and some commentators are predicting that the future will be an age of advertising ineffectiveness, with the rise of one-to-one media (through smart websites and CD-ROM technology) facilitating interactive and individually tailored ads. Others see in the new technology an opportunity to converge many traditional techniques into web media to produce a more stimulating interactive environment using on-line television, channel websites and enhanced animation and video links. Whatever your perspective, it is certain that the new Digital Age will revolutionize advertising, and ultimately the Internet and digital television will combine into web television – creating an interactive promotional

platform particularly suited to the travel, tourism and leisure industries.

Some of the newer media vehicles already being used by leisure, travel and tourism advertisers include audio tapes, video tapes, faxes and interactive kiosks, and further technological change is opening up other new advertising vistas. For instance, virtual reality already allows tourists to see and 'experience' certain destinations, resorts and hotels before ever visiting them. Visitors planning a Hawaiian vacation can, for \$8.95, buy the Visit Hawaii CD, the Hawaii Visitors Bureau's official travel planner on CD-ROM. The disk contains 'valuable visitor information, hundreds of images of the most beautiful islands in the world, traditional and modern Hawaiian music, a wealth of Hawaii's history and cultures, maps, a photo guide to beaches, parks, and sights of interest, a calendar of events, a talking Hawaiian dictionary, and much more!' [4]. In the UK, the English Tourist Board and the regional boards are developing integrated management systems for tourist information centres – installing touch-screens linked to a bookable Internet site. Eventually interactive kiosks will be installed in hotels and leisure centres, giving information about a range of services – including accommodation, events, attractions and transport – acting as one-stop travel agents. To sum up, advertising is expensive, its impact is difficult to judge and it usually takes awhile before it has any influence on your customers. So advertising has been exhaustively defined and is usually taken to mean neither mass communication via newspapers, magazines, radio, television, billboards, the Internet and other media or direct-to-consumer communication via direct mail. Whilst word of mouth may be the most credible form of promotion, both of these definitions of advertising are characterized by its two key definers: they are paid for and non-personal. They are paid for in the sense that the sponsor or advertiser is clearly identifiable (as opposed to public relations activities) yet non-personal in the sense that the sponsor is simultaneously communicating with many receivers (perhaps millions) instead of talking to small groups or individuals as a salesperson would [5].

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BUSINESS MARKETING

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals [1].

Business-to-business marketing is the marketing of goods and services to individuals and organizations for purposes other than personal consumption. The sale of an overhead projector to your college or university is an example of business-to-business marketing. Business-to-business products include those that are used to manufacture other products, that become part of another product, that aid the normal operations of an organization, or that are acquired for resale without any substantial change in form. The key characteristic distinguishing business-to-business products from consumer products is intended use, not physical characteristics. A product that is purchased for personal or family consumption or as a gift is a consumer good. If that same product, such as a microcomputer or a cellular telephone, is bought for use in a business, it is a business-to-business product.

Business marketing is a marketing practice of individuals or

organizations (including commercial businesses, governments and institutions). It allows them to sell products or services to other companies or organizations that resell them, use them in their products or services or use them to support their works.

The business-to-business market consists of four major customers: producers, resellers, governments, and institutions.

Producer markets consist of for-profit organizations and individuals that buy products, or to use in facilitating business operations. Resellers consist of wholesalers and retailers that buy finished products to resell for profit. Government markets include federal, state, country, and city governments that buy goods and services to support their own operations and serve the needs of citizens. Institutional markets consist of very diverse nonbusiness institutions whose main goals do not include profit.

Suppliers are making major adjustments in their thinking, management styles, and methods of responding to purchaser's standards and operational requirements.

Relationship marketing is not a faddish trend but rather is driven by strong business forces: the competitive need for quality, speed, and cost-effectiveness, as well as new design techniques.[4]

A **strategic alliance**, sometimes called a strategic partnership, is a cooperative agreement between business firms. Strategic alliances can take the form of licensing or distribution agreements, joint ventures, research and development consortia, and partnerships. They may be between manufacturers, between manufacturers and customers, between manufacturers and suppliers, and between manufacturers and channel intermediaries.

The trend toward forming strategic alliances is accelerating rapidly, particularly among high-tech firms. These companies have realized that strategic partnerships are more than just important—they are critical. Xerox management, for example, has decided that in order to maintain its leadership position in the reprographics industry, the company must "include suppliers as part of the Xerox family." [4] This strategy often means reducing the number of suppliers, treating those that remain as allies, sharing strategic information freely, and drawing on supplier expertise in developing new products that can meet the quality, cost, and delivery standards of the marketplace.

Business-to-business marketers form strategic alliances to achieve a

variety of short- and long-term goals. [5]

Some strategic alliances are extremely successful and some are dismal failures. Four factors that clearly contribute to successful alliances are:

- ***Choosing the right partner.*** The right partner usually has some unique capability to contribute to the alliance, such as access to information, technology, or markets.

- ***Creating a cooperative process.*** A variety of sources, particularly those actually involved in managing strategic alliances, identify cooperation between partners as a key element of successful alliances.

- ***Creating an accountability structure.*** Someone within each organization must be responsible for making sure the alliance thrives and problems are resolved in an equitable and timely manner.

- ***Observing and controlling bargaining positions.*** Fully understanding one's own company's bargaining position is one of the strongest control mechanisms in developing and maintaining strategic alliances. Bargaining positions are based on knowing the other party's interests, long-term strategy, and possible options.

Many strategic alliances fail to produce the benefits expected by the partners. Three general problems have been identified:

- Partners are often organized quite differently, complicating marketing and design decisions and creating problems in coordinating actions and establishing trust.

- Partners that work together well in one country may be poorly equipped to support each other in other countries, leading to problems in global alliances.

- Because of the quick pace of technological change, the most attractive partner today may not be the most attractive partner tomorrow, leading to problems in maintaining alliances over time.[6]

- Strategic alliances often involve multinational partnerships.

Big companies have realized that strategic partnerships are more than just important—they are critical. Though it is so the strategic alliance goals are frequently cited on the pages of such journal as Management Review, These are:

- 1) Reducing risks and costs of entering new markets;
- 2) Filling gaps in current market and technological bases;
- 3) Turning excess manufacturing capacity into profits;

- 4) Accelerating new product introductions;
- 5) Overcoming legal and trade barriers;
- 6) Extending the scope of existing operations;
- 7) Cutting costs when divesting operations;
- 8) Production economies of scale.

Strategic alliances often involve multinational partnerships. The brightest example of strategic alliances is between a U.S. manufacturer and six Asian producers of home appliances.

Whirlpool Corporation spent \$265 million to buy controlling interest in four competitors in China and two in India. Eventually, Whirlpool hopes to become one of Asia's top suppliers of washers, dryers, dishwashers, refrigerators, and household air conditioners. According to "The Wall Street Journal", Whirlpool management believes that the combination of Asia's fast growth and low proportion of households with modern appliances provides very promising market opportunities.

For example, China has a population of over one billion people, but less than 10% of all households in China have air conditioners, microwave ovens, and clothes washers.

Whirlpool also hopes to export appliances manufactured in China to other Asian countries. In order to successfully implement this strategy, Whirlpool must substantially upgrade the quality of its joint venture partners' products. According to Whirlpool executives, the Chinese brands are not as reliable and durable as available Japanese brands. Typical air conditioners manufactured by Chinese partner firms last only five to eight years, which is half the life expectancy of a Whirlpool unit made in the United States.

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PRICING STRATEGY AND POLICY

Pricing policy refers how a company sets the prices of its products and services based on costs, value, demand, and competition.

Through systematic pricing policies and strategies, companies can reap greater profits and increase or defend their market shares. Setting prices is one of the principal tasks of marketing and finance managers in that the price of a product or service often plays a significant role in that product's or service's success, not to mention in a company's profitability.

Managers should start setting prices during the development stage as part of strategic pricing to avoid launching products or services that cannot sustain profitable prices in the market.

Pricing strategy, on the other hand, refers to how a company uses pricing to achieve its strategic goals, such as offering lower prices to increase sales volume or higher prices to decrease backlog [2].

A business can use a variety of pricing strategies when selling a product or service. The Price can be set to maximize profitability for each unit sold or from the market overall. It can be used to defend an existing market from new entrants, to increase market share within a market or to enter a new market. Businesses may benefit from lowering or raising prices, depending on the needs and behaviors of customers and clients in the particular market. Finding the right pricing strategy is an important element in running a successful business.

Once businesses know the minimum price they can charge they will develop a pricing strategy. A plan to price a product to achieve specific marketing objective.

There are 3 main Pricing Strategies:

1. Market Skimming;
2. Penetration Pricing;
3. Competitive Pricing.

Market skimming. Price skimming is a product pricing strategy by which a firm charges the highest initial price that customers will pay. As the demand of the first customers is satisfied, the firm lowers the price to attract another, more price-sensitive segment. Companies try to recover their costs as soon as possible.

Skimming can be used to:

- manage demand until production increased;
- attracts a high income target.

Price skimming occurs in mostly technological markets as firms set a high price during the first stage of the product life cycle. The top segment of the market which are willing to pay the highest price are skimmed of first. When the product enters maturity the price is then gradually lowered. Companies like BMW, Mercedes, Samsung and Apple do this mostly in all of their new launches [5].

Penetration pricing is a pricing strategy where the price of a product is initially set low to rapidly reach a wide fraction of the market. The strategy works on the expectation that customers will switch to the new brand because of the lower price. Penetration pricing is most commonly associated with marketing objectives of enlarging market share and exploiting economies of scale or experience.

Marketers will set a price very low in order to attract customers away from the competition.

The goal of this strategy: to make a large number of sales at the low price in order and to recoup the costs and to build a customer base [1].

Competitive Pricing. Setting the price of a product or service based on what the competition is charging. Competitive pricing is used more often by businesses selling similar products, since services can vary from business to business while the attributes of a product remain similar.

This type of pricing strategy is generally used once a price for a product or service has reached a level of equilibrium, which often occurs when a product has been on the market for a long time and there are many substitutes for the product[4].

There are other pricing strategies that can be used and replaced with a

more permanent basis when goods or services are mature:

Leader Pricing. Companies set low prices on a few items to draw customers and have them buy all products.

Price Lining. In this policy, identically priced items are grouped together in a store so that high mark up items are grouped with lower ones.

Everyday Low Prices. Here a company will guarantee that their price is the lowest, and hence don't need to advertise.

Super Sizing. Consumers receive a larger portion of an item by paying a slightly higher price. This allows companies to increase the profit on a sale significantly

Negotiated Pricing. Here the buyer and seller decide on the price (houses are the obvious example). Can result in a lower price for the consumer.

Interest-Free Pricing. Customers are offered the chance to take the product for a year and pay no interest Furniture stores often use this pricing strategy.

Combo Pricing. Consumers are offered a lower price in one item if they purchase another item (which usually has a high markup).

Psychological Pricing. Prices are made more attractive to consumers (example \$9.99 instead of \$10). Thinking about what a certain price will "say" about a product or service.

Markup pricing, the most popular method used by wholesalers and retailers to establish a selling price, does not directly analyze the costs of production. Instead, markup pricing is the Cost of buying the product from the producer, plus amounts for profit and for expenses not otherwise accounted for. The total determines the selling price.

If the consumer obtains additional information – for instance, about the brand or the store – then reliance on price as an indicator of quality decreases. In the absence of other information, people typically assume that prices are higher because the products contain better materials, because they are made more carefully, or, in the case of professional services, because the provider has more expertise. In other words, consumers assume that "You get what you pay for"[3].

We have come to the conclusion that marketers must consult with production in order to set a minimum price for the product and the minimum price needs to ensure that the company is making as much money as they are spending.

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THE ROLE OF MULTINATIONAL COMPANIES IN TOURISM

Companies decide to «go global» for a number of reasons. Perhaps the most stimulating reason is to earn additional profits. Managers may feel that international sales will result in higher profit margins or more added-on profits. A second stimulus is that a firm may have a unique product or technological advantage not available to other international competitors. Such advantages should result in major business successes abroad. In other situations, management may have exclusive market information about foreign customers, marketplaces, or market situations not known to others. While exclusivity can provide an initial motivation for international marketing, managers must realize that competitors can be expected to catch up with the information advantage of the firm. Finally, saturated domestic markets, excess capacity, and potential for economies of scale

can also be motivators to «go global». Economies of scale mean that average per-unit production costs fall as output is increased.[3]

Since in the international market the development of large and complex corporations has recently taken place, it is now our task to try to understand the key economic features of these companies , which are explicitly called multinational companies in the economics literature. Multinationals can be defined as companies whose organization is directed to locating their production activity (or part of it) in different countries, even while maintaining ownership and management in the country of origin. In addition to the multinational company, in economics there are other definitions: (a) the international firm, that is active in different countries but that keeps the process of decision making in a specific international division coordinated by a group of managers that maintain a national point of view; (b) the transnational firm , that is active in different countries but whose management is detached from any type of national link , even with respect to the host country; (c) the supranational firm, the most evolved form of a transnational firm, which has contractual freedom and is developed by agreements between different countries, in order to facilitate a flexible and always updated structure for the company.[5]

The models that explain the rise of multinational companies can be traced back to the following ones: (a) the market power model , which refers to the companies reaction to the degree of concentration of national markets; (b) the international organizational model , which refers to advantages in terms of transaction costs and international contract costs; (c) the international model of the product life cycle which, refers to a link between the life cycle phases of a product and the location of the company; (d) the technological innovation model , which refers to the center-periphery location of the production of goods with innovative or mature techniques.[3]

Such models have mainly been developed to explain the behavior of manufacturing firms and are not fit for an indiscriminate application to tourism multinationals that are involved in the service sector. It seems more appropriate, though, to use a theoretical interpretation that involves many other factors, which cannot be traced back to the industrial organization models presented earlier. In this perspective, Dunning (1977, 1988) proposed an eclectic theory of multinational firms, which attempted to explain their strategies by using more explanatory factors.[2]The model

is based on the recognition of the alternative methods of involvement of firms in foreign markets: (a) through international trade (for example, exporting goods through foreign partners); (b) through the transfer of know-how, technology, and organizational resources (licensing, technical assistance, franchising. etc.); (c) through foreign direct investments (FDI), by opening departments and carrying out parts of the production process in other countries.[3]

According to Dunning, the reasons behind solution (c), the FDI, are three:

1. Ownership advantages, that derive from operating as a foreigner in a country, both for the intangible activities (think of the possibility of engaging in marketing, of using the know-how, of accessing the credit) and for the tangible activities (think of the political pressure that multinational companies can exert over national governments).
2. Location advantages, that derive from the firm's location in countries with certain comparative advantages, such as lower costs of production, better access to primary resources , adequate transport and communication networks , tax breaks , and public subsidies , etc.
3. Internalization advantages, that derive from the existence of economies in terms of lower transaction costs in purchasing inputs and intermediate goods and in terms of exercising direct control over intangible assets such as the logo and the know-how.[2]

The eclectic theory by Dunning [in his work 1997] (OLI Ownership, Location, Internalization) is suitable for interpreting the situation of the tourism market. Tourism multinational's invest abroad due to obvious location advantages (the existence of natural and cultural resources in the destination) and to ownership advantages (the extent and the direction of tourism policies , particularly with respect to economic benefits and direct incentives aimed at foreign firms, such as detaxation of profits). Finally what is particularly relevant for the case of international tourism is the mobility of tourism flows, therefore firms need to connect countries with tourism resources to countries with strong demand of tourism services (internationalization advantage). Dunning considers the hospitality sector (for their resource-based structure) and the sector of production and distribution of package holidays among the sectors that favor multinational firms.[1]

A key issue in the debate on multinationals, which connects foreign direct investment (FDI) to the local development process is the role that

multinational firms plays in promoting or jeopardizing the development of host country. The economic literature has approached this issue in different ways, arriving at different conclusions. On the one hand, the heterodox and radical perspective affirms that the multinational company, being technologically and organizationally at the forefront, is able to transfer important real and financial resources to the host country (and also vice versa, depending on own profitability and not on the destination's interests), thereby putting competitive pressure on the small local firms and political pressure on local governments. Both aspects lead to relevant negative effects on the process of development of the region and the country. According to this point of view, multinational firms exploit the local resources thus crowding out investment of local firms and limiting their economic and political strategies. When this happens, we already know that the tourism sector develops through enclaves with scarce economic impact on the local territory.[4] On the other hand, the orthodox mainstream perspective considers that the technological gap between multinational and local firms can be, at least partially, filled by the positive externality generated by FDI (technology and know-how transfer, capital inflows, etc.). If this outweighs the negative effects of competitive pressures, the impact on the local territory can be overall positive. It would hence be optimal for the local government to promote and to provide incentives for attracting FDI.

The literature has not been able to verify which of the two positions empirically holds, and even though the mainstream economic thought is theoretically more convincing, it is important to recall that two interpretive models remain at the theoretical level. It must also be said that the effect of multinational firms is not only limited to their contribution to growth, but is also related to aspects of social sustainability, such as inequality and poverty. To this end, the literature shows both theoretical rationales (Feenstra and Hanson 1997) and empirical evidence (Figini and Goerg 1999, 2011) that link FDI with an increase in inequality and poverty. In addition, it is found that the investment in environmental protection depends on the type of firm: Calveras (2003) shows that international hotel chains have, for example, less incentive to invest in the protection of the natural resources than local firms. Leaving behind these negative effects and focusing instead on the transmission channels of positive externalities, the literature classifies them into horizontal externalities and vertical

externalities. The former relate to externalities that are generated if the local firms operate in the same productive sector of the multinational, the latter occur if they operate upstream or downstream in the production process. In any case they deal with: (a) human capital appreciation by imitation (learning by observing) or by experience on the job place (learning by doing); (b) labor mobility; (c) the imitation effects generated by the contact between local producers and the multinational companies; (d) the incentive for local firms to introduce new technologies . Although tourism is not explicitly considered in these models, there is no doubt that the above-mentioned effects can be found also in the tourism sector , provided that the tourism goods and services are , as we already know , in a tight relationship , and require a high level of coordination between producers. These sectoral linkages, therefore, develop among workers in the sector, stimulate the creation of by-products or local spin-off, provide incentives for the introduction of new technologies for reservations, marketing, etc. The attention of the economic literature on the linkages stemming from the entry of a multinational firm has been proposed, among others. Nevertheless, these models focus on the growth and the variety of local firms that supply intermediate goods to the multinational firm (backward linkages) and on the greater specialization that allows to produce more complex goods (forward linkages).[5] However, the characteristics of tourism lead to the fact that multinational enterprises have other positive effects on local tourism development. In fact, the tourism product is enriched by the sophistication and the variety of local goods and services included in there, except when tourism demand is concentrated in an enclave. Since the tourism product is composed by the organized mix of many different goods and services, it is important to recall that linkages also work from the output side. If the tourists show appreciation for variety ,it can be assumed that the greater the diversification of the bundle of tourism goods offered by the destination, the more valuable the tourism product. Hence, the willingness to pay of the tourist is an increasing function of the degree of variety. In this way, a common interest between multinationals and the destination arises, both being motivated to the completion of the tourism product, the former in terms of increased profits, the latter being able to undertake a strategy of development based on local firms [1]. It is not possible to determine, however, whether the optimal degree of variety for the multinational

company coincides with that of the destination. If this not happens , due to the dynamics of land's price and the barriers to entry faced by local firms , the optimal degree of tourism variety for the multinational company can be higher or (more likely) lower than that of the destination. In such case, a policy intervention might be desirable [5].

The multinational firm could have speculative purposes, thus purchasing land not to build tourism structures and infrastructures but for re-selling it at a higher price once the market has grown. In this way, the multinational company gains a profit in its core business (i.e., hospitality) and have a capital gain on the land market.

So we come to the conclusion that hence in the international tourism market the following operators are usually at work : a)international transport companies , prevalently airlines; b)international tour operators; c)international hotel chains. The Role of multinational companies in tourism is enormous and progressive. But sometimes multinational firms exploit local resources crowding out investment of local firms .

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THE FEATURES OF PROFESSIONAL TRAINING OF QUALITY ASSURANCE ENGINEERS

Computers and software systems are becoming ubiquitous in modern society. Worldwide users rely on individual and interconnected computers, as well as the global information infrastructure, such as the Internet and the World Wide Web (WWW), to fulfill their needs for information processing, storage, search, and retrieval. All these needs are supported with the underlying software. This reliance requires the software to function correctly over a long time, to be easy to use, and so on. In general, such requirements for high quality need to be satisfied by the people involved in the development and support of these software systems through various quality assurance activities, and the claims for high quality need to be supported by the evidence based on specific measurements and analyses.

The software assurance plays a vital role in protecting the information infrastructure, giving technology vendors both the responsibility and business incentive to improve the security of the software they produce. Recognizing this, many information and communication technology leaders are developing internal software assurance programs to reduce vulnerabilities, improve resistance to attack and protect the integrity of software. Fundamental to the success of these programs is the ability to ensure that the people designing, developing and testing products understand the basic principles of secure engineering.

The software assurance encompasses the methods and processes that ensure the software functions as intended while mitigating the risks of vulnerabilities and the malicious code that could bring harm to the end user.

In the analysis of the software assurance programs, it quickly becomes evident that each successful effort has been supported by the internally developed security engineering training aimed at all those responsible for the development of the software they produce, including product managers, project managers, architects/designers, developers and testers.

The need for in-house training is partly due to the fact that the secure development principles are not yet a significant part of the software engineering curriculum at college or university level. While a low number of universities are working to add secure design principles to the programming curriculum, these initiatives are still in their infancy. Moreover, the internally developed training is the only way to form the specialized skills and knowledge necessary to support the unique environmental development of the organization, processes and security policies. The security engineering training is better to consider a part of any software assurance program since managers cannot assume that their product teams already have the skills necessary to the effective implementation of the development of secure principles.

The courses can be broken into three main levels: Foundational, Advanced and Specialized.



Figure 1 – Three levels of security engineering training

Let's consider the framework for internal security engineering training.

The lack of formal education on secure software design, development and testing principles at the university level and the infancy of many corporate software assurance programs have resulted in a shortage of software engineers who already possess the secure development skills desired by software vendors. This makes it extremely difficult to make teams already fully educated on secure development practices. For this reason, supporting some level of training to supplement the security engineering skills of product teams is the requirement for nearly every organization implementing software assurance programs.

Once it becomes clear that some level of corporate-sponsored training

is required, the first instinct is often to look to outsource training initiatives or obtain some industry standard curriculum to use internally. However, even when outside training programs are leveraged or other curriculum adapted, it must be recognized that they will not directly relate to the unique environmental development of the organization, processes and security policies. As such, some additional instruction tailored to the corporate environment is still necessary.

The final, and perhaps most important reason, that it is favored an in-house approach to security engineering training is the ability to tie their training initiatives in a concrete way to corporate goals, processes and risk management approaches, as well as employee's performance expectations. In soliciting feedback from employees undergoing training, it is evident that the training is mostly embraced when the employees can directly apply what they learn to their daily work. In this way, training becomes more than an abstract corporate requirement, but rather a tool they can use to continue their professional development and further careers.

The most important theme that arose from the analysis of the training programs was the importance of setting a solid base of foundational knowledge across the entire product team – Product Managers, Product Architects/Designers, Technical Writers, Program/Project Managers, Development Engineers, Service and QA Engineers. It is imperative that the awareness training can be given to everyone who touches the product development in order to build more secure culture. Once this mindset is achieved, it becomes easier to change the specific behaviors of developers and QA professionals.

Companies have found that a centralized program cannot be successful alone without security knowledgeable and trained professionals working within the organization. Through a variety of means the member companies have found the ways of building an internal network of security advocates who can extend what they learn within their local teams.

To meet these goals, the content should create understanding of basic security such as:

- The current threat environment and the corresponding importance of secure development practices;
- Secure design principles;
- Secure coding principles;
- The most common errors that lead to security vulnerabilities;

- Threat modeling;
- How to find/test security related issues in code;
- How to fix security issues;
- Security in the software development lifecycle.

Few software engineering professionals receive any formal training on secure design, development and testing principles. The lack of security engineering awareness and education among the software engineering workforce is the significant obstacle to information and communication technology corporations working to implement the effective software assurance programs. It is widely recognized that universities must step up their efforts to provide more education on secure design, development and testing methods to their software engineering students. Internal training programs are the most effective when they customized to unique corporate needs; the programs do share some foundational elements that can greatly contribute to overall success.

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CHOOSING WEB SERVER FOR HOSTING WEBSITES

Every business – even if it only has one employee – needs a Website, and even if you are not running a business you might still want a site of your own. Thanks to the variety of options and services available, setting up a website with your own personal domain (that is, with a URL in the format `www.yoursitename.com`) is both easy and affordable. The first step is to find a Web host, the company who will store your files on its servers. As you know, Web hosts are all different, with different bandwidth, storage capacity, applications, email features, and of course, prices.

While Web hosts can offer dedicated hardware and even virtual private servers, where multiple sites share hardware but otherwise have isolated, virtualized software, this list focuses mostly on shared packages, the most common and affordable way to set up Web site. This means a single server at the Web host is serving up multiple Websites. For your purposes, though, it doesn't matter since you are the only one with access to your files, and you can't access someone else's files.

Before you can decide which Web host meets your needs and which Web hosting package to buy you need to figure out your basic requirements. These shared servers are acceptable, but if you are worried about the performance and speed, you need to look at dedicated or virtual servers.

Many of the Web hosts offer limited features for the starter packages and then expand the offerings (sometimes tremendously) for higher-tier plans. Read the small type to make sure the plan you are selecting offers what you need. If you need a site builder application to design your Website, make sure that the low-cost Web host you are picking actually comes with a site builder. Many of them require you to pay for the builder as a separate add-on.

You also want a Web host with 24/7 customer support—if not by phone, then by chat. Forums, knowledge bases, and help tickets are all well and good, but sometimes you just need that human on the other end of the support call.

Some Web hosts offer a choice of Linux or Windows hosting. If you have specific applications that require Windows, such as SQL Server or a custom application written in .NET, then you need to make sure your Web host has Windows hosting. But don't let the idea of a Linux host intimidate you. Most Web hosts nowadays offer a graphical interface or a control panel to simplify server administrator and Website management. Instead of typing at the command line, you will be clicking on icons most of the time.

One thing we learned in reviewing the services listed here is that even though the packages are very similar, they are not identical. Some are more security-minded than the most, offering antispam and antimalware tools. Others offer a variety of email marketing tools. While most of the hosts have built-in e-commerce, you may want to consider buying and installing a robust e-commerce application instead.

Some Web hosts give you plenty of room to grow even within the tier, and others require you to upgrade to a more expensive plan. Consider how much you expect to grow your website and how soon before you commit to anything longer than a one-year plan.

One of the best choices is HostGator. It offers month-to-month Web hosting plans, but it pushes really hard for you to sign up for longer terms, starting at six months. The longer the term, the deeper the savings. Even though the standard monthly and six-month plan starts at \$8.95 a month, there are discounts for those as well. We were irked that, during the signup process, HostGator defaults to a three-year term. It's one thing to encourage users not to go month-to-month, but pushing them into three years right from the start is a bit much.

The plans are called Hatchling, Baby, and Business, and, unless you dig into the details of what each plan offers, it is difficult to tell how they are different. The Hatchling plan (starting at \$8.95 per month) offers unlimited disk space, bandwidth databases, and email addresses, plus support for one domain and third-party applications such as content management systems and e-commerce platforms. Arvixe lets you host six domains with its basic plan. You need to upgrade to Baby or Business on HostGator to get unlimited domains. The Baby and Business plans (starting at \$9.95 per month, and \$14.95 per month, respectively) add highly specialized options, such as having a free toll-free phone number or dedicated SSL certificates.



Figure 1. Homepage of the site

HostGator offers virtual private server (VPS) hosting starting at \$15.96 per month, and dedicated server hosting starting at \$139 per month. If you need more power, expect high-traffic volumes, or have specific compliance requirements that prevent you from using shared servers, these are good options to consider.

The Web host's plans are much more flexible than some of the other competitor offerings. The most basic VPS plan, Snappy 500, starts with a half-core CPU, 512MB RAM, 25GB disk space, and 500GB bandwidth. The most advanced, Snappy 8000, offers 4 cores CPU, 8GB RAM, 240GB disk space, and 3TB bandwidth.

HostGator's dedicated server packages start at \$139 per month, and offers an excellent set of features for its price. Arvix may offer an obscene amount of memory, you can configure one of its dedicated servers with an incredible 96GB of RAM, but you'll pay for it: Arvix's low-tier dedicated server starts at \$429. If you want to save a few chips but still have a very balanced dedicated Web host, HostGator is the way to go.

HostGator users can customize their servers with up to 1TB of storage, 16GB of RAM, and an impressive 25GB of monthly data transfers that bests the offerings from Arvix (10TB), GoDaddy (20TB), and many other Web hosts. Dreamhost, on the other hand, is a rare Web host that

offers unlimited data transfers per month.

That said, HostGator beats Dreamhost when it comes to operating system options. The company's dedicated servers come in Linux and Windows flavors, which isn't as commonplace as you might think; Linux tends to dominate the field. In fact, HostGator is just one of three Web hosts that we reviewed that scored well and offered both operating systems. Even Dreamhost, one of our favorite hosting services, lacks Windows-based dedicated servers. Balance and price gives HostGator the dedicated hosting Editors' Choice nod over the competition.

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Збірник містить матеріали науково-практичної конференції викладачів і студентів «Мова, культура та освіта». Доповіді відображають широкий спектр досліджень із галузей мовознавчої, культурологічної та педагогічної наук: методика викладання та інноваційні технології навчання, культурологічна парадигма освіти, новітні напрямки у сучасному мовознавстві, реформування системи професійної та довузівської підготовки. Представлені доробки учасників конференції можуть бути корисними для викладачів, учителів, наукових працівників, аспірантів, магістрантів, студентів та всіх, хто цікавиться питаннями підвищення якості освіти.

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